

# Contents

<b>Acknowledgments</b>	<b>ix</b>
<b>I Boot Camp: Privacy Means Profit</b>	<b>1</b>
1 Motivate the Troops	3
2 Define the Problem	16
3 Engage the Brain	35
<b>II Basic Training: Think Like a Spy</b>	<b>43</b>
4 The First Mind-Set: Eliminate the Source	45
5 The Second Mind-Set: Destroy the Data	64
6 The Third Mind-Set: Secure the Systems	73
7 The Fourth Mind-Set: Lock the Docs	94
8 The Fifth Mind-Set: Evaluate the Risk	107
9 The Sixth Mind-Set: Interrogate the Enemy	125
10 The Seventh Mind-Set: Monitor the Signs	139
<b>III Field Combat: Target the Enemy</b>	<b>155</b>
11 Deploy Targeting Strategies: Accumulate, Prioritize, and Adapt	157

**viii Contents**

<b>12</b>	<b>Defend Online Identity: Social Networking and the Cloud</b>	<b>174</b>
<b>13</b>	<b>Protect Mobile Data: Laptop Responsibility</b>	<b>194</b>
<b>14</b>	<b>Travel with Care: Business Trips and Vacations</b>	<b>203</b>
<b>15</b>	<b>Recover Your Identity: When All Else Fails</b>	<b>212</b>
<b>16</b>	<b>Prioritize Your Attack: The Privacy Calendar</b>	<b>222</b>
	<b>Resources</b>	<b>229</b>
	<b>Notes</b>	<b>230</b>
	<b>Index</b>	<b>233</b>
	<b>About the Author</b>	<b>245</b>

<http://www.pbookshop.com>

For an electronic version of *The Privacy Calendar* (with live links), visit [www.Sileo.com/privacy-calendar](http://www.Sileo.com/privacy-calendar).