Don't Be That Guy who Overshares Everything

New Video Series Brings to Life Online Risks and Behavior

Despite Internet users being concerned about online fraud, personal privacy and their reputation, their behavior proves otherwise as they continue to participate in online behavior that puts personal information at risk of being compromised with negative impact on their reputation. Users overshare confidential information, including private images, personal contact information, location information and personal life details but do not seem to understand the consequences. To illustrate users' risky behaviors and demonstrate the potential consequences, Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software and solutions, has released a new video series, "Don't Be That Guy," consisting of five videos focusing on consumer security and privacy awareness.

In a recent study commissioned by Trend Micro, the survey found that Internet users participate in a variety of potentially risky behaviors, including browsing suspect websites and allowing apps to access public information from their social media profiles. The "Don't Be That Guy" videos highlight potential problem areas many Internet and mobile users face while providing solutions on how to protect private information. The videos focus on the following topics:

- Identity theft prevention
- Password management
- The dangers of phishing scams
- The risks of downloading apps on your Mobile
- Online privacy setting & protection

"Today we have so many choices to communicate and share our lives with friends and family online and through social networks," said Kevin Simzer, chief marketing officer, Trend Micro. "But as the number of ways to communicate increase, so do the threats to our private data. Internet users need help navigating the complex landscape to keep their personal details private."

The Trend Micro survey found Internet users continue to participate in online behaviors that can increase their risk of identity theft or damage their reputation. For example, 40 percent of mobile users do not use a password to protect their devices and 67 percent of consumers let their browser(s) save their password when they are on the Internet.

"We want to inform consumers of their risky behaviors to prevent them from falling victim to the next data breach," said Simzer.

Based on data from research conducted by Trend Micro, the "Don't Be That Guy" video series shows the hero, Mark Bright, going about his daily life while making every day digital life mistakes. Mark makes simple online mistakes that have potentially dangerous consequences. With each mistake Mark makes, he shows the audience that in today's digital society that the new security issue is securing your privacy online and in the real world.

To view all five videos, please visit www.trendmicro.com/ThatGuy.

For more information on Trend Micro Security 2015, click here.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit TrendMicro.com.
