

# UNIT – IV

# Introduction to Risks

- Privacy concerns
- Security threats
- Digital footprint

# Public Embarrassment

- Viral posts
- Inappropriate sharing
- Reputation damage

# Once It's Out There, It's Out There

- Permanent online records
- Screenshots and archives
- Long-term effects

# False Information

- Fake news
- Manipulated content
- Public confusion

# Information Leakage

- Sharing sensitive data
- Company information leaks
- Security risks

# Retention and Archiving

- Storing social media data
- Legal compliance
- Data management

# Loss of Data and Equipment

- Device theft
- Data corruption
- Need for backups