



SHEPARD SCHWARTZ & HARRIS LLP

Business Advisors For Privately Owned Companies

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LinkedIn Changes its Privacy Settings

LinkedIn has become a popular social media networking tool for business professionals. Many LinkedIn users may be unaware that in August 2011, LinkedIn quietly changed its default privacy settings to allow users names and information to be connected with third-party advertisements. To opt out of these advertisements, simply follow these steps:

1. Click on your name on your LinkedIn homepage (upper right corner). On the drop-down menu, select “Settings”.
2. From the Settings page, select “Account” (lower left corner).
3. In the column next to “Account”, click “Manage Social Advertising”.
4. De-select the box next to “LinkedIn may use my name, photo in social advertising”.
5. Click “Save”.

This should help ensure that your LinkedIn information is not being shared with third party advertising companies without your authorization.

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