



Office of Public Affairs  
Division of University Advancement

## News Release

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### **CAL POLY POMONA'S CYBER SECURITY FAIR ADDRESSES PROTECTING ONLINE PRIVACY**

POMONA, Calif. — Identity theft and Internet privacy and security are just some of the issues that will be addressed at the “Privacy is Dead – Get Over It” seminar Oct. 25, 11:30 a.m. to 2 p.m, at Cal Poly Pomona.

The presentation is part of the third annual Cyber Security Fair from 10 a.m. to 2 p.m. in the Bronco Student Center's Ursa Minor Room. The fair aims to educate the campus community about ways to prevent themselves from becoming victims of Internet fraud. There will be a total of 74 exhibits and a presentation on Microsoft-Vista and SecondLife from 10 a.m. to 11 a.m.

The “Privacy is Dead – Get Over It” seminar, led by Steven Rambam, founder and CEO of Pallorium, Inc., will focus on the personal and private information people unknowingly make available to a third party. Various real-world examples will be provided as well as examples of investigative online resources and databases. In fact, a volunteer from the audience will be chosen for a demo of an actual online investigation.

Participants will have the opportunity to take part in a Q&A session during the last half-hour of the lecture.

For more information about the Cyber Security Fair, please contact Christopher Laasch at (909) 869 – 2808 or visit <http://www.csupomona.edu/~cyberfair/>.

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**ABOUT CAL POLY POMONA** — Striking the perfect balance between urban excitement and rural charm, Cal Poly Pomona is nestled in 1,428 rolling acres in the heart of sunny Southern California. With 2,600 faculty and staff to serve 20,000 students, Cal Poly Pomona's mission is to advance knowledge by linking theory and practice while preparing students for leadership and careers in a multicultural world. The university champions an approach that places learning at the center of every program, course, and activity on campus. Students are afforded opportunities to apply their knowledge through hands-on projects, collaborate with faculty members on research, and participate in valuable internships and service-learning programs. Seven colleges and one school offer 66 undergraduate and 21 graduate degrees, as well as eight credential programs.

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