CHECKLIST · MARKETING

Who sees your LinkedIn, and who trains on it: seven fixes

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- [ ] **Turn on two-factor authentication.** Go to **Settings & Privacy > Sign in & security > Two-factor authentication** and pick an authenticator app or SMS codes.
- [ ] **Create a passkey.** Go to **Settings & Privacy > Sign in & security > Passkeys > Create a passkey**.
- [ ] **End sessions you don't recognise.** Go to **Settings & Privacy > Sign in & security > Where you're signed in** and sign out of old devices.
- [ ] **Decide on AI training.** Open **linkedin.com/mypreferences/d/settings/data-for-ai-improvement** while signed in and set **Data for Generative AI Improvement** the way you want it.
- [ ] **Trim advertising data.** Go to **Settings & Privacy > Advertising data** and review **Profile data**, **Activity and inferred data** and **Off LinkedIn data**, which covers sharing with affiliates such as Microsoft.
- [ ] **Limit who can find you.** In **Settings & Privacy > Visibility**, set **Discoverability by email** and **Discoverability by phone number**, and check **Email visibility**.
- [ ] **Choose whether job changes are announced.** In **Settings & Privacy > Visibility**, open **Share profile updates** and set it before you edit your profile.

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