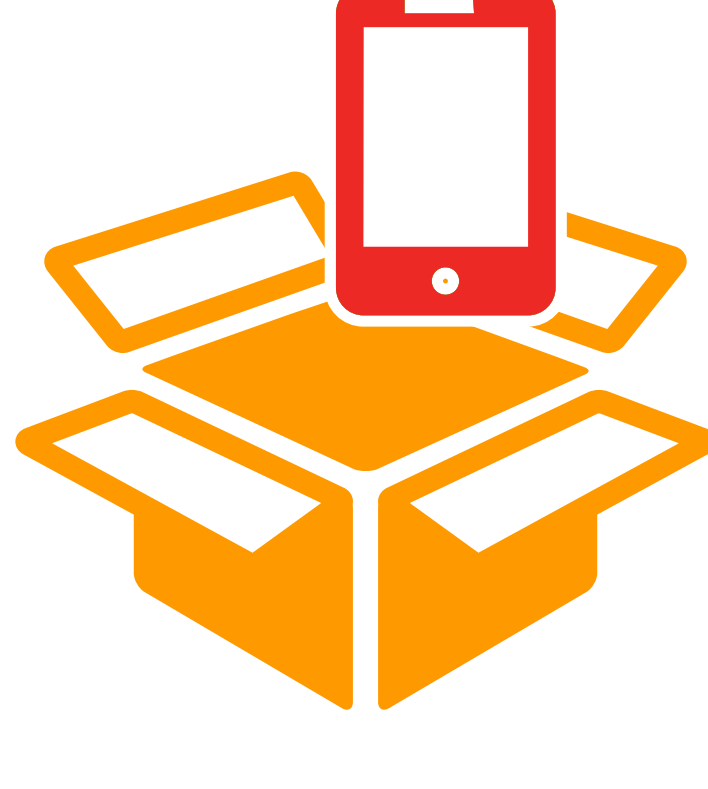


# Americans are selling their **IDENTITIES** and **MEMORIES** when they sell their used smartphones

Every day, more than **80,000 used smartphones** are for sale online



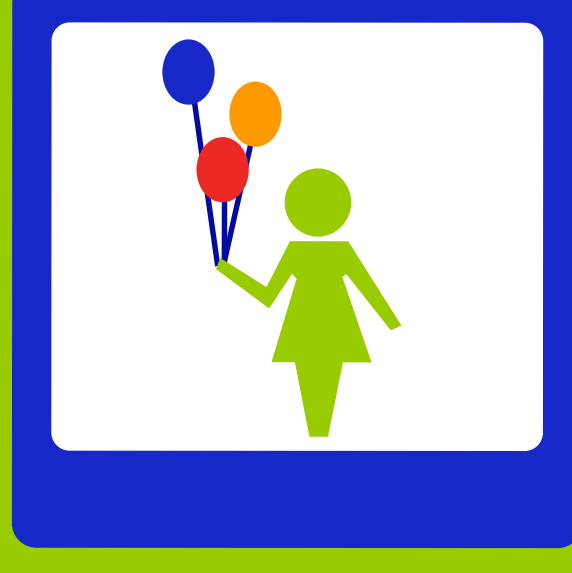
**AVAST** purchased **20 used smartphones** that supposedly had all personal **data erased**, and here's what we found:



**40,000+**  
photos



**1,500+**  
photos of children



**750+**  
photos of women  
in various  
stages of undress

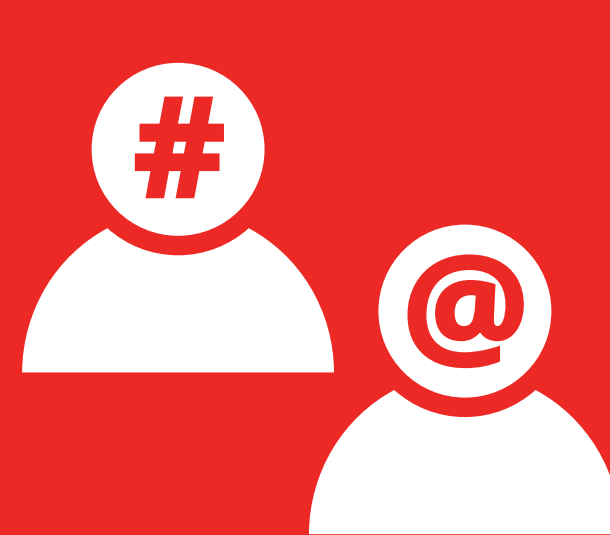


**250+**  
male nude selfies

**1,000+** **Google** searches

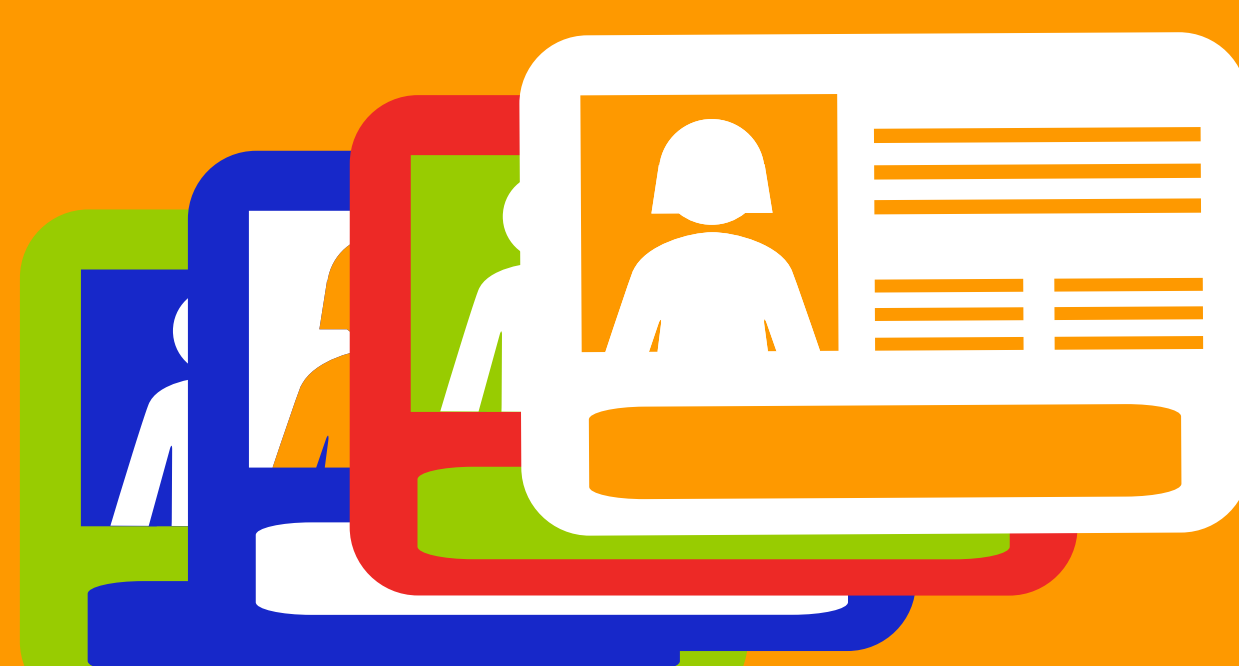


**750+**  
emails and  
text messages



**250+**  
contact names  
and emails

The **identity** of  
**4** previous phone owners



**1** completed  
loan application

**To permanently delete personal data from a smartphone before selling or giving it away:**

1. Install avast! Anti-Theft for free from the Google Play Store
2. Configure avast! Anti-Theft with your my.avast account
3. Turn on the "thorough wipe" feature within the app
4. Log in to your my.avast account from a PC to wipe your phone, deleting and overwriting all of your personal data