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How Proxies Improve Online Security and Privacy?

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These days, working online or even browsing websites comes with various security concerns. The reason is simple, you always want to be safe and protect your data. And with so many hackers, ransomware and other threats, it's very easy to worry about where your info might end up. That's why using a proxy can be a very good idea. Proxies do a very good job of improving your online privacy and security, and the best part is that you can find a wide array of options to consider.

Hiding your IP

By hiding your IP, a proxy will help prevent sites from tracking your identity and location. You will also lower exposure to any targeted attacks, which tend to be extremely problematic. And in addition, it will help you enhance anonymity while browsing. It's very important, especially when you access sensitive data or when you do any competitor research, among many others.

Protecting yourself from cyber attacks

Most cyber attacks will rely on knowing your IP address. That's because they will do network intrusion attempts, brute force login or even DDOS attempts. By masking the IP, you won't have to worry as much about these issues, so take them into consideration. It gives you an added defense layer, and something that will help you in more ways than expected.

Secure automation and web scraping

Many businesses these days are using automation tools in order to study the market, monitor prices or collect data. However, when you perform many of these requests from the same IP, that will trigger a security issue, and sometimes it might even lead to bans. A proxy will help you, because you can rotate the IP address, prevent detection and distribute these requests over multiple endpoints, something that becomes inherently crucial here.

Getting past geographical restrictions

There are lots of websites which will restrict content based on where you live. Thankfully, with a proxy, you can get past any of these restrictions without a problem. A proxy lets you access content from any region, and you can also avoid censorship. Plus, you get to maintain your privacy while accessing that restricted content, too, which is crucial.

It prevents profiling and tracking

The upside when it comes to proxy usage is the fact that you can easily prevent sites from accessing click behavior, device info or browsing history. A proxy will help you mask your real IP, it also helps with IP rotation and you can also reduce the consistency when it comes to your user identity, something that matters quite a lot.

It makes public WI-FI usage safer

What we all know about public WI-FI networks is the fact that they are insecure and they can suffer from packet sniffing, man-in-the-middle attacks and other problems. A proxy is better since it reduces the direct exposure of your IP, and it can add an extra barrier against the attackers, which is extremely important.

Content filtering

These days, you can also use a proxy if you want to filter content and control access to websites. What makes proxies great is they can block unsafe or malicious websites, monitor the internet usage and restrict access to any non-work related platforms for businesses. If you want to ensure that you have excellent content filtering, this is important and you will find it to convey a much better value than expected.

Preserving anonymity

Staying anonymous online can be tricky these days, but a proxy helps with that. No one can identify your location, which can be handy for researching, journalism, but also for whistleblowers and people that tend to be more privacy focused in general. Being able to hide your identity online can have many use cases, and that's why something like this is totally worth your time and effort.

Fewer to no data breaches

A data breach happens when the attacker is getting access to an internal system. The role of a proxy is to act as a buffer between servers and users. It also limits the direct exposure of internal networks and it can filter traffic. In doing so, you will be able to prevent vulnerability exploits, and it will make the experience much better than expected.

Multi-account management

There are times, such as managing social media accounts, when you need to have multiple IPs. And that's because a lot of the time, platforms will restrict multiple accounts having access from the same IP. They could even ban you. So the best approach here is to have a separate IP for each account. That's where a proxy tends to be the best option, and it can help you save a huge amount of effort and time.

Better DNS privacy

There are proxies which can handle DNS requests. That will prevent your ISP from knowing what websites you are visiting, and that can be a very good idea. It's because ISPs will log browsing activity, and the data can be shared or sold without your consent. On top of that, privacy is compromised, and that's why you want to address it in a way that's very consistent and

comprehensive.

Controlling access to the internal systems

Some companies are using a proxy because they want to have complete control over their own, internal systems. That means employees need to use a proxy to access the company system. And for the company, that's great because they can monitor access and restrict it as they see fit. That way, only the authorized users are able to interact with sensitive data, and that's extremely important to keep in mind here.

Data protection compliance

These days, you must comply with various regulations, be it HIPAA or GDPR. The role of a proxy here is obvious, because you can mask the user identity, control the data flow, and also enhance the privacy measures. Granted, this is not a complete solution, but it will help improve your compliance with these regulations.

It's clear that using the **best proxy** will help you improve the way you maintain your online security. And in the end, it will help streamline the process much easier, while ensuring that you have an effective way of sharing and accessing content at your own pace.

Photo: Freepik via their website.

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