

# LinkedIn Settings

**LinkedIn offers a multitude of configuration options. It is not always easy to keep track of all the various settings offered and to select the best settings for your purposes. Our checklist is meant to assist you to protect your account and all your published information in the best possible way.**

We have tried to draw up as universally applicable a set of instructions for private users as possible. Nevertheless, the individual configuration options and settings may differ in specific cases. This checklist refers to the LinkedIn settings available as of **10th August 2022** as displayed in a desktop computer browser.

As a rule, the settings described here are automatically adopted in the LinkedIn app. Depending on your smartphone and operating system though, there may be some additional settings in the app which are not discussed here.

To display the account settings in LinkedIn, click the arrow symbol next to “Me” top right of the page, and select “Settings & Privacy” from the menu.

## Account preferences

Category	Sub-category	Our recommendation
Profile information	Name, location, and industry	Restrict yourself to details which are relevant to the world of work.
	Personal demographic information	Do not submit any demographic data
Display	Dark mode	Depending on your requirements
Site preferences	Language	Depending on your requirements
	Content language	Depending on your requirements
	Autoplay videos	Depending on your requirements
	Showing profile photos	Depending on your requirements
	Feed preferences	Only follow people and institutions which are relevant to you from a professional and specialist point of view.
	People also viewed	Off
	People you unfollowed	Depending on your requirements
Syncing options	Sync calendar	Don't use, "Remove All" if necessary
	Sync contacts	Don't use, "Remove All" if necessary
Subscriptions & payments	Upgrade for Free	Depending on your requirements
	View purchase history	If you are using chargeable functions, you can track your transactions here.

Partners & services	Microsoft	Don't use, "Remove All" if necessary
	Twitter settings	Don't use, "Remove All" if necessary
Account management	Merge accounts	Depending on your requirements
	Hibernate account	Depending on your requirements
	Close account	As soon as you no longer wish to use LinkedIn

## Sign in & security

Category	Sub-category	Our recommendation
Account access	Email addresses	Use a free address without any indication of your identity (e.g. ferrari397@gmail.com).
	Phone numbers	Optionally, you can also register a mobile number, which will then be required for log-in confirmations as necessary.
	Change password	Manage your passwords outside of Facebook, for instance using a password manager.
	Where you're signed in	Regularly close sessions you no longer need.
	Devices that remember your password	Check this regularly, and keep the number of devices where your password is saved to a minimum.
	Two-step verification	Activate.

## Visibility

Category	Sub-category	Our recommendation
Visibility of your profile & network	Profile viewing options	Private mode
	Edit your public profile	Only ever allow the display of the minimum details, which are absolutely necessary. Information visible here can be searched and viewed directly from the Internet.
	Who can see or download your email address	„Who can see ... on your profile or in approved apps?” -> Only visible to me “Allow your connections to download your email (...) in their data export” -> Off
	Connections	Off
	Who can see your last name	Depending on your requirements

	Representing your organization and interests	Off
	Profile discovery and visibility off LinkedIn	Off
	Profile discovery using email address	2nd-degree connections
	Profile discovery using phone number	2nd-degree connections
	Blocking	Depending on your requirements
Visibility of your LinkedIn activity	Manage active status	No one
	Share profile updates with your network	Off
	Notify connections when you're in the news	Off
	Mentions or Tags	Off
	Followers	Connections

## Communications

Category	Sub-category	Our recommendation
How you get your notifications	On LinkedIn	Depending on your requirements
	Email	Depending on your requirements
	Push	Depending on your requirements
Who can reach you	Invitations to connect	Depending on your requirements
	Invitations from your network	Depending on your requirements
	Messages	„Message requests“ -> No „InMail messages“ -> No „Sponsored Messages“ -> No
	Research invites	Off
Messaging experience	Read receipts and typing indicators	Off
	Messaging suggestions	Off
	Message nudges	Depending on your requirements

## Data privacy

Category	Sub-category	Our recommendation
How LinkedIn uses your data	Manage your data and activity	Depending on your requirements
	Get a copy of your data	Depending on your requirements

	Manage cookie preferences	„Cookies“ -> Off
	Salary data on LinkedIn	Do not submit any salary data
	Search history	Regularly delete your search history
	Personal demographic information	Do not submit any demographic data
	Social, economic, and workplace research	Off
Job seeking preferences	Job application settings	“Save and manage your resumes and answers” -> Off
	Sharing your profile when you click Apply	Depending on your requirements
	Signal your interest to recruiters at companies you've created job alerts for	Off
	Stored job applicant accounts	Check the accounts listed and delete it from the applicants tracking system and LinkedIn if necessary.
Other applications	Permitted services	Check regularly and remove any services not required.
	Microsoft Word	Off

## Advertising data

Category	Sub-category	Our recommendation
Advertising preferences	Profile data for personalizing ads	Off
	Interest categories	Off
Data collected on LinkedIn	Connections	Off
	Location	Off
	Demographics	„Use your age for ads“ -> Off „Use your gender for ads“ -> Off
	Companies you follow	Off
	Groups	Off
	Education	Deselect all
	Job information	Deselect all
	Employer	Deselect all
Third-party data	Audience insights for websites you visit	Off
	Ads outside of LinkedIn	Off
	Interactions with businesses	Off

Ad-related actions

Off