



## Voodoo Password Guide

Voodoo uses high-level security on its Campaign Manager and servers to ensure the privacy of your data. Please do your part by creating a strong password for access to your Voodoo Campaign Manager and changing it periodically.

### Password Creation Guide

#### **Poor, weak passwords have the following features:**

The password contains less than ten characters

The password is a word found in a dictionary (English or foreign)

The password is a common usage word such as:

- Names of family, pets, friends, co-workers, fantasy characters, etc.
- Computer terms and names, commands, sites, companies, hardware, software.
- Birthdays and other personal information such as addresses and phone numbers.
- Word or number patterns like aaabbb, qwerty, zyxwvuts, 123321, etc.
- Any of the above spelled backwards.
- Any of the above preceded or followed by a digit (e.g., secret1, 1secret)

#### **Strong passwords have the following features:**

- Case-sensitive, containing both upper and lower case characters (e.g., a-z, A-Z)
- Have digits and punctuation characters as well as letters, e.g., 0-9, !@#%&^\*()\_+|~-=\`{}[]:~<>?,./)
- Are at least ten alphanumeric characters long
- Are not a word in any language, slang, dialect, jargon, etc.
- Are not based on personal information, names of family, etc.

#### **Try creating a passphrase:**

Passwords should never be stored on-line but should be easily remembered. One way to do this is create a passphrase (Ohmy1sturbedmyt0e). Passphrases can be based on a song title, affirmation, or other phrase. For example, the phrase might be: "This May Be One Way To Remember" and the password could be: "TmB1w2R!" or "Tmb1W>r" or some other variation.

*NOTE: Do not use either of these examples as passwords!*