



Digital safety guide

Amazon privacy & security



The settings that protect your account, your cards, and your Alexa and Ring devices. Go one section at a time — no need to do it all at once.

Before you start

Find your account On a computer, go to [amazon.com](#) › **Account & Lists** › **Account**. In the app, tap the person icon › **Your Account**.

Alexa and Ring Echo speakers and displays are managed in the **Alexa** app; Ring cameras in the **Ring** app. Skip those sections if you don't have them.

Can't find it? Menus move. Search Amazon's help pages for the setting's name.

✓ Do

Turn on **2-Step Verification** and add a passkey (page 2).

Remove old cards and addresses you no longer use.

Set your lists and registries to **Private** (page 2).

Check surprise orders in the app, never through a link.

✗ Don't

Pay with gift cards or share a code because "Amazon" called or texted. Amazon never asks for either.

Click links in texts or emails about orders, refunds, or Prime.

Reuse your Amazon password anywhere else.

Link other apps or social accounts to Amazon unless you need to.



01 Lock the front door

2-Step Verification

[Your Account](#) › [Login & security](#) › [2-step verification](#)

Turn it on. Use an **authenticator app** if you can; a text message is a fine fallback. Add a **passkey** on the same page, so you can sign in with your face, fingerprint, or screen lock.

Password

Make it long and used nowhere else. Change it right away if someone might know it; there's no need to change a strong one on a schedule.

Cards and addresses

Under **Your Payments** and **Your Addresses**, remove old cards and any address you don't recognize.

Signed-in devices

Under **Content & Devices** › **Devices**, deregister any phone, tablet, Kindle, or TV you no longer own or don't recognize.

02 Control what others can see

Lists

[Account & Lists](#) › [Your Lists](#) › [...](#) › [Manage list](#)

Set each list to **Private**. List names like "Emma's 8th birthday" tell strangers about your family. Delete lists you're done with.

Registries

Choose **Private** or **Shared**, never Public, and turn off sharing to other wedding or baby sites. Delete a registry once the event is over.

Public profile

[Your Account](#) › [Your Amazon profile](#) › [Edit privacy settings](#)

Hide all activity, use a first name or initials as your public name, and remove any social links.

Browsing history

Open **Browsing History** › **Manage history**, remove all items, and turn browsing history off.



03 Alexa and Echo devices

Alexa app › More › Settings › Alexa Privacy

Voice recordings	Under Manage Your Alexa Data , choose Don't save recordings . Then Review Voice History and delete what's there.
Skills	Under Manage Skill Permissions , turn off access to your address, phone, email, and lists for any skill that doesn't need it.
Voice purchasing	In Settings › Account Settings › Voice Purchasing , turn it off, or require a voice code, so no one can order by talking to your Echo.
Amazon Sidewalk	Echo and Ring devices share a small slice of your internet with nearby Amazon devices. It's on unless you turned it off: Settings › Account Settings › Amazon Sidewalk › off .

🕒 *Good to know*

Since March 2025, everything you say to an Echo after "Alexa" goes to Amazon's cloud; "Don't save" deletes it afterward. For private conversations, press the microphone button. The red light means it isn't listening.

04 Ring cameras and doorbells

Ring app › Menu › Control Center

Search Party	It's on by default and lets Ring scan your outdoor camera video to help find lost pets. Turn it off for each camera if you'd rather not take part.
Other settings	Leave Familiar Faces (facial recognition) off. Turn on Video End-to-End Encryption if your cameras support it. Police can ask for footage through the Neighbors app, and sharing is always your choice.



05 Limit ads and stored data

Ads

[Your Account](#) › [Advertising preferences](#)

Choose **Do not show me interest-based ads provided by Amazon**. It applies to one browser or device at a time, so repeat it on each.

Mail and email

Under **Communication preferences**, opt out of marketing by mail and turn off promotional emails you don't want.

Saved Wi-Fi passwords

Amazon can store your Wi-Fi password to set up new devices. Delete it under **Content & Devices** › **Preferences** › **Saved Wi-Fi Passwords**.

Amazon Photos

In Amazon Photos settings, turn off **Image recognition** if you don't want photos sorted by faces and places.

🕒 *Good to know*

Amazon Drive closed at the end of 2023. Files stored there are gone unless you saved them; photos and videos moved to Amazon Photos.

06 For families

Amazon Household

Share Prime with another adult without sharing a password, and add child profiles. Amazon closed its Teen Login program to new sign-ups in April 2025, so parents now place orders for teens.

Prime Video

[Prime Video](#) › [Settings](#) › [Parental Controls](#)

Set a Prime Video PIN and choose the ratings that need it.



07 Spot scams and know your seller

Real or fake?	Amazon is one of the most impersonated companies. Real Amazon messages also appear in Your Account > Message Center . If it isn't there, or your order isn't in Your Orders , it's a scam.
Who's selling it	Under the price, Ships from and Sold by tell you who's behind the item. "Sold by Amazon" is Amazon itself. Anything else is an outside seller, so check its ratings before you buy.
Stay protected	Pay only through Amazon checkout. That keeps you covered by Amazon's A-to-z Guarantee , even with outside sellers. Never pay a seller another way.

08 If something goes wrong

Report a scam	Forward suspicious emails to reportascam@amazon.com , and report losses at reportfraud.ftc.gov .
Orders you didn't place	Change your password, check Login & security and your devices, then contact Amazon from Customer Service in the app.

Want a hand with this?

We'll walk through every setting in this guide with you, at your pace.

watchstander.tech **hello@watchstander.tech**

Amazon, Alexa, Echo, Ring, Prime, and Amazon Sidewalk are trademarks of Amazon.com, Inc. or its affiliates. Watchstander Tech is not affiliated with or endorsed by Amazon. Steps checked October 2026; menus change often, so your screens may look different. © 2026 Watchstander Tech, LLC.