

Digital Imaging and Presentation Graphics
Blizzard Bag 1 - Digital Footprint

Learning Targets:

- I can identify information that can be tracked about me online and where the information originates.
- I can define digital footprint and explain why it is important to be aware of what my digital footprint says about me.

After reading the Digital Footprint PDF, respond to the following questions. The answers to the questions can be typed or hand written.

1. How can you be in control of what you share online?

2. What do you want your digital footprint to say about you?

3. Why is a favorable digital reputation important for you?

PRIVACY & YOUR DIGITAL FOOTPRINT

What information about you can be tracked?

- the websites you visit
- what time of day
- the search and key words you use
- your location while browsing
- your IP address (unique online identity)
- what you said
- who you interact with
- what you search for
- what is said about you
- what you say in your email, texts, social media posts
- what you "like" or "share" on social media and online
- how much money you spend
- how old you are
- where you live
- if you were mentioned or quoted in a news story or blog post.

How is it collected?

- through search words
- browsers
- cookies on websites
- forms or surveys you fill in
- information you post on social media (private/public)
- comments
- purchases
- logging in to sites
- the GPS in your cell phone
- etc

What is it used for?

- marketing
- social influence
- digital reputation
- behavioral economics
- recommendation for ads you see in the future
- emails and other target marketing.
- invasive attacks on your privacy:
 - hacking
 - cyber attacks
 - malware
 - spyware

How Can We Stay InCtrl?

- Before you post, think about what information to share, where to share it, and how to share it (i.e., what platform, what medium, what format, what tone?)
- Consider using avatars and non-identifiable usernames to protect your identity (though it's important to consider and evaluate when it is appropriate to be transparent and public)
- Use strong passwords and vary them on different sites. Change your passwords often
- Password-protect mobile phones, tablets and computers
- Read the fine print (privacy policies, terms) before clicking "agree"
- Regularly check the privacy settings of your online accounts (social media sites like Facebook and Instagram change their privacy settings frequently)
- Be aware of photographs being taken you and photos of you that someone else "tags"
- Don't share passwords (except with parents)
- Consider who you share your contact information with
- Conduct transactions only over a secure wi-fi connection that requires a password
- Respect other's privacy, property, space
- Be nice to people online and offline
- Use security/virus protection software
- Back up your data
- Remember that not everything you see, read, or hear about online is true. People and websites may pretend to be something they are not.

• WORDS TO KNOW • • •

Digital Footprint: The trail or history left behind by your interactions with the digital environment including use of TV (on demand), mobile phone, Internet, email, texting, and social media. It can often be permanent. Online presence can also be measured by number of people you interact with.

CISPA (Cyber Intelligence Sharing and Protection Act): A law that allows companies to collect and share information about users.

COPPA (Children's Online Privacy Protection Act): A law that intends to keep children under the age of 13 protected from the collection of private information and safety risks online. However, it is not 100% effective; there are several ways kids can get around it.

Avatar: A graphical representation of an online user.

Cookies: A piece of data sent from a website and stored in a user's web browser. Often cookies are essential for the website to work. But sometimes a cookie can track user behavior. Approximately half of all websites use cookies in some way.

- Cookies remember you, and prevent you from having to sign in on every page you visit.
- Cookies can optimize how information is delivered to you by knowing the type of computer or device you are using, operating system, browser you are on, etc.
- They can also track what you look or search for when visiting an online store (such as Amazon or Etsy) and serve up suggestions for similar items on other sites or in advertisements (on Gmail or Facebook).