



# Digital Footprint



Find out more about what  
digital footprints  
are and how to stay safe online with  
the data you share.





# What is a digital footprint?



Describe in your own words what you think a digital footprint is.



5 - 10 minutes





# A Digital Footprint is...



**The trace that we leave online.**

Every time we go online there is some form of trail or information that is left behind.

**Can you name any ways that you could leave a digital footprint?**

Take time to think about your answers then share them with the person next to you.





# Ways to Leave a Digital Footprint



What you have said online



What you have been 'tagged' in



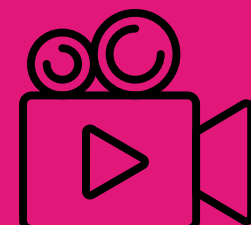
Online shopping



Sites you have viewed



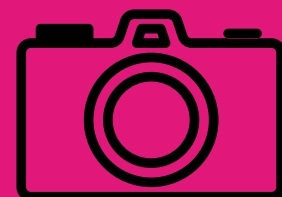
What you've 'liked'



Videos you have watched



Personal information



Photos and videos you have shared



# Digital Footprint and Data

All these traces from our footprint are types of data.



There are three types of data that are important:



Reputation Data



Security Data



Profiling Data





# Reputation Data



This is personal data that could influence your reputation both online and offline.

This could affect **how you feel about yourself** or **how you have made others feel**.  
e.g proud or embarrassed.

It could also affect what other people think of you too.





# Reputation Data Examples



## Positive

A young person creates a video about volunteering at a cat rescue centre one summer.

They upload this to their Instagram showing how positive an experience it was. They apply for a part-time job at the local vet clinic and get the job.

The clinic say they looked them up online before hiring them. They were impressed by their dedication to helping animals..

## Negative

A group of college students talk about others in their class on a private encrypted group message. They use abusive language.

Someone screenshots the messages and complains to the college. The college expels the students.



# Security Data

Security data is information about you that criminals want. This could be:



Your date of birth



Your address



Your bank account details



What school you attend



Who you live with

When criminals get access to your personal information, they can use it to do any of the following:



Access your bank accounts



Pretend they are you to commit fraud







# Profiling Data



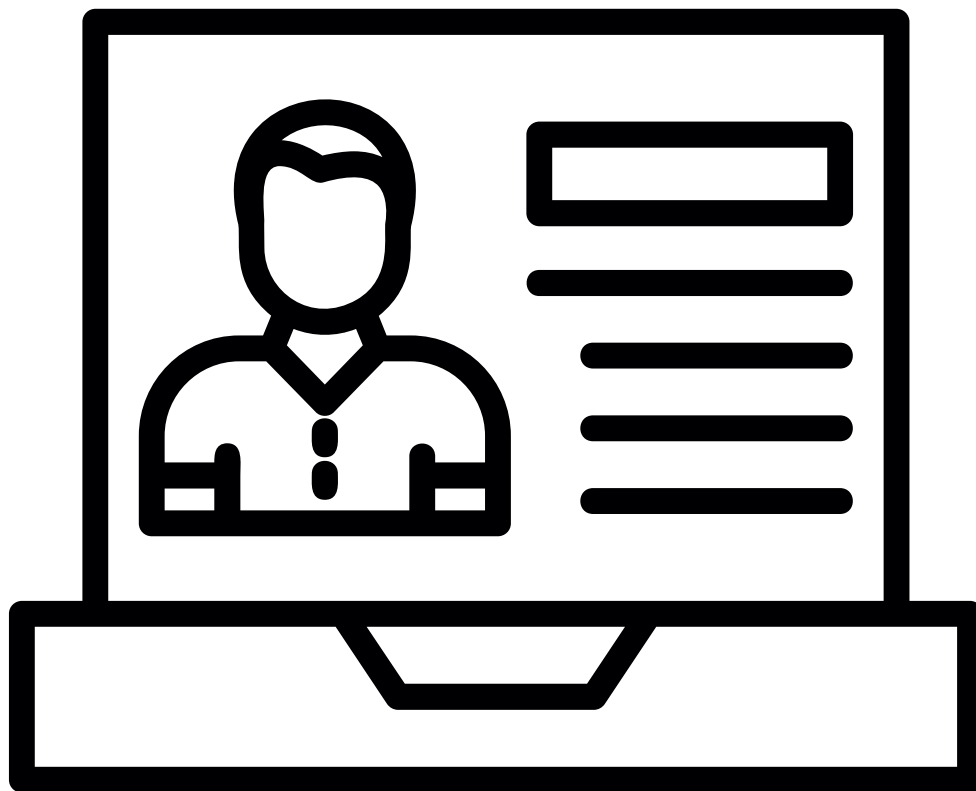
Profiling data is information which can be used to create a profile of you.

By pretending to be you, comments or photos posted online looks like they have come from you.

Your profile can be sold to advertisers, who will promote their products on your news feeds, making it look like them, even if you don't.



# Profiling Data Examples



You 'liked' a comment someone posted about a Spanish holiday resort on social media.

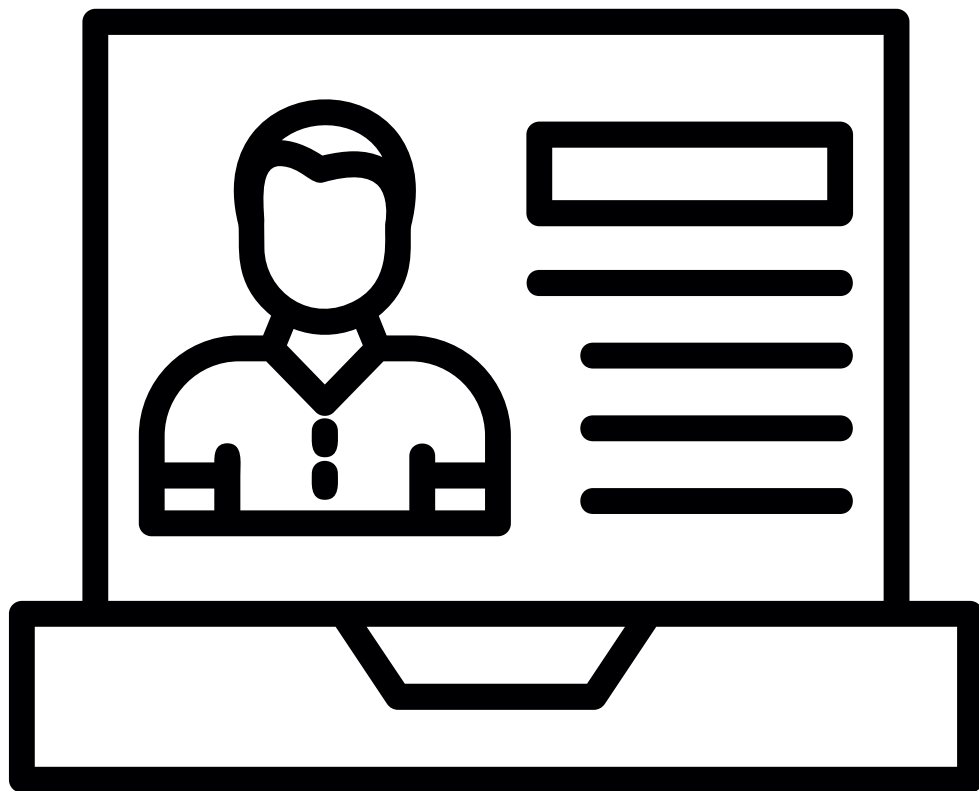
Your own social media account now regularly receives posts from travel agents advertising holidays in Spain.

You recently searched online for a new ball for your dog.

Your social media account now displays adverts from companies who make dog toys.



## Example of Data Profiling



A single person searches for 'Valentines Day' online. Their top search result is an online dating app.

A person in a relationship also searches for 'Valentines Day' online. Their top search results is an offer at a local restaurant.



## Search...

Do you know what is online about you? Do a simple web search of your name and see what you can find.

If you find something you aren't happy with, get it removed.

If your social media pages appear, you can change this by adjusting your privacy settings.



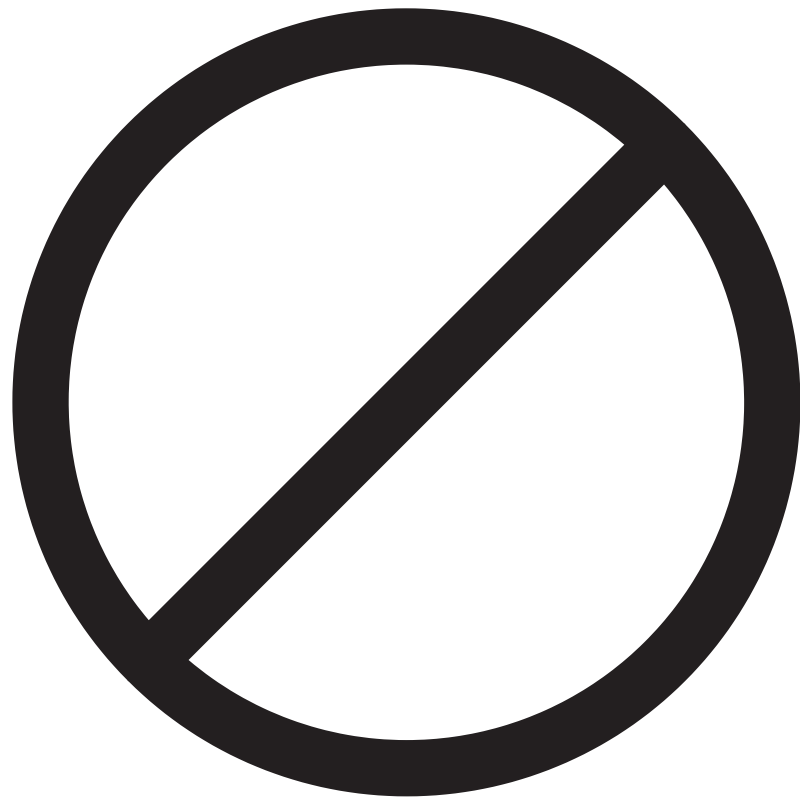
## Remove...

When you stop using a social media platform, game or service online, remember to delete your account.

This will mean the content is no longer live and should not be searchable online.

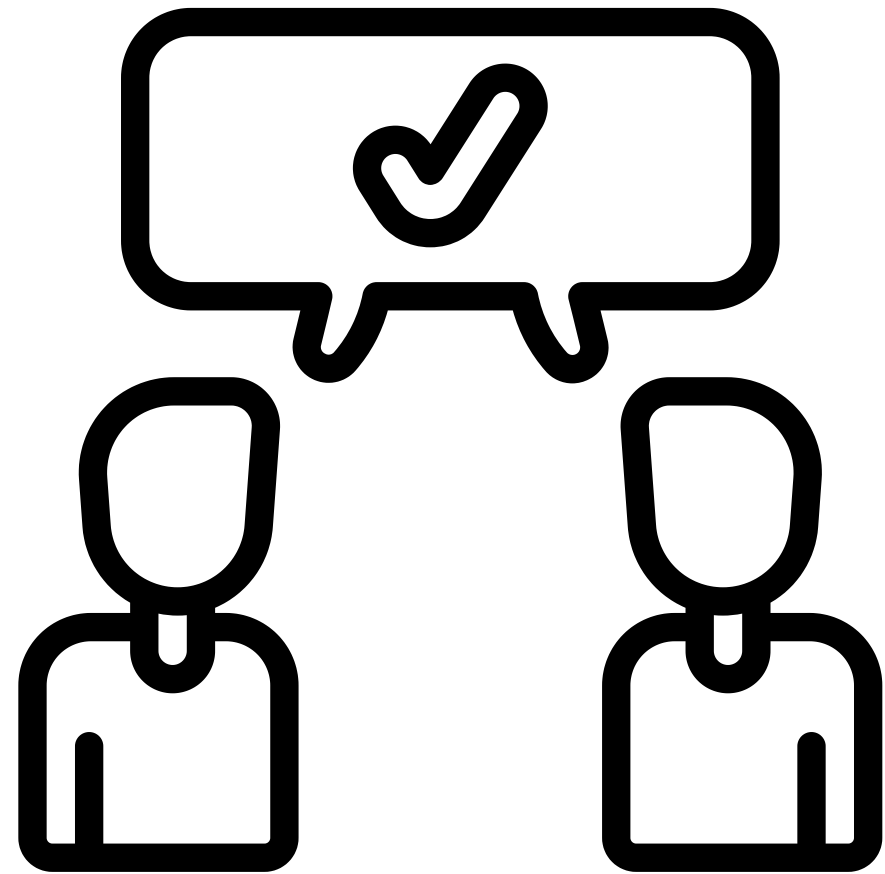
It will also remove the risk of these accounts being hacked without you knowing.

You need to delete your profile before uninstalling the app.





## Agree...



Agree with family and friends what information they can share about you online.

Their privacy settings may allow more people to see your shared content that you realise.



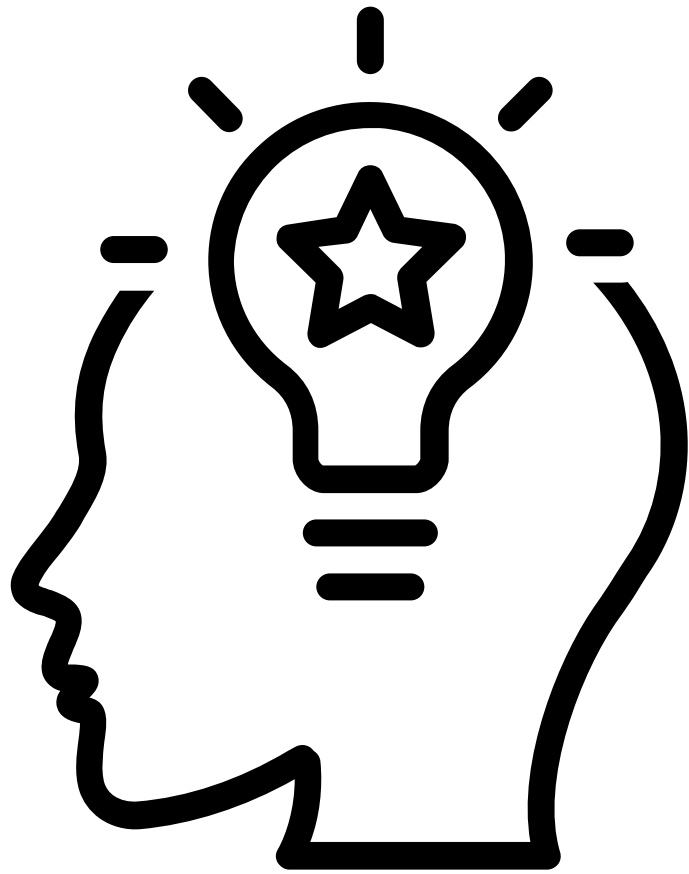
## Create...

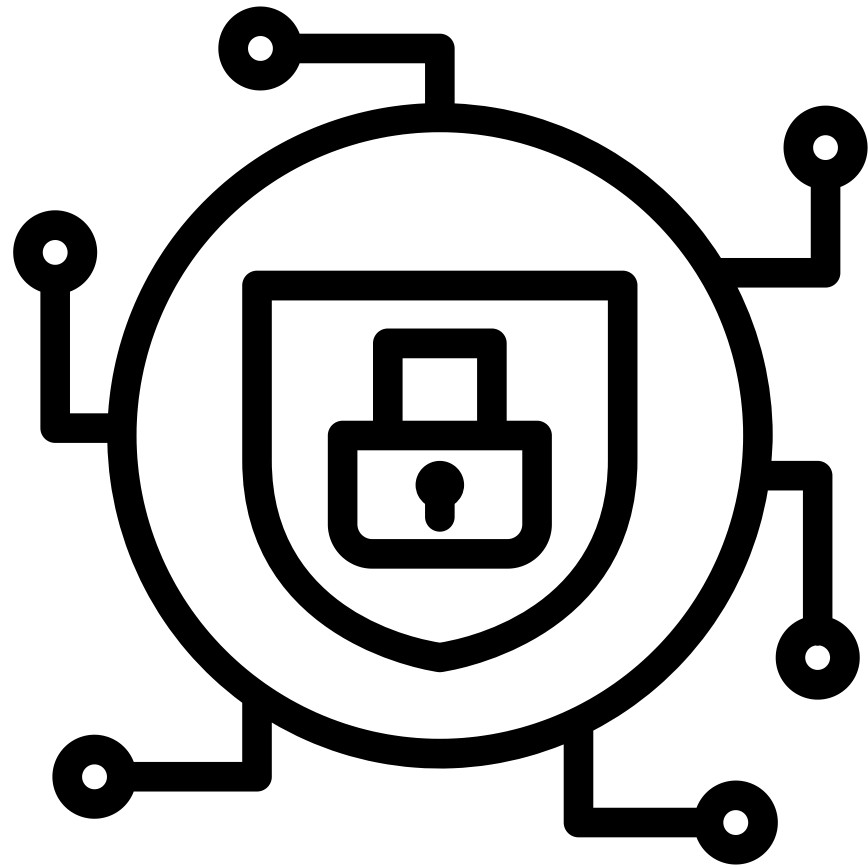
Create a positive footprint.

Fundraise for a charity using an online sponsorship page.

Create a video to teach others something new.

Write a blog to promote all the great things you're doing.





## Secure...

Make sure you know what information you are sharing on social media, games, chat and websites.

Change your privacy settings on social media.

You can decide if you want your posts to be shared with your online friends and followers only or with the public.



