YOUR DIGITAL FOOTPRINT

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• Digital Footprints

• Creation of Digital Footprints

• Digital Footprints Pros and Cons

• Who is tracking me?

• Manage your Digital Footprints
A Digital Footprint is the record of your interactions with the digital world and how the data that is left behind can be exploited.

http://youtu.be/4P_gj3oRn8s
Digital Footprint

- Content that a user leaves about themselves
- Content that others leave about the user
- Explicit data
- Implicit data
Let’s Find out More—Take out your cell phones!

https://www.polleverywhere.com/multiple_choice_polls/dmWazt09yAqf6Wu
Creation of Digital Footprints

- Websites and web merchants
- Facebook, Twitter, Snapchat, Pinterest, Instagram, etc
Creation of Digital Footprints—Everyone “Google Yourself”

- Youtube
- Google
Google Yourself Poll

https://www.polleverywhere.com/multiple_choice_polls/KRuxrTGR8cnFzZ0
Advantages

• Build a positive online presence.
• Expand your contacts through Online CV.
• Networking sites can give access to potential employers.
• Online creativity can be noticed.
• Fraud or legal issues can more easily be detected.
Who is tracking me????
The Trackers

- **Advertisers**  
  *Example: A car manufacturer.*

- **Publishers**  
  *Example: Search engines.*

- **Data Aggregators**
How do they track me?

http://www.cbsnews.com/videos/how-verizon-at-t-are-using-supercookies-to-track-you-online

• Track your location as per your IP address.

• When you browse a website, the site places a tracking cookie on your web browser.

• Cookie is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website.

• The browser sends that cookie back to the web site each and every time you return to it or ask for another page.
Manage your Digital Footprints
Manage Cookies

VIDEO

https://www.youtube.com/watch?v=2mqC_VjQYWE
Check your Privacy settings

- Control the information that you choose to share on any public service.
• Check the permissions apply to photos you upload.
Know your online tools and services

- Investigate the default settings of your browsers, devices and apps and make sure you are comfortable with them.
Find and use Privacy enhancing tools

- Abine(www.abine.com)
- TrackMeNot(http://cs.nyu.edu/trackmenot/)
- Ghostery(https://www.ghostery.com/en/)
VIDEO

https://www.youtube.com/watch?v=0X0UrgkkIA8
Manage your Digital Footprints

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- Abine.com
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Know your Online tools and services
- Investigate the default settings of your browsers, devices and apps and make sure you are comfortable with them.

Check your Privacy Settings
- Have control of the information you choose to share on social networks, blogs and photo sharing sites.

Manage Cookies
- Check your browser’s settings for cookies.
- Block third-party cookies.
Check Your Digital Shadow

- http://digitalshadow.com/
Any Q’s? LMK! Thank you!

http://www.educatorstechnology.com/2013/04/a-great-guide-on-teaching-students.html

http://www.allaboutcookies.org/manage-cookies/

http://www.educatorstechnology.com/search/label/digital%20footprint


http://www2.huhs.org/library/pathfinders/footprint/footprints.html

https://www.youtube.com/watch?v=2mqC_VjQYWE

https://www.youtube.com/watch?v=0X0UrgkklA8