Overview

KEY WORDS

Software and resources that will be used:

- Schoology
- Internet Explorer/Chrome
- Microsoft Word/Powerpoint

Privacy	Protection from being observed or tracked by others, including the government, the public, or selected individuals or groups
Cookies	Small text files placed on your device by the sites you visit that collect information about your device and your activity
Privacy Settings	Choices a website or app might give you about what information is visible to other users and third parties
Opt Out	To choose to not participate in something
Privacy Policy	A legal document that an app or website must provide and that describes what user information they collect and how they use it
Terms of Service	A legal document that an app or website must provide and that describes the rules the company and users must obey when they use the app or website
Consumer	A person who buys products or services to use
Data	Facts and statistics collected together to be used for different purposes
Targeted Advertising	When apps or websites use information they have collected about you to show you certain types of advertisements

Key Learning that will take place in this unit

- Being aware of what you share
- Understanding the 'Big Data' dilemma
- Protecting yourself against Click Bait
- Debating the Privacy Line
- Protecting yourself against Phishing
- Debating how young is too young for social media
- The difference between Private and Personal Information

Cookies, OptOut and Terms of Service

Have you ever recently visited and website and seen a pop up window that says you must Agree before visiting the website? Well, next time, be sure to click on MORE OPTIONS. Often, the agree butting is set to you agreeing that your personal information will be shared to hundreds of third party organisations in some instances for various reasons that could compromise your personal data.

What is Privacy?

In the context of social media, the world of online data sharing and the internet as a whole, it essentially means the protection and right to privacy of your personal data. There are a number of issues surrounding this such as how safe and secure your data truly is online!

Listen up, people. We use cookies!

Cookies help us run our services and make them more tasty, so you get a better experience.

For the full ingredients please read our **Cookie Policy.**

Whoa! Hang on a minute...
How do I change my cookie settings?

You ok with our use of cookies?

Yes Agreed!

Privacy Settings

You may well be sitting there, with multiple social media accounts, but do you truly know the privacy settings inside out?

It is vital that all accounts are set to private, the information you share is appropriate and that you keep your personal data safe and hidden from unwanted poachers!

Share
Everyone
Friends of Friends
✓ Friends Only
Customize
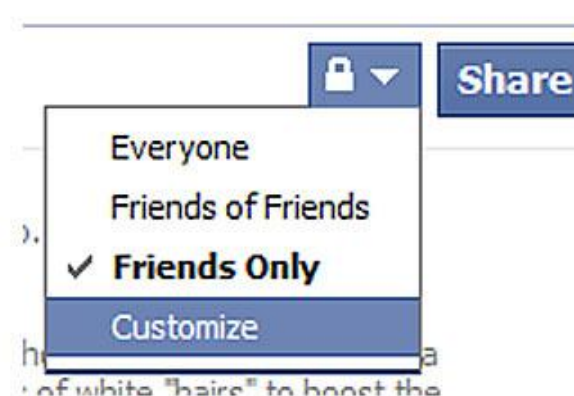
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Big Data

This is extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions

This is particularly an issue in this day and age where we have a large amount of personalised ads, or targeted advertisement. Have you ever looked at a product on a website, and then within minutes, the ads are appearing all over your social media timeline?

BIG DATA

This is the affect of BIG DATA

Click Bait

A link to website or it could be a social media post that is designed to be so engaging and intriguing that it gets you to click on it.

It is the bait; you are the fish that will bite! **Often, the website will lead you to enter personal information to gain the service or product.**

More from around the Web
9 Ways to Get Rich Quick

Too young for social media?

This always raises an important debate. How young is too young for social media? Should the age be increased from 13, why is it 13 years old in the first place?

You need to be aware of COPPA

☑ COPPA
Children's Online
Privacy Protection Act

How to spot a Phishing email

Sense of urgency
Will often use Dear Customer, and not your actual name
Spelling and grammar mistakes
Need to click on a link for whatever reason they state

Email sent at random times of the day

Phishing

When someone poses as an institution, like a bank or a school, and sends you a personalized message asking you to provide private information
Emails will often be disguised to look like a real company. They are quite sophisticated and will use the same fonts, colours and overall looks of the company. We have to be smarter! **What are some ways that you can stay safe online and protect yourself from Phishing emails?**

Private and Personal Information

It is important to understand both and protect the access to both. You have grown up in a technological age and from a young age having access to the internet. If you have already got an email address then your personal data is already out there and you are leaving behind a DIGITAL FOOTPRINT

Why do we share?

The human brain is wired to share with others.
When your brain gets excited, you feel emotions, and something called the "autonomic nervous system" causes you to want to share with others.

We often share where we have been, who we have been with, what we have eaten and that's after already sharing personal information such as our name and DOB to social media pages like Facebook. Always take a second to think what am I sharing and who am I sharing it with?

KEEP CALM AND Be a digital citizen

A **digital citizen** is a person using information technology (IT) in order to engage in society, politics, and government

To be a GOOD Digital Citizen, you would NOT do the following:

- Thinks before sharing
- Utilizes Technology
- Gives credit to sources
- Is ethical online
- Respects privacy of others
- Exhibits strong moral values
- Does not post/share inappropriate material.
- Reports digital offenders
- Post pictures of others without their permission
- Insult online
- Use excessive hashtags
- Give out personal information easily.
- Post the location of a designated hangout spot

Useful Links

GCSE Bitesize
https://www.bbc.co.uk/bitesize/guides/z9p9kqt/revision/1

Test Yourself

1. **How can you protect your privacy when you are online?**
2. **What information about you is ok to share online?**
3. **How do you protect yourself from Phishing?**
4. **What privacy risks do new technologies present, and how do we decide if they are worth it?**

At Home

Review all your social media accounts and your main profiles. Reflect upon what information are you sharing, who is on your friends lists/followers. Are you sharing appropriate content and personal information? Are your privacy settings set so that you feel protected and safe online?