

CYBER MONDAY

A monthly cyber-security and data privacy bulletin from the UGDSB



Digital Footprint

What is it?

A digital footprint is the information about a particular person that gets left behind when they are active online or when someone posts information about them.

It is normal for everyone who uses the internet to have a digital footprint. We contribute to our own digital footprints through online activities such as photo sharing, online dating, banking, shopping, gaming, professional networking and social networking. Comments on social media, email records, app use - these are all part of your online history, which can potentially be seen by other people or tracked online in a database.

A digital footprint is permanent.

Even with the strongest privacy settings, your clicks and website visits leave data trails, creating your “digital footprint” that reveal a lot about who you are, what you do, and what you like and dislike.

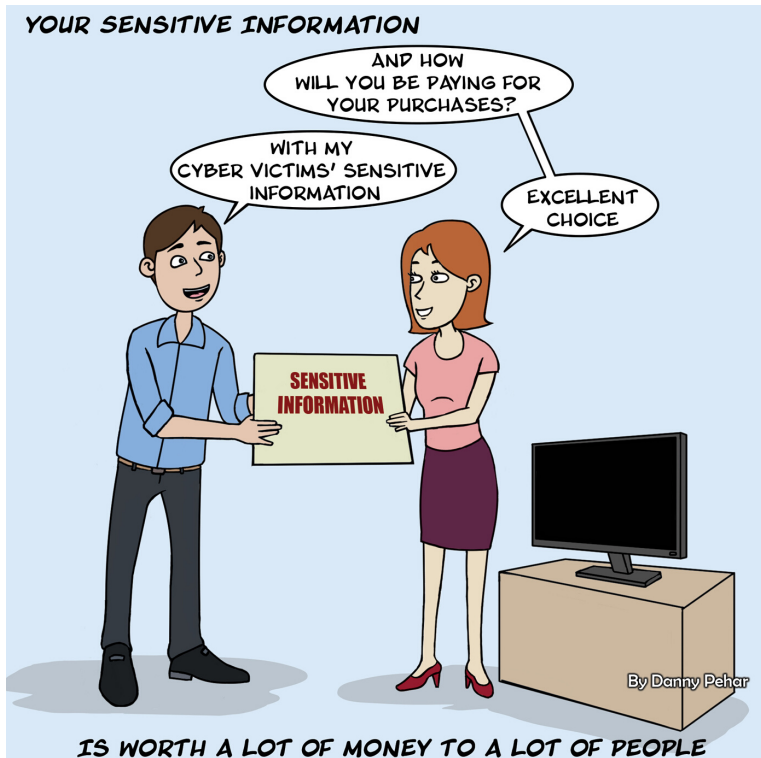
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Active & Passive Footprints

Digital footprints can be classified into two broad categories — active and passive footprints — depending on how your information is acquired. Active digital footprints consist of the data you leave when you make deliberate choices on the internet. Examples of active digital footprints include:

1. Posting on Facebook, Instagram, Snapchat, Twitter and other social media platforms
2. Filling out online forms, such as when signing up to receive emails or texts
3. Agreeing to install cookies on your devices when prompted by the browser

Passive digital footprints are those you leave behind without intending to or, in some cases, without knowing it. This information is collected when a device at your IP address connects with a website. This is a hidden process and you may not realize it is happening at all. Examples of passive digital footprints include:

1. Websites that install cookies on your device without disclosing it to you
2. Apps and websites that use geolocation to pinpoint your location
3. Social media news channels and advertisers that use your likes, shares and comments to profile you and to serve up advertisements based on your interests

Both active and passive footprints can be tracked and observed in multiple ways and by multiple sources.

10 Ways to Reduce Your Digital Footprint

1. Delete or deactivate old shopping & social network accounts
2. Remove yourself from data collection sites
3. Use stealth or incognito mode
4. Deactivate old email accounts
5. Check your privacy settings
6. Think before you post: Never put a temporary emotion on the permanent internet
7. Ask for a website to remove you from a database directly
8. Never share login and password information: use a password keeper
9. Use false or 'burner' information - If you don't want to give up your own data, create false data
10. Google yourself - Take inventory of what's out there. Search for your name every few months, so you're cognizant of the information others have access to

RESOURCES

[Manage Your Online Reputation - Video](#)
[My Digital Footprint - A Brief Guide](#)

[Clean Up Your Digital Footprint - Checklist](#)
[Four Reasons to Care About Your Digital Footprint - Video](#)