



EXPLORE YOUR DIGITAL FOOTPRINT – JANUARY 2024

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What is a Digital Footprint?

- **“Data traces that you leave behind when you use the internet.”**
- **Digital footprint or digital shadow refers to one's unique set of traceable digital activities, actions, contributions and communications manifested on the Internet or digital devices.**
- **Companies love to analyze our footprints, in order to better market to us. This may lead to over-collection and over-retention of data as well as various “profiling” of users and risk of data misuse.**
- **Goal for today: learn how to manage digital footprints and privacy settings on your devices, to better control your data sharing habits.**



Digital Footprint Tips

There are actions to reduce and manage our digital footprint:

- **Footprint Management Sites:** websites such as saymine.com allow you to take action directly from the site and request data deletion/ unsubscribe.
- **Delete old email accounts:** An unused email account can be an unmonitored access to all types of personal information.
- **Limit social media accounts** Adjusting your accounts to “friends only” and turning off location data allows you to limit your data exposure
- **Create a spam email address:** Creating an email address that is specifically for marketing and promotion. This will protect your information as well as clean out your personal inbox.
- **Use tracking blockers:** consider tools such as Privacy Badger or Ghostery.



Activity 1

- Go to:
- <https://themarkup.org/blacklight>
- Type in:
- <https://www.canyonsdistrict.org/>
- Type in any other web address and let's explore together.



Activity 2

- Type in:

www.haveibeenpwned.com

- Type in your email address.
- Have you been pwned?



Activity 3

- Type your name into Google
- Select a result you want removed/ you want to explore
- Click on the three dots next to the result
- Click on “remove results”
- Review reasons for removal
- Apply to have the result removed



Activity 4

iPhone

- Go to Settings
- Scroll down and click on Privacy and Security
- Click on Tracking to see the applications that are tracking your activity
- Determine what applications you are comfortable with tracking your activity and switch of tracking accordingly
- You may also view your App Privacy Report for insights
- Go to App store. Choose an app, look at “App Privacy”. Explore.

Android

- Go to Settings
- Tap Security and Privacy or Privacy (To find the privacy dashboard, you may need to tap Privacy again)
- Tap Privacy Dashboard
- To find apps that accessed your permissions, select the app permission you’re concerned about
- To update a permission, tap on the app and adjust permission settings as you see fit.
- Go to Google Play store. Choose an app and find “Data safety”.



Food for thought

- Create a “positive digital footprint”.
- How? Think before you post: does my online activity support conflict or promote well being?
- Why? It may stay there forever and the AI is learning from us. It is learning from what we put online. So we need to set the right example and promote the best of humanity.

