Worksheet 3.2:
Your Data Footprint

What does the internet know about you aka your data footprint?
Data here means your activity online e.g. shopping, planning a holiday, posting or commenting on social media, etc.
The websites you visit gather information about your interests – from this they create a profile of who you are and your interests based on your data footprint so that the advertisements shown to you are personalised.

Based on the data gathered about you based on your online activities answer the questions below.

1. What kind of person does the internet think you are?

2. What doesn't the internet know about you?

3. Might it be wrong about you in any way?

Worksheet 3.2:
Your Data Footprint (Page 2 of 2)

Consider the following categories of data (information) you leave every time you go online – which categories do you think you leave with the organisations/people below and what information would you prefer to remain private to only you.

Personal Information	Sensitive Information	Web Browsing	Preferences
Home address	Religious/spiritual activities	Sites I visited	Films & music you like
Telephone number	Body weight	Frequency of visits	Food you eat
Email address	Your mental health	Adverts clicked	Things you like to buy
Date of birth			
Gender			

Share with… my school, GP, future employer	Share with… companies (advertising, profiling)

Share with… my online contacts	Keep for myself…