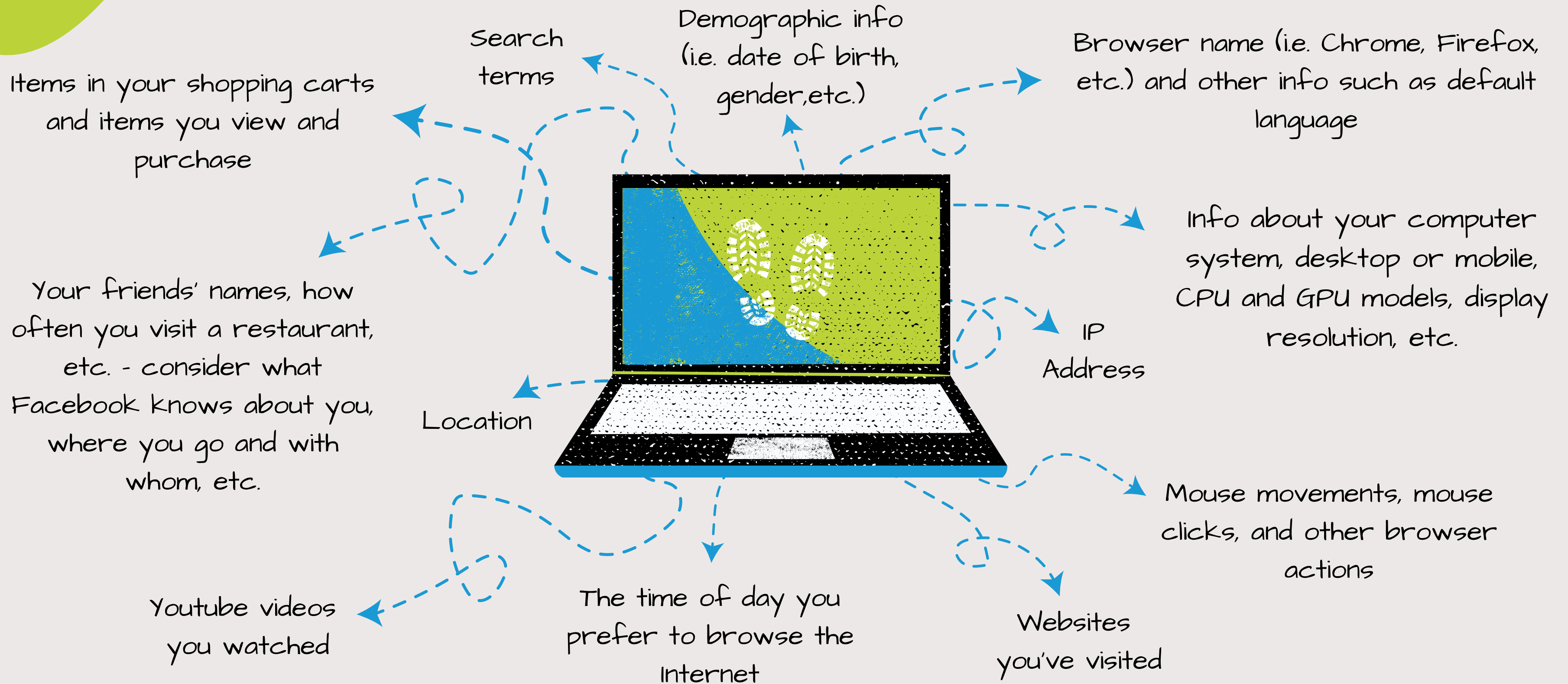**Data:** " The information stored on a computer system "

Even though digital platforms market themselves as "free" - they are not. Social media companies are making a profit from data mining - users pay for the services with their own data and their privacy.

The aim of these companies is that make everyone share information as much as possible about themselves and to collect as much data as possible about everyone. And they turn these data into databases for efficient, well targeted advertisement,

Here is What Data Collected from You as You Browse the Internet:

Items in your shopping carts and items you view and purchase

Search terms

Demographic info (i.e. date of birth, gender, etc.)

Browser name (i.e. Chrome, Firefox, etc.) and other info such as default language

Info about your computer system, desktop or mobile, CPU and GPU models, display resolution, etc.

Your friends' names, how often you visit a restaurant, etc. - consider what Facebook knows about you, where you go and with whom, etc.

Location

IP Address

Youtube videos you watched

The time of day you prefer to browse the Internet

Websites you've visited

Mouse movements, mouse clicks, and other browser actions

Digital Footprint: "What you are leaving behind:"

A "digital footprint" is basically your entire online presence-all of the information, posts, pictures, and data you put online, whether purposely or not. The more information you put online, the more people can learn about you.

Remember that what goes on the internet normally stays there even if you do delete posts there will be a trail of data that you have left behind.

- 7 steps to manage your digital footprint -

Google

Yourself

Google Search

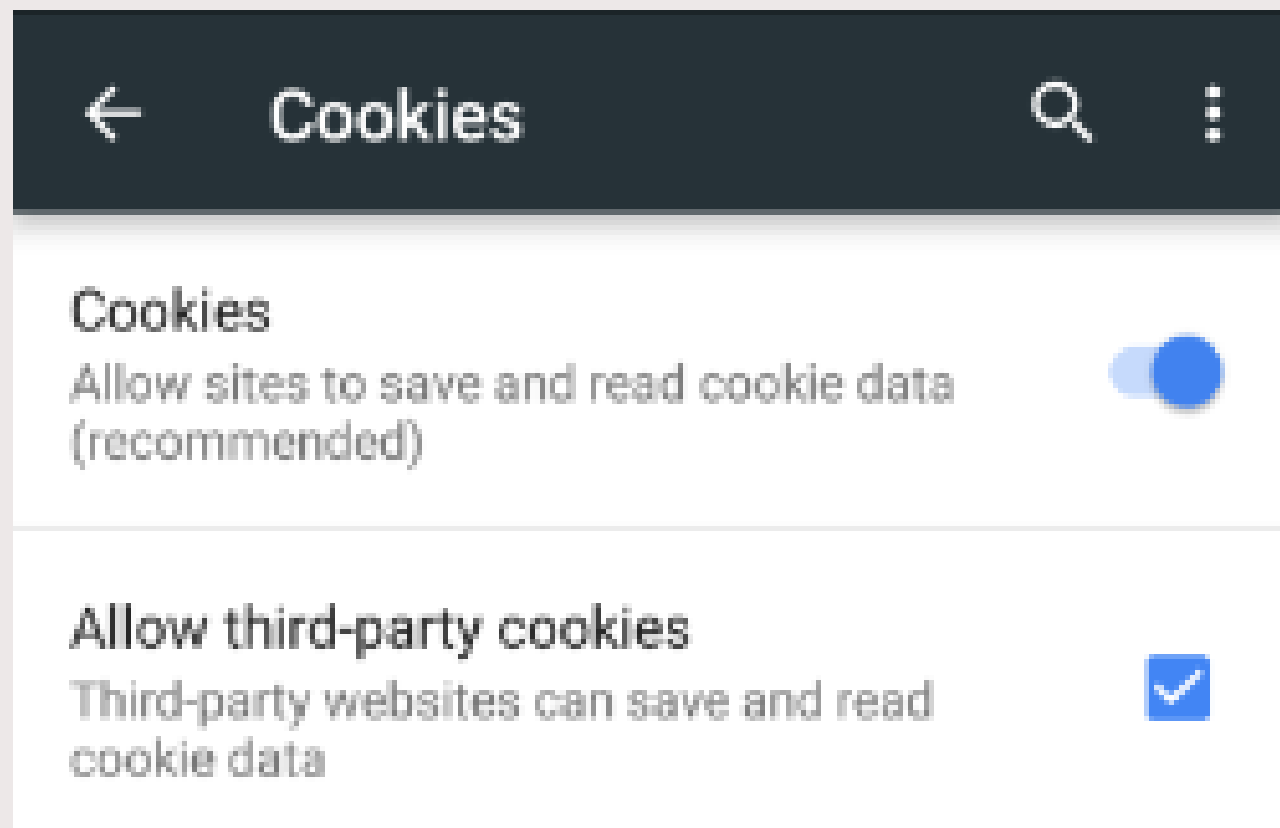**Step 1:** Search yourself online to see what comes up & set a Google alert for your own name!.

Step 2: Delete anything that doesn't portray you well. And also shut down profiles or accounts you don't use anymore.

Delete Account

Are you sure you want to delete your account? This will permanently erase your account.

Cancel   Delete

Cookies

Cookies
Allow sites to save and read cookie data (recommended)

Allow third-party cookies
Third-party websites can save and read cookie data

Step 3: Delete cookies every few months to clear tracking data. And block third-party cookies from your settings.
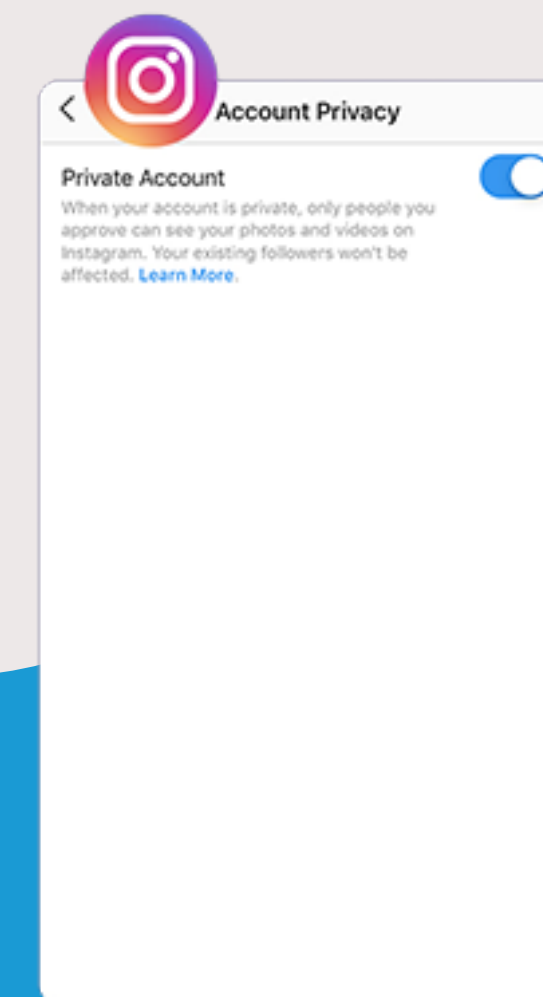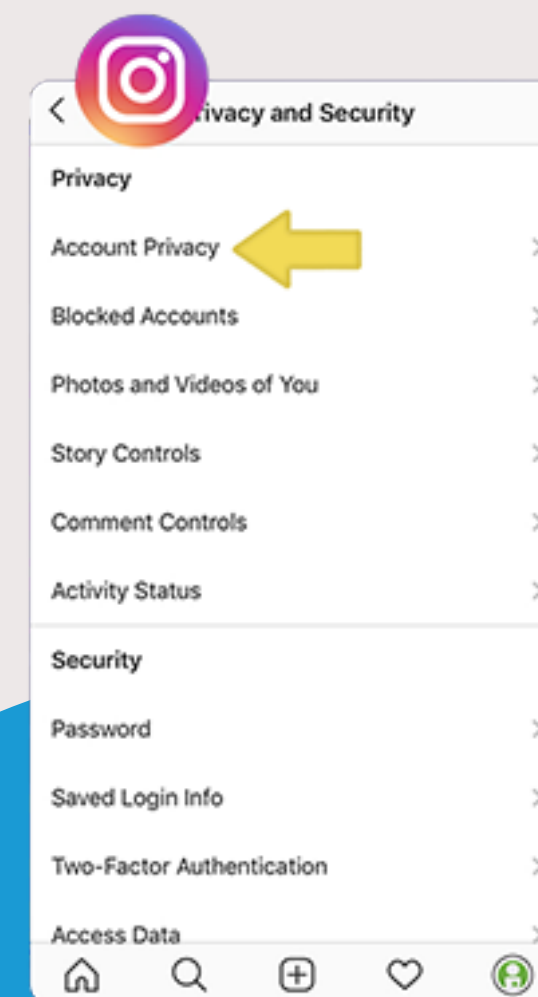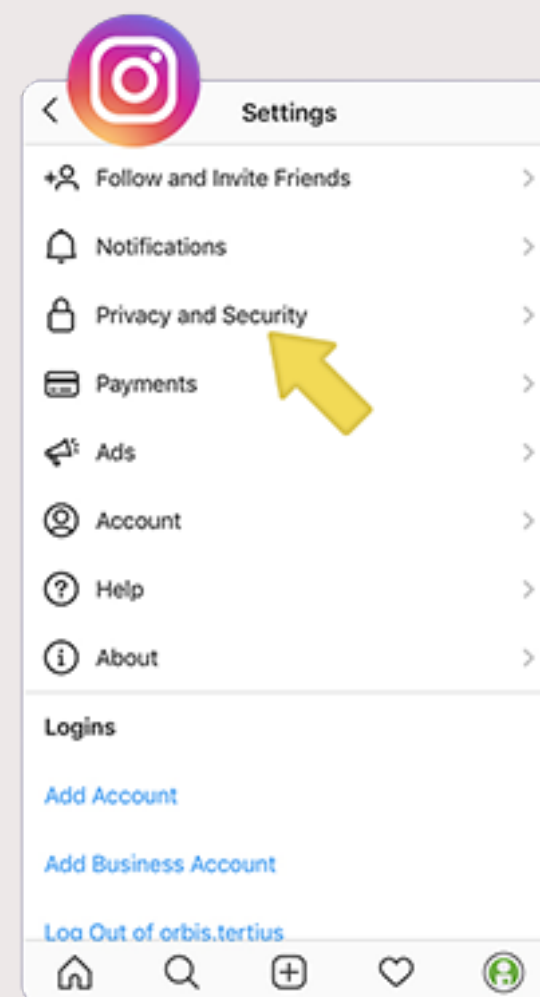
Step 4: "Think before you post" is the best guideline. Think about all the implications of the posts you made, and only share things that show you in a positive light. Try to avoid posting something if you're feeling emotional or angry.

Step 5: Set your account options to private. Adjust the settings on all of your platforms to control and limit who can see your posts.

Remember that using privacy settings is not a substitute for being careful about what you post. Still avoid making inappropriate posts, even if your accounts are locked down.

Step 6: Watch out for suspicious messages. Messages with a shortened URL alongside a statement such as 'OMG look at this picture of you…' or 'Have you seen what they are saying about you…' are not to be trusted.

⚠️ Phishing emails are also a problem. These are fake communications pretending to be a trusted organization such as Facebook that will try and get you to log in.

Step 7: Recognize the fakes. Not everyone on social media will be whom they say they are. Once you make a friend online, it doesn't have to be permanent. Regularly review and clean up your contacts.

Delete Friend

Cyber-Bullying & Online Hate Speech

Cyberbullying refers to the misuse of information technology with the intention to harm others. Virtual users abuse social platforms to harass their so-called "friends". Sometimes these people are using fake identities and accounts, or resort to anonymizing tools to hide their identity so they could bully others behind virtual masks.

There are 7 simple steps to prevent cyber-bullying:

- Increase your privacy.
- Don't over share.
- Choose not to respond.
- Talk to someone.
- Block the person or people.
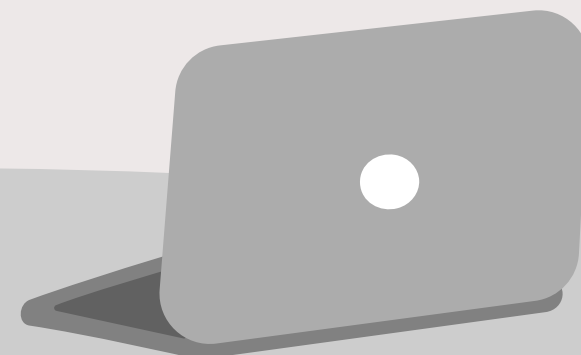- Save the evidence.
- Report to platforms / authorities.

The digital world is a real world with real consequences!

Once you post, you lose control of what happens to it - it only takes one friend to share it on their own profiles for it to be completely out of your hands.

LOSER
IDIOT
STUPID
UGLY
LAME
LOL

So make sure you always ask yourself the followings before you hit send!

Ask Yourself Before You Post!

1. Will I feel good or different about it later?
2. Why am I posting?
3. Would I say this in person?
4. Can this be interpreted differently?
5. Am I being kind?
6. Would I like me?
7. Is it really private?
8. Do I have permission?
9. Is it legal?
10. Is it accurate?