



TEACHING TOLERANCE

A PROJECT OF THE SOUTHERN POVERTY LAW CENTER
TOLERANCE.ORG

DIGITAL LITERACY

HOW YOUR PERSONAL INFORMATION IS TRACKED, COLLECTED AND USED

Information That Can Be Tracked

- The websites you visit
- The time of your activity
- The search terms and keywords you use
- Your location while browsing
- Your IP address (unique online identity)
- Who you interact with
- What you search for
- What is said about you
- What you say in your email, texts and social media posts
- What you like or share on social media and other online platforms
- How much money you spend
- How old you are
- Where you live
- If you are mentioned or quoted in a news story or blog post

How It Is Collected

- Search words
- Browsers
- Cookies on websites
- Survey forms you fill in
- Information you post on social media (private and public)
- Comments
- Purchases
- Logging in to sites
- GPS data on your cell phone

What It Is Used For

- Marketing
- Social influence
- Digital reputation
- Behavioral economics
- Recommendation for ads
- Emails and other digital marketing
- Invasive attacks on your privacy:

- ➔ Hacking
- ➔ Cyber attacks
- ➔ Malware
- ➔ Spyware

Courtesy of “Your Digital Footprint: Leaving a Mark”

file:///Users/alicepettway/Downloads/InCtrl_YourDigitalFootprintLesson.pdf