How your personal information is tracked, collected and used

Handout

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

- Through search words
- Browsers
- Cookies on websites
- Survey forms you fill in
- Comments
- Information you post on social media (private and public)
- Purchases
- Logging in to sites
- Location or GPS (global positioning system) data on your mobile phone

What is it used for

- Marketing
- Social influence
- Digital reputation
- Behavioural economics
- Recommendation for ads you see in the future
- Emails and other digital marketing
- Invasive attacks on your privacy: Hacking, Cyber attacks, Malware, Spyware

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