

# DIGITAL FOOTPRINT

- T - IS IT TRUE?
  - H - IS IT HELPFUL?
  - I - IS IT INSPIRING?
  - N - IS IT NECESSARY?
  - K - IS IT KIND?
- THINK!

Everywhere you go...  
Everything you post...  
Everything others post about you...  
LEAVES A TRAIL!

So when you're surfing, blogging, tweeting, texting  
THINK!

Remember your footprint!  
There's a PERSON behind every computer and smartphone!  
REMEMBER!

A digital footprint is a trail of information you leave behind when you use the internet.  
DIGITAL FOOTPRINT



Skye

# DIGITAL FOOTPRINT

Watch your digital footprint!

Tagged Photos

Don't share Personal Pictures

Never reveal Passwords

think about future Self

Xavi

# DIGITAL FOOTPRINT

What is digital footprint?

*Digital footprint is the information about a particular person that exists on the internet as a result of their online activity.*

Anaya

**These are all advantages of digital footprint.**

- *Fraudulent activities can be tracked down using digital footprints.*
- *Companies can recommend items to users based on the customers' preferences.*
- *Personalization.*
- *The convenience of stored information that can be retrieved quickly.*
- *Recruiters can find the right candidates for job positions using digital footprints.*

**These are disadvantages of digital footprint.**

- *Personal data can be used to generate revenue without our knowledge.*
- *It can be annoying and distracting to be constantly inundated with advertisements and information.*
- *Purchase behavior data may be used as a basis to reduce credit limits or increase interest rates.*