

THINK: where are you leaving your data footprint?

What is your data footprint?

It's the trail of information you (or others) create about you as you go about your life online, or in real life.

Why does it matter?

Because it could be used by others to make decisions about you, influence (or manipulate) you, shame you, or even physically harm you.

What should you do to protect yourself?

- Be aware that you are creating a data footprint every day, and that it may be **searched or shared** at any point in future.
- Remember that information or opinions you share privately online can **easily end up being seen more publicly**.
- Check privacy settings on everything and **ensure you are comfortable with them**.
- **Respect** your own data footprint, and others': don't tag people without asking them, think before you post or send something online.
- Remember: your **data has real value and power**; never hand it to someone you don't trust.

