



PRIVACY & SECURITY

We care about everyone's privacy.

DIGITAL CITIZENSHIP | GRADE 7

Big, Big Data



Essential Question

How do companies collect and use data about you?

Learning Objectives

1

Explain why information about them and their behaviors is valuable to companies.



2

Analyze how certain types of data are used by companies.



3

Learn three strategies for limit individual data collection by companies.



Directions

Imagine you had the opportunity to design a brand-new product for teenagers. You could have any amount of money and materials you needed to make the product.

How would you come up with an idea? What questions would you ask?



Consumer

A person who buys products or services to use



Data

Facts and statistics collected together to be used for different purposes



Directions

1. Review the consumer data and write what you think it might mean for your new product.
2. Decide what type of product you will design and what details you will include, and then use the space on the handout to create a picture of it. Make sure to include details that are based on the data.
3. On a separate sheet or on the back of the handout, write one paragraph explaining how you used the data to choose and design your product.



Targeted advertising

When apps or websites use information they have collected about you to show you certain types of advertisements



If You Want to Limit What Is Tracked ...

Turn off cookies

Cookies are used to identify your device, give you a personal experience, and track your behavior. You can turn them off using your privacy settings.

Adjust privacy settings

Most apps have privacy settings you can adjust to limit what information is collected. You can make your account private and deny access to location information and contacts.

Limit what you share

If it isn't necessary, don't provide an email address or link your profile from another app or website. If these are required, check the privacy policy to see how that information is being used.



Cookies

Small text files stored on a computer that keep track of what a person does on a website

We care about
everyone's privacy.

