



PRIVACY & SECURITY

We care about everyone's privacy.

DIGITAL CITIZENSHIP | GRADE 8

Being Aware of What You Share



Essential Question

How can you protect your privacy
when you're online?

Learning Objectives

1



2



3

Reflect on the concept of privacy, including what they feel comfortable sharing and with which people.

Analyze different ways that advertisers collect information about users to send them targeted ads.

Identify strategies for protecting their privacy, including opting out of specific features and analyzing app or website privacy policies.



OBSERVE + ANALYZE IMAGE





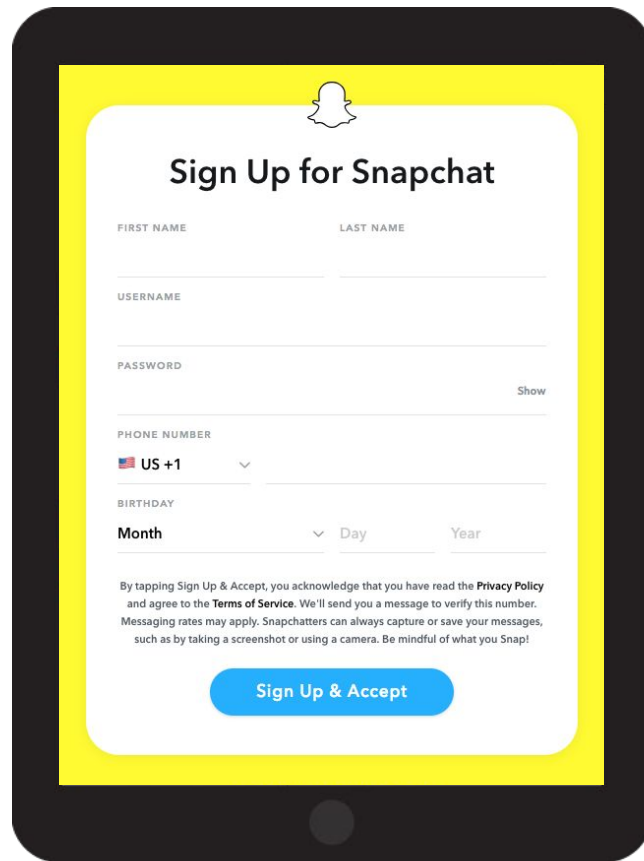
Privacy

Protection from being observed or tracked by others, including the government, the public, or selected individuals or groups



OBSERVE + ANALYZE IMAGE

Has anyone seen a screen like this before? What is it?



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Cookies

Small text files placed on your device by the sites you visit that collect information about your device and your activity



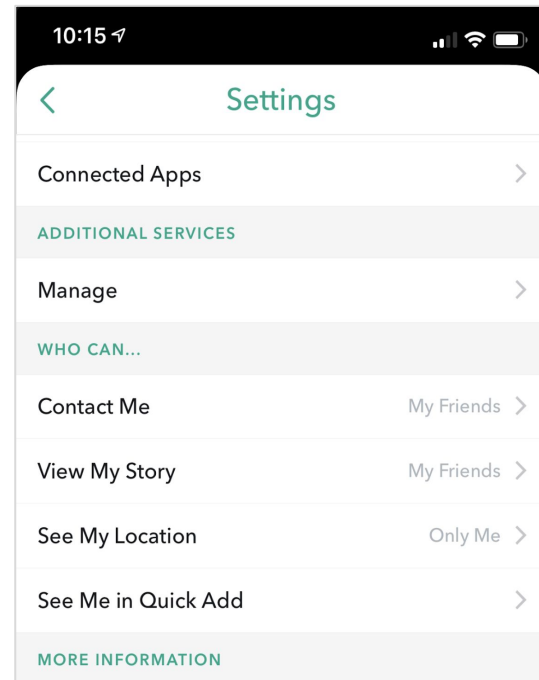
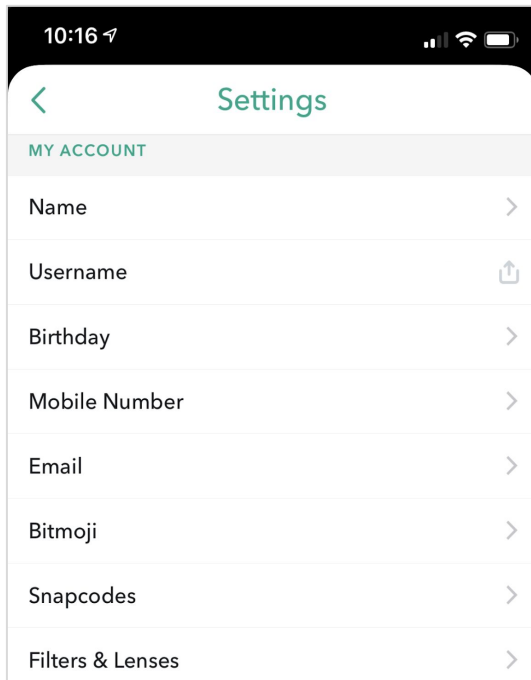
Tips for Protecting Your Privacy

1. Turn off cookies in your browser settings.



OBSERVE + ANALYZE IMAGE

What do these screens show? What could you use them for?



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Privacy settings

Choices a website or app might give you about what information is visible to other users and third parties

Opt out

To choose to not participate in something



Tips for Protecting Your Privacy

1. Turn off cookies in your browser settings.
2. Review the app's privacy settings and opt out of any sharing options you're not comfortable with.



Privacy policy

A legal document that an app or website must provide and that describes what user information they collect and how they use it

Terms of service

A legal document that an app or website must provide and that describes the rules the company and users must obey when they use the app or website



OBSERVE + ANALYZE IMAGE

Accessed

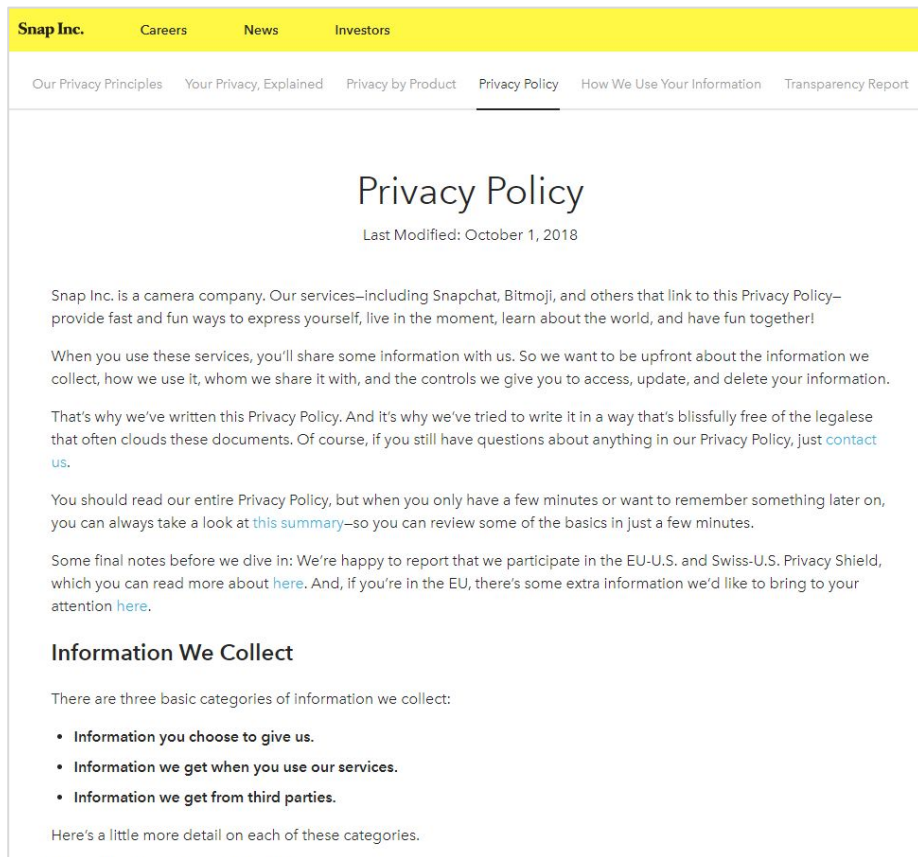
What will be accessed?

Shared

What will be shared with other people or companies?

Known

What could be known about me if I use this?



The screenshot shows the Snap Inc. Privacy Policy page. The header is yellow with 'Snap Inc.' and navigation links for 'Careers', 'News', and 'Investors'. Below the header is a white navigation bar with links: 'Our Privacy Principles', 'Your Privacy, Explained', 'Privacy by Product', 'Privacy Policy' (underlined), 'How We Use Your Information', and 'Transparency Report'. The main content area has a large heading 'Privacy Policy' and a sub-heading 'Last Modified: October 1, 2018'. The text explains that Snap Inc. is a camera company and provides services like Snapchat and Bitmoji. It states that users share information when using these services and that the company is upfront about what information is collected, how it is used, and who it is shared with. It also mentions that the policy is written to be clear and free of legal jargon. A section titled 'Information We Collect' lists three categories: information chosen to give, information from service use, and information from third parties. The page ends with a link to more details on each category.



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Tips for Protecting Your Privacy

1. Turn off cookies in your browser settings.
2. Review the app's privacy settings and opt out of any sharing options you're not comfortable with.
3. Review the privacy policy and terms of service and use **ASK** to analyze how using the app will affect your privacy.

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