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.

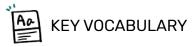**2** Analyze how certain types of data are used by companies.

3 Learn three strategies for limit individual data collection by companies.

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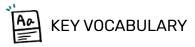
How would you come up with an idea? What questions would you ask?

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Consumer

A person who buys products or services to use

Data

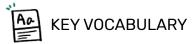Facts and statistics collected together to be used for different purposes

Directions

1. Review the consumer data on the attached handout 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.
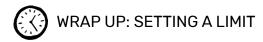
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Targeted advertising

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.

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Cookies

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

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ThreadMeister

NAME

DATE

Directions

You are in charge of new products at the clothing company ThreadMeister. The company is making plans to design and release a brand-new product. Analyze the consumer-data table below to decide what type of product it will be (jacket, shoes, hat, pants, shirt, or something else) and what details it will include. Then draw or paste in a picture of what your product will look like.

Part 1: Consumer Data

The data shows …	What might this mean for your new product?
Most customers come to ThreadMeister to buy jackets.	
Many ThreadMeister customers also shop for hats, scarves, and boots.	
Most jackets that are bought in general are dark in color: blue, black, or charcoal.	
The majority of ThreadMeister customers live outside of cities and in colder climates.	

Part 2: Draw or Paste In Your Product

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