



PRIVACY & SECURITY

We care about
everyone's privacy.

DIGITAL CITIZENSHIP | GRADE 8

Being Aware of What You Share



PRIVACY



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?

Sign Up for Snapchat

FIRST NAME LAST NAME

USERNAME

PASSWORD [Show](#)

PHONE NUMBER

US +1

BIRTHDAY

Month Day Year

By tapping Sign Up & Accept, you acknowledge that you have read the [Privacy Policy](#) and agree to the [Terms of Service](#). We'll send you a message to verify this number. Messaging rates may apply. Snapchatters can always capture or save your messages, such as by taking a screenshot or using a camera. Be mindful of what you Snap!

Sign Up & Accept



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

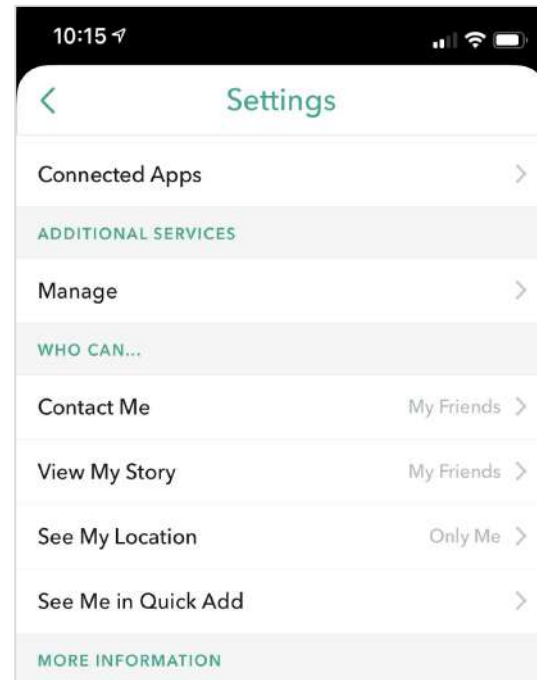
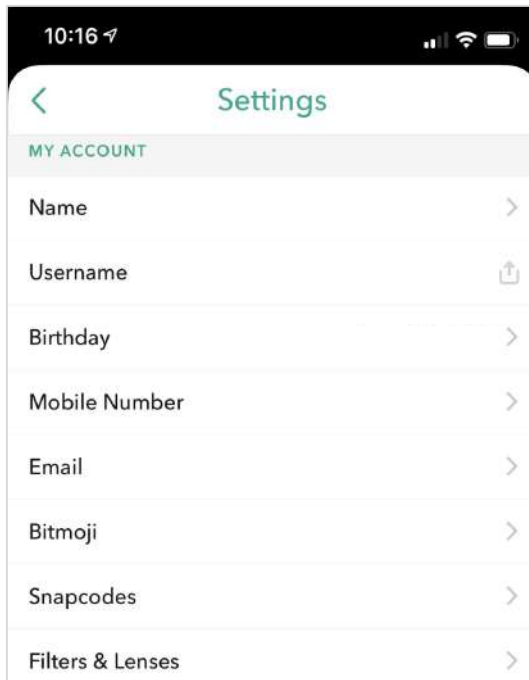
1. Turn off cookies in your browser settings.





OBSERVE + ANALYZE IMAGE

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





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

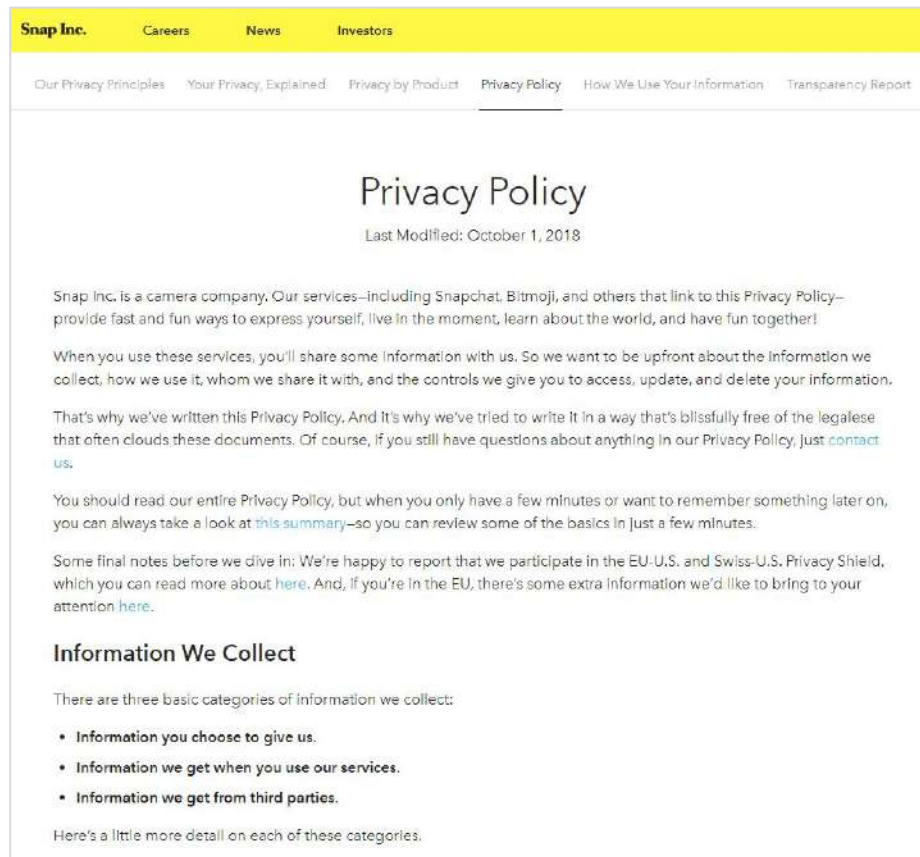
What will be **accessed**?

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 links for Snap Inc., Careers, News, and Investors. Below the header is a navigation bar with links for Our Privacy Principles, Your Privacy, Explained, Privacy by Product, Privacy Policy (highlighted), How We Use Your Information, and Transparency Report. The main content area has the title "Privacy Policy" and a sub-header "Last Modified: October 1, 2018". The text explains that Snap Inc. is a camera company and provides services like Snapchat, Bitmoji, and others. It states that when you use these services, you'll share some information with them, and they want to be upfront about the information they collect, how they use it, whom they share it with, and the controls they give you to access, update, and delete your information. It also mentions that they've written this Privacy Policy in a way that's blissfully free of legalese and that if you still have questions, you should contact them. The page then lists three basic categories of information they collect: information you choose to give them, information they get when you use their services, and information they get from third parties. Finally, it says there's more detail on each of these categories.

Snap Inc. Careers News Investors

Our Privacy Principles Your Privacy, Explained Privacy by Product **Privacy Policy** How We Use Your Information Transparency Report

Privacy Policy

Last Modified: October 1, 2018

Snap Inc. is a camera company. Our services—including Snapchat, Bitmoji, and others that link to this Privacy Policy—provide fast and fun ways to express yourself, live in the moment, learn about the world, and have fun together!

When you use these services, you'll share some information with us. So we want to be upfront about the information we collect, how we use it, whom we share it with, and the controls we give you to access, update, and delete your information.

That's why we've written this Privacy Policy. And it's why we've tried to write it in a way that's blissfully free of the legalese that often clouds these documents. Of course, if you still have questions about anything in our Privacy Policy, just [contact us](#).

You should read our entire Privacy Policy, but when you only have a few minutes or want to remember something later on, you can always take a look at [this summary](#)—so you can review some of the basics in just a few minutes.

Some final notes before we dive in: We're happy to report that we participate in the EU-U.S. and Swiss-U.S. Privacy Shield, which you can read more about [here](#). And, if you're in the EU, there's some extra information we'd like to bring to your attention [here](#).

Information We Collect

There are three basic categories of information we collect:

- Information you choose to give us.
- Information we get when you use our services.
- Information we get from third parties.

Here's a little more detail on each of these categories.



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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.



We care about
everyone's privacy.

Ad Detective

NAME

DATE

Directions

Read the scenario below and answer the questions that follow.

Keet was riding the bus and saw a man wearing a new pair of shoes from his favorite brand. He liked them but thought they'd look better in black. When he got home, he went online and found them in black at an online store, Zaps. They were pretty expensive, so he decided to post a picture of them on his social media account to see what his friends would think. The next day, he started seeing ads for the exact shoes and for the online store he had visited. He saw the ads appear when he typed in a search, when he went to his favorite news site, and when he was scrolling through his social media feed. At first he thought it might've just been a coincidence, but when it kept happening, he started to wonder, why am I seeing this everywhere?

1. How did the advertising company know he was interested in those shoes? Or in that store?

2. If Keet didn't want to be tracked by the advertising company, what could he have done differently?

3. Are you OK with using apps or websites that collect and share information about you? Does it matter what information they collect? Or whom it gets shared with? Why, or why not?

Ad Detective

NAME

DATE