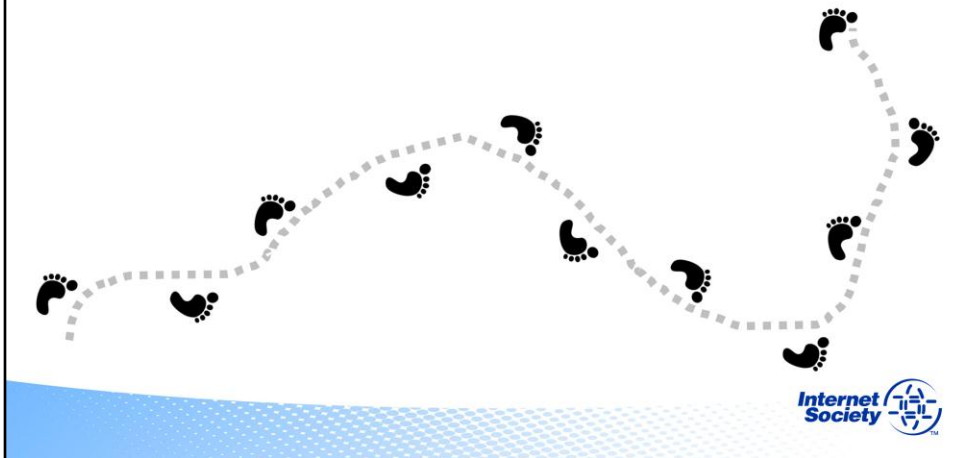
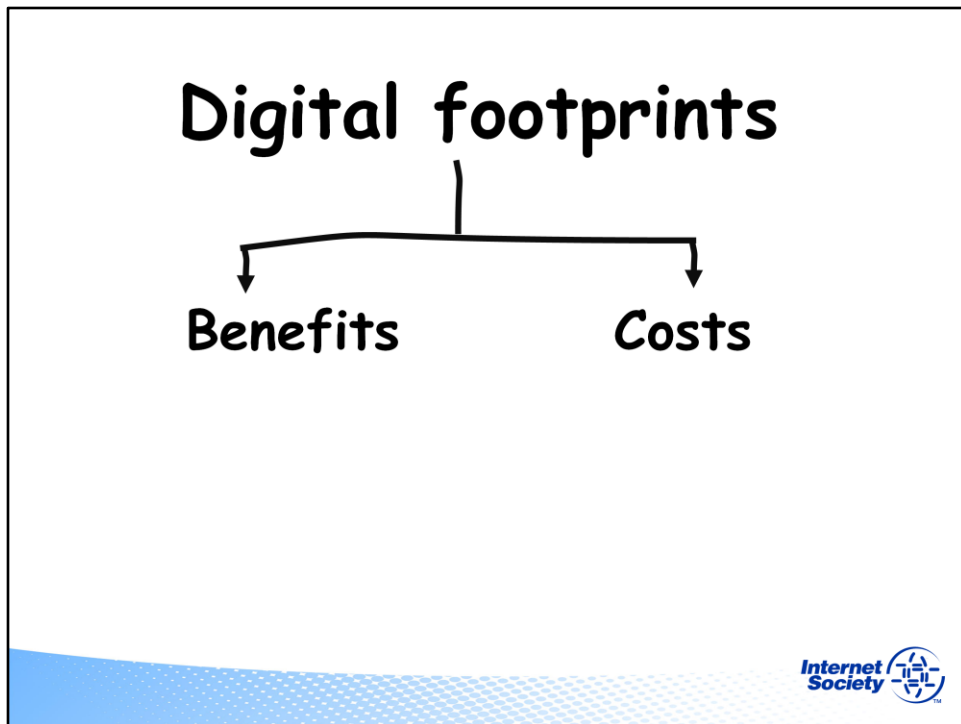


Welcome to Digital Footprints, module one. In this module, we will learn what are digital footprints.

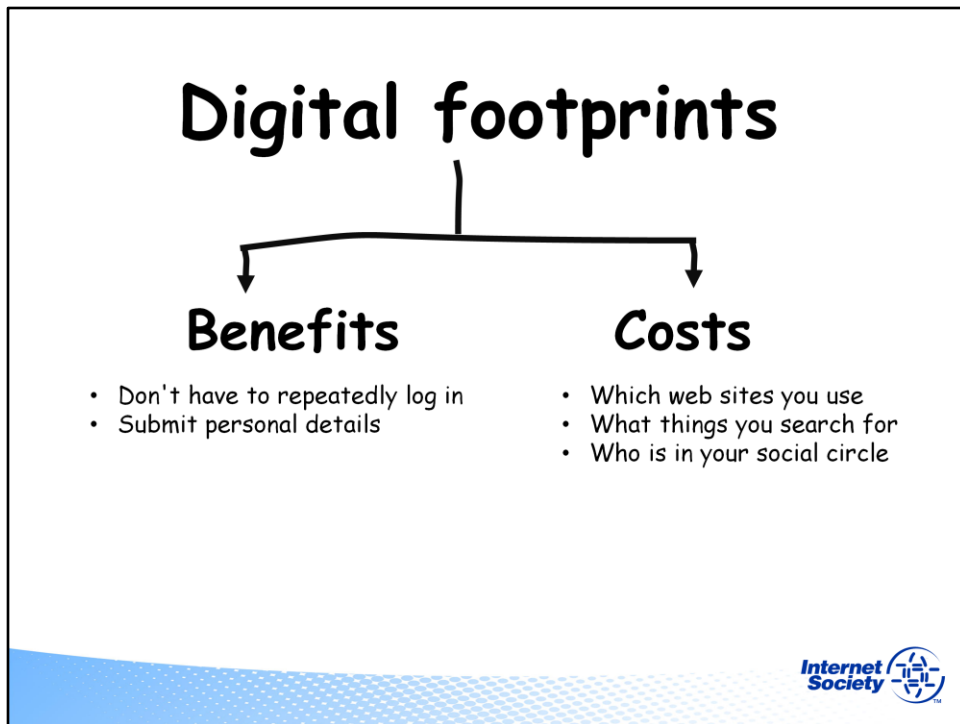
Digital footprints



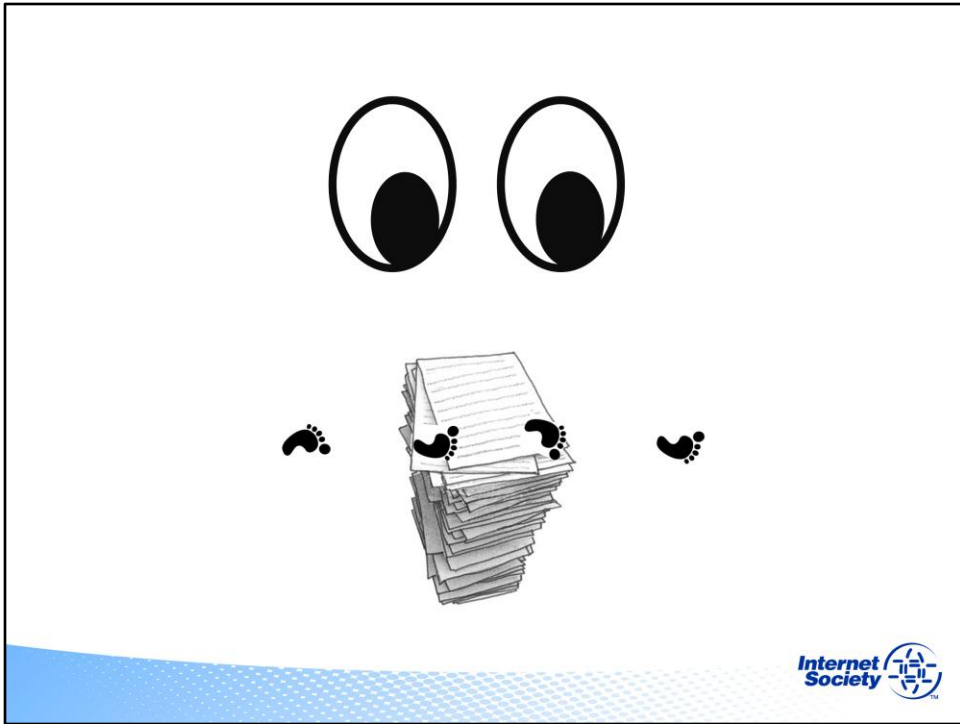
Digital footprints are the records and traces we leave behind us as we use the Internet.



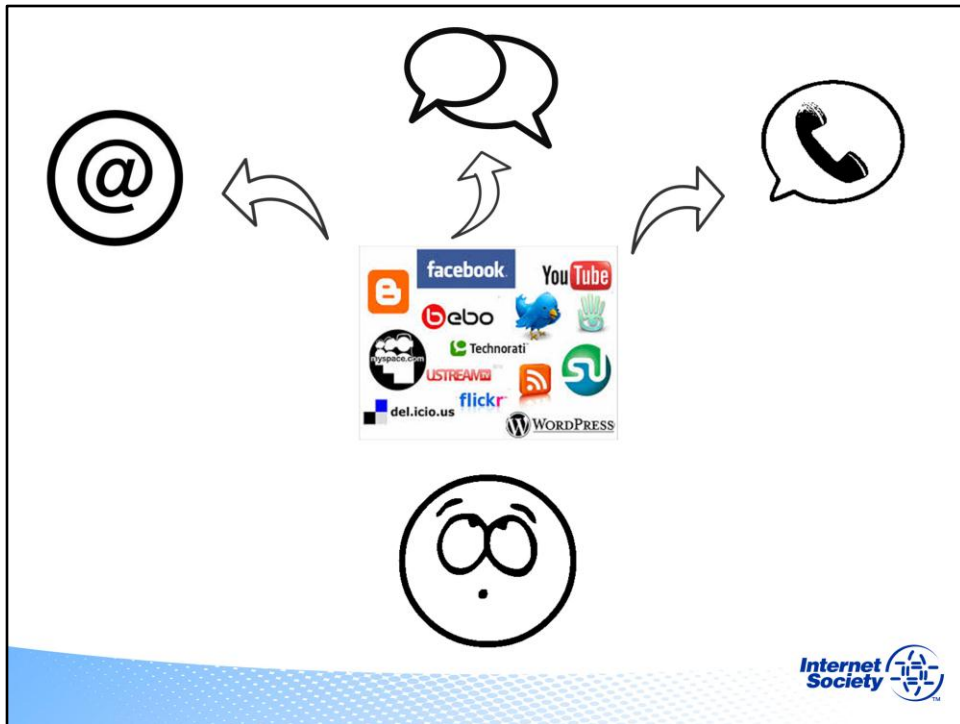
Digital footprints come with both benefits and costs.



Your own digital footprint may contribute to your online reputation. Your digital footprint can mean you don't have to repeatedly log in or submit personal details to web sites. On the other hand, your digital footprints may allow others to follow your actions, such as which web sites you use, what things you search for, and who is in your social circle.

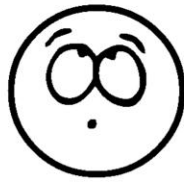


Our digital footprints are visible to organizations with whom we have no relationship, and over whom we often have no control. Many organizations also work behind the scenes to build profiles about us based on our digital footprints.



Most people are aware that when they share information about themselves on the Internet, such as with social networking services, and when they use on-line services, such as electronic mail, instant messaging, or voice calling, they have given up some control over their privacy.

Explicit Acts



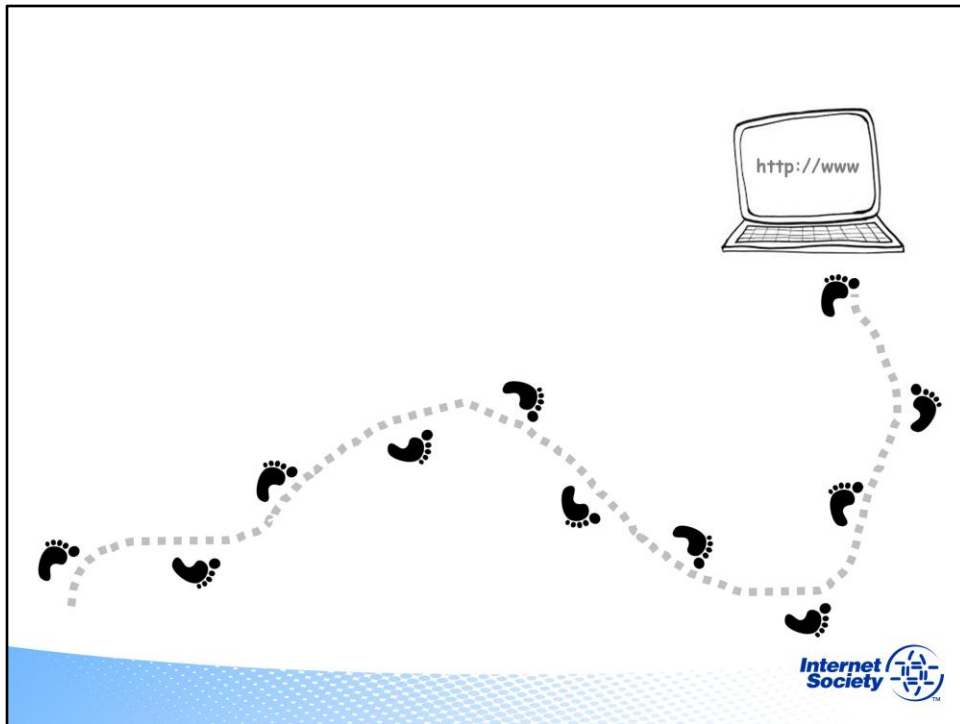
This loss of control is frequently the result of explicit acts: making a Skype call, sharing something on Facebook, uploading pictures to Tumblr, sending an email to a Hotmail user. We may expect some privacy, but we know we've given something up, and we've left a clear imprint at each of these individual services.

Implicit Trails

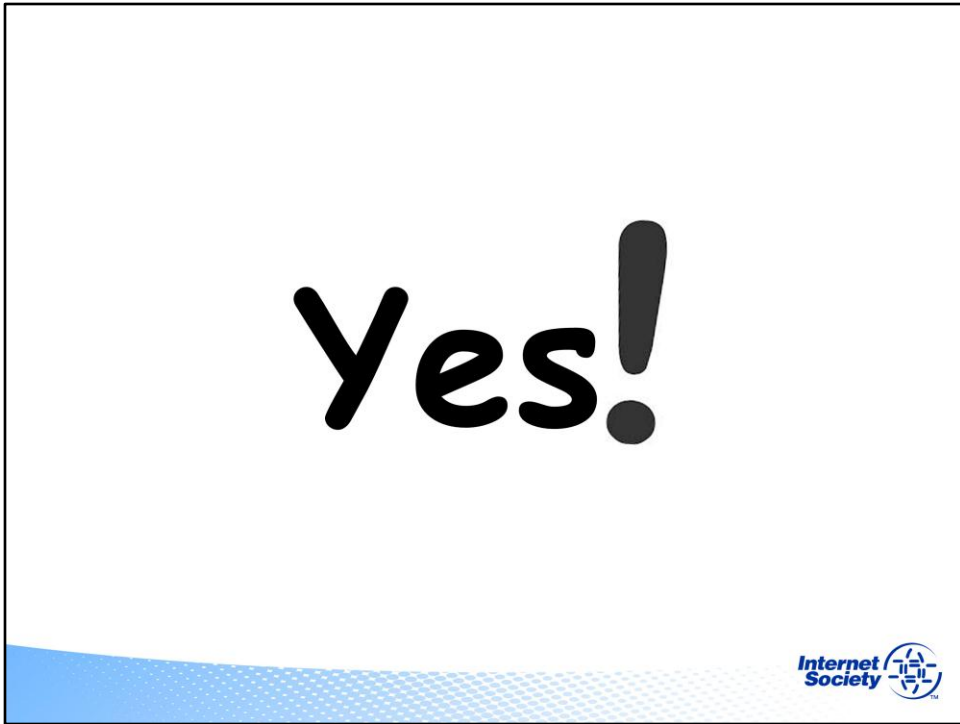
<http://www>



But what about the trail we leave implicitly, as we travel around the Internet?



Is it possible for someone to follow us around in the virtual world of the Internet, tracking our digital footprints, tracing the impressions we leave?



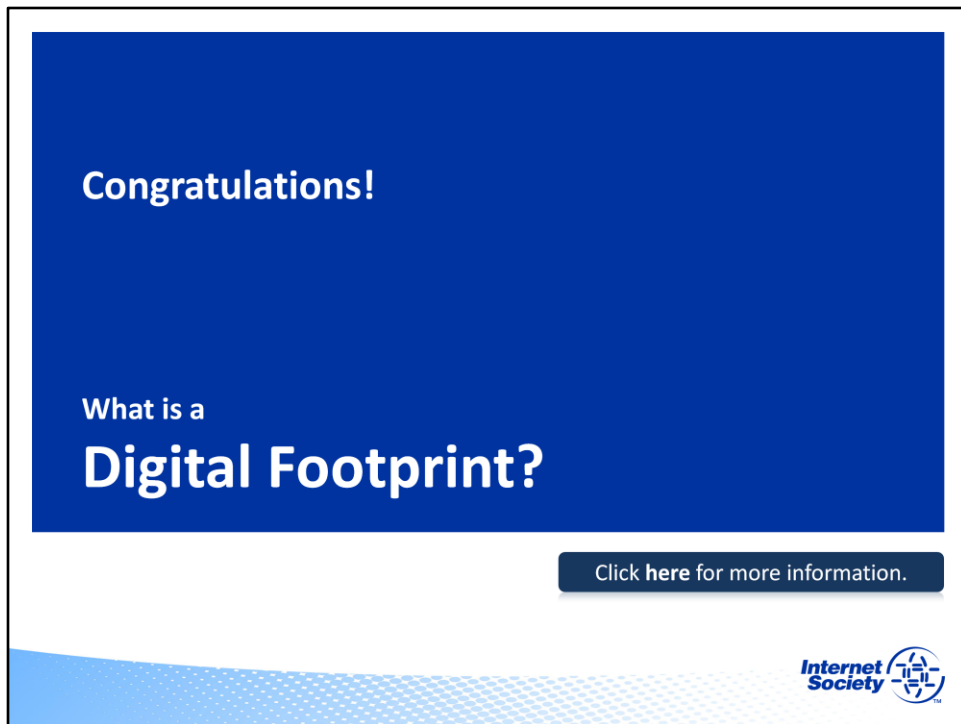
The answer is "yes."

Commercial Purposes

- **Track** you
- **Customize** for you
- **Market** to you



Your digital footprints are bigger than you may have thought, and they are being used - usually for commercial purposes, but sometimes for other reasons - to track you, customize for you, and market to you. These activities are primarily for the benefit of the organisation concerned. In short, your digital footprint is a monetizable asset... but any direct gain does not usually come to you, the individual.



Congratulations! You have completed Digital Footprints, module one What is a Digital Footprint.

Remember, you can always find more information, whitepapers and other training modules via the Internet Society's Identity and Privacy pages.

<http://www.internetsociety.org/what-we-do/internet-technology-matters/privacy-identity>