

Data Generation

In This Module

- What is data generation?
- What kinds of information is available about individuals online?
- How can others find your information and data?
- What steps can you take to better protect your personal information online?

Data Generation

Data generation is something we all do while using the internet

The term refers to the amount of personal information and data that we all leave behind (or generate) while using the web

Data Generation

Our data and personal information is used across the internet. It can be used in helpful ways:

- Google Maps uses our location to provide us with accurate directions
- Online shopping carts remember what we want to buy
- We don't have to log in every time we return to websites
- *What else comes to mind for you?*

Data Generation

But our personal data can also be sought out by people seeking to profit from or use our data:

- In a data breach, hackers might obtain people's emails
 - Hackers might then use those emails to send out scam messages
- Websites allow third parties to keep track of our information
 - These third parties then sells us ads

Activity

What sort of data and personal information do you generate online?

Where Is Your Data?

Places where you might share your information include:

- Social media sites
- Online stores
- Other sites where you have a public profile

Where Is Your Data?

Places where you engage might include:

- Social media sites
- Search engines

Where Is Your Data?

Places where your data is stored include:

- Banking and other financial websites
- Streaming services
- Online stores
- School or education sites

Where Is Your Data?

- Where else might your data be located?
- What would you add to the list we just shared?

Who Is Interested in Your Data?

- People who run a wide range of websites are interested in your information
- In most cases, they would like to:
 - Ensure the site shows you products or services that are of interest to you
 - Make the site easy for you to use
- Advertisers also use your information to market products to you

Who Is Interested in Your Data?

Unfortunately, hackers also want to obtain your data in order to run scams and schemes and profit off of your information

Activity

What types of data do you generate online? Let's see some examples!

Demographic Information

Advertisers and others can use information like the this to build a sort of profile of who you are and what your interests are:

- Age
- Ethnicity
- Gender Identity
- Marital Status
- Location
- Income
- Education
- Contact information like phone number and email

Demographic Information

Advertisers and others can use this information to build a sort of profile of who you are and what your interests are:

- Search history
- Likes
- Replies and responses
- Who you are following on social media
- Photos (ones you post and ones you are tagged in)
- Purchase history
- Even what you say! (If you have a device like an Alexa, the questions you ask and requests you make all generate data)

Your personal information and data doesn't vanish online. Even if it isn't visible, it can still be stored in places like servers and databases that could be breached by hackers. Think of it more like a fossil than a footprint in the sand!



Photo by [Aaron Burden](#) on [Unsplash](#)



Photo by [Ashleigh Joy Photography](#) on [Unsplash](#)

Takeaways

Data generation is a natural part of using the Internet, and lot of the data we generate can be helpful. It can help us better use certain sites, or it might be information we choose to post and share.

However, our data can also be targeted and used by people with ill-intentions, such as hackers.

Takeaways

- Be mindful of what sort of information you are putting on the internet
- Consider what you are sharing
- Ensure that your accounts and information are secure

Questions?

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Privacy & Security