

Data Minimization

In This Module

- What is data minimization?
- What are some of the principles and ideas behind data minimization?
- How can you take steps to practice data minimization?

Discussion

What do you think data minimization is?

Data Minimization

A principle where a service provider only collects the minimum amount of personal data needed to perform their service

Similarly, you can opt to provide the level of data that feels right to you

Data Minimization in Action

Data minimization is:

- A component of many data protection and privacy regulations
- Something that you can practice yourself by being mindful of that data you are sharing or making available online

Data Generation

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

Data Generation

We all generate a large amount of data about ourselves when we use the internet. This can include things like the following:

- Location
- Demographic information like age or marital status
- Contact information
- Search history, posts, and other online activity

Activity

Use the space provided on your handout to reflect

What kinds of personal data and information would you prefer to minimize online? What kinds of information are you comfortable having publicly available?

Minimizing Your Data Generation

Data minimization is a mindset and a practice. The practice of data minimization allows you to:

- Be more aware of the data and information we generate
- Take proactive steps to generate less data about ourselves

Minimizing Your Data Generation

Service providers use data minimization ideas to gather only necessary data in order to perform a service. We can take the same principle and apply it to ourselves by considering what data we need (or want) to make available to others

Digital Detox

A digital detox:

- Allows us to take a break from social media and/or electronic devices
- Helps us reset and get refresh
- Share ideas in with data minimization

Discussion

What kinds of personal data and information would you prefer to minimize online?

Do you currently take any steps to minimize certain kinds of personal data? What do you do?

Data Minimization Best Practices

Utilize privacy best practices to limit who has access to your data:

- ❑ Practice password hygiene
- ❑ Manage and monitor your account settings
- ❑ Use tools and settings like multi-factor authentication and password managers to keep your information secure
- ❑ Be alert to phishing schemes and other scams trying to obtain your data

Data Minimization Best Practices

Be mindful of what you share online:

- ❑ Consider who has access to your posts and activity on social media
- ❑ Check your social media account privacy settings
- ❑ Think about what you choose to post and make publicly available online

Data Minimization Best Practices

Consider where you sign up for accounts:

- ❑ Consider where you sign up for accounts and services: what is that service's reputation? Do they use data minimization practices?
- ❑ Be mindful of what information you provide to these services

Activity

Where in your life might you like to implement data minimization? Or add new privacy practices? What plans can you make to implement this?

Takeaways

- Data minimization can help you be more mindful of your online data and information
- It can help you better manage your data
- You can practice data minimization by considering what and how you share your information
- Pay attention to the data collection practices of services you use
- Remember, your individual comfort levels with how much data you share online can vary. Reflect on what is best for you!

Resources

How to Break Up with Your Phone: The 30-Day Plan to Take Back Your Life by Catherine Price ([link](#))

Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked by Adam Alter ([link](#))

Resources

“Do Not Disturb: How I Ditched My Phone and Unbroke My Brain” by Kevin Roose in *New York Times* ([link](#))

Data Detox Kit by Tactical Tech ([link](#))

Questions?

NYC Digital Safety

Privacy & Security