



MY DIGITAL FOOTPRINT

By: Ah Rin Jung

WHAT I FOUND

When I searched up my name

When I searched up my name normally (Ah Rin Jung), I did not find any information. However, when I put no spaces I found my vsco, which contains a few pictures of me with my friends or some places I have been to. Although I found my vsco, I did not put in too much information in my bio and such as I do not want a lot of information put out there. I did not post any pictures of my full face as I knew anyone can view this.

WHAT IS A DIGITAL FOOTPRINT

1

A digital footprint is information and data that is left online by people.

2

There are two types of footprints, a passive footprint and an active digital footprint and we may not be aware of the information that is tracked

A passive digital footprint

A passive footprint can be left online without the user actually knowing. This hidden process can be extremely dangerous and users may not be aware that they are leaving information

- When you visit a website and it tracks how many times you go on it
- Record of how many times you visit a site
- Where someone is from and their IP address can be tracked
- Ads being targeted at people according to things they liked or commented on

An active digital footprint

An active digital footprint is tracked after a person leaves the information on purpose/knowingly. People purposely put their data online.

- Subscribing to a newsletter
- Posting, commenting or liking a post
- Completing an online form

DIGITAL FOOTPRINT

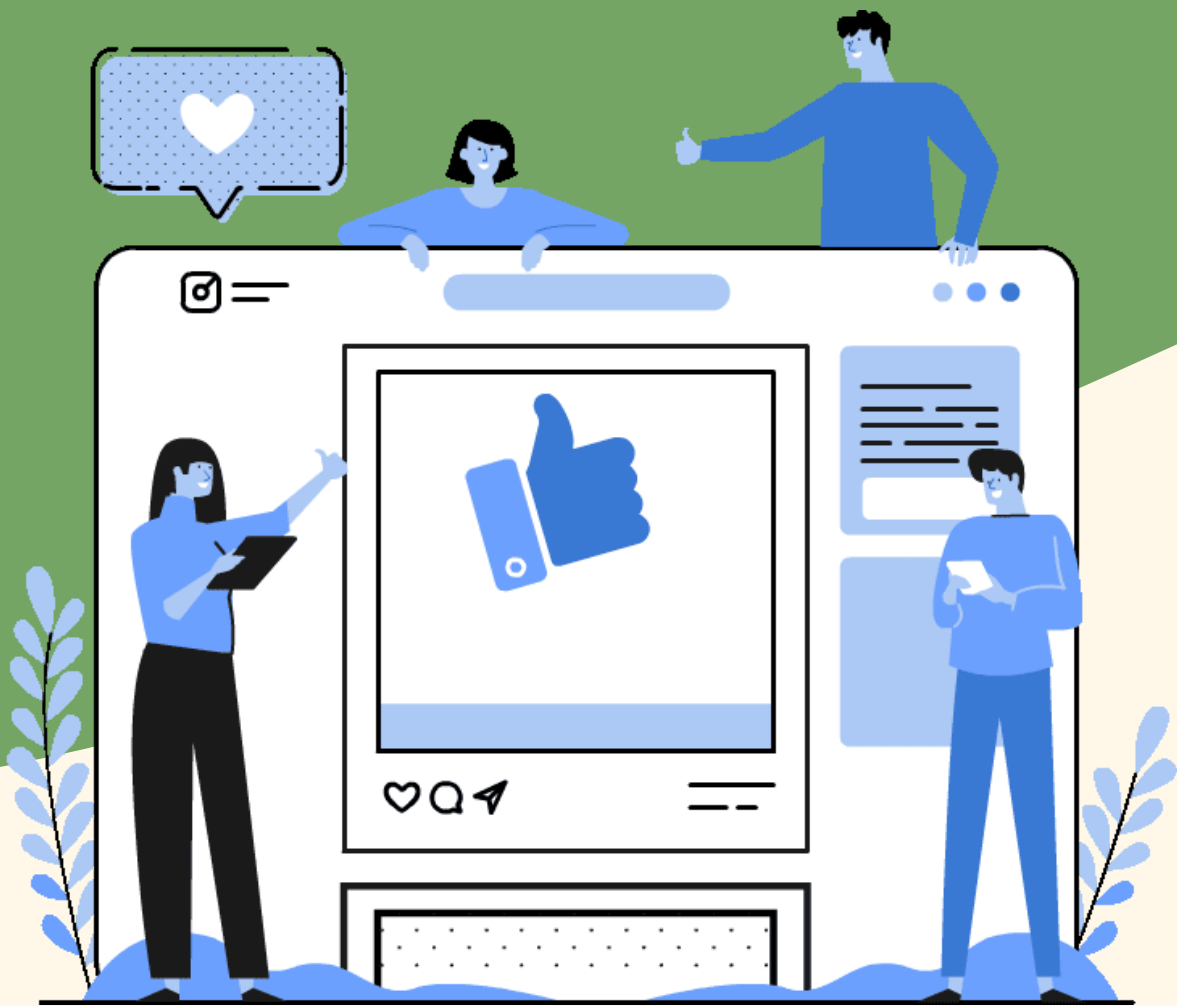
How might your digital footprint affect your personal brand and future?

The things you post online can be seen by people that judge you. Therefore, it can impact your job opportunities and so much more. If you were to post something that is illegal or not appropriate, people will be able to see that just by searching up your name, If people that were to access you see what you have been up to, it may not look good on your behalf

Why is it important to be aware of ones digital footprint

It is essential to be careful with what you leave online for others. If you leave the wrong information, it can lead others to incorrect information, or create a not-so-good reputation for yourself. It is important to know that you have to control what you leave online.

WHAT IS DIGITAL PERMANENCE



Digital permanence is an idea of how anything that we post online will stay there forever. Pictures or videos that you post online may be there forever; even if you took it down already. Messages that you send can be anywhere online.

DIGITAL PERMANENCE

Why should we care and be aware of our digital permanence?

Anything that we post can be left online forever, therefore, things that we put on there can be located by others. Since it can stay on there forever, in the future we could miss job opportunities and give someone the wrong idea of ourselves. You can ruin your reputation as well.



SAFETY



Don't share so much online, and be aware of everything you do. Keep your social media accounts private and don't put unnecessary data like your birthday in your bio.



Make sure you use strong passwords that contain capital letters and numbers.



Keep your social media accounts private and make sure to have two-step verification codes to make sure that your account is secure. Make sure to also delete your old accounts

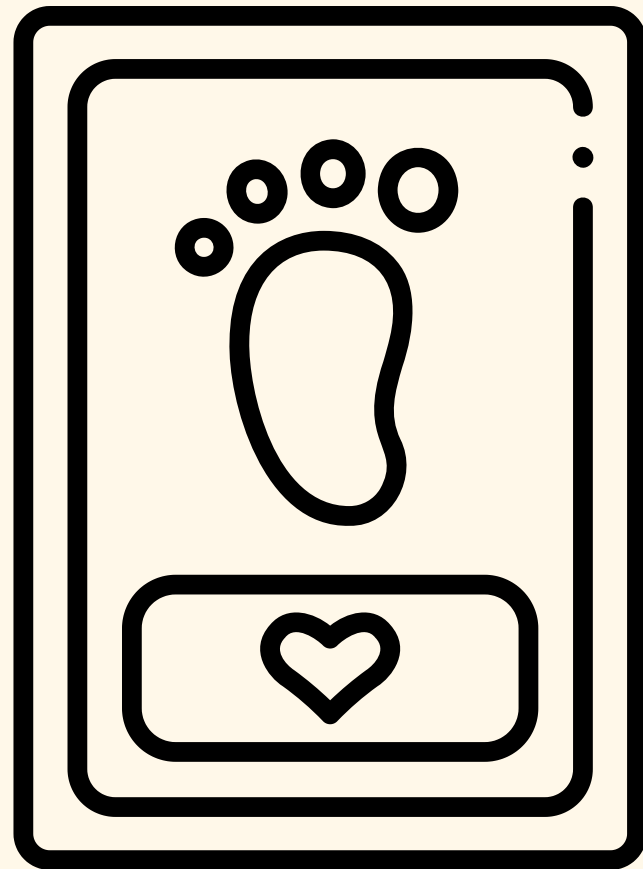


Avoid going to unsafe cities. It can be tracked and the history may be marked down



Think before you post something, as one weird post can ruin your future or future job

CONCLUSION



Digital Footprints

It is important to know that being aware of digital footprints are extremely important. It is good to know that it can change your life if you post a strange thing. It is important to know how to stay safe and how to protect yourself. It is good to know that

CITATIONS



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“What Is a Digital Footprint? And How to Protect It from Hackers.” [Www.Kaspersky.Com](http://www.kaspersky.com), 21 Sept. 2021, <https://www.kaspersky.com/resource-center/definitions/what-is-a-digital-footprint>.