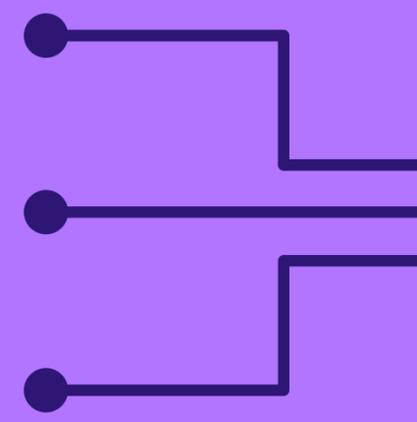
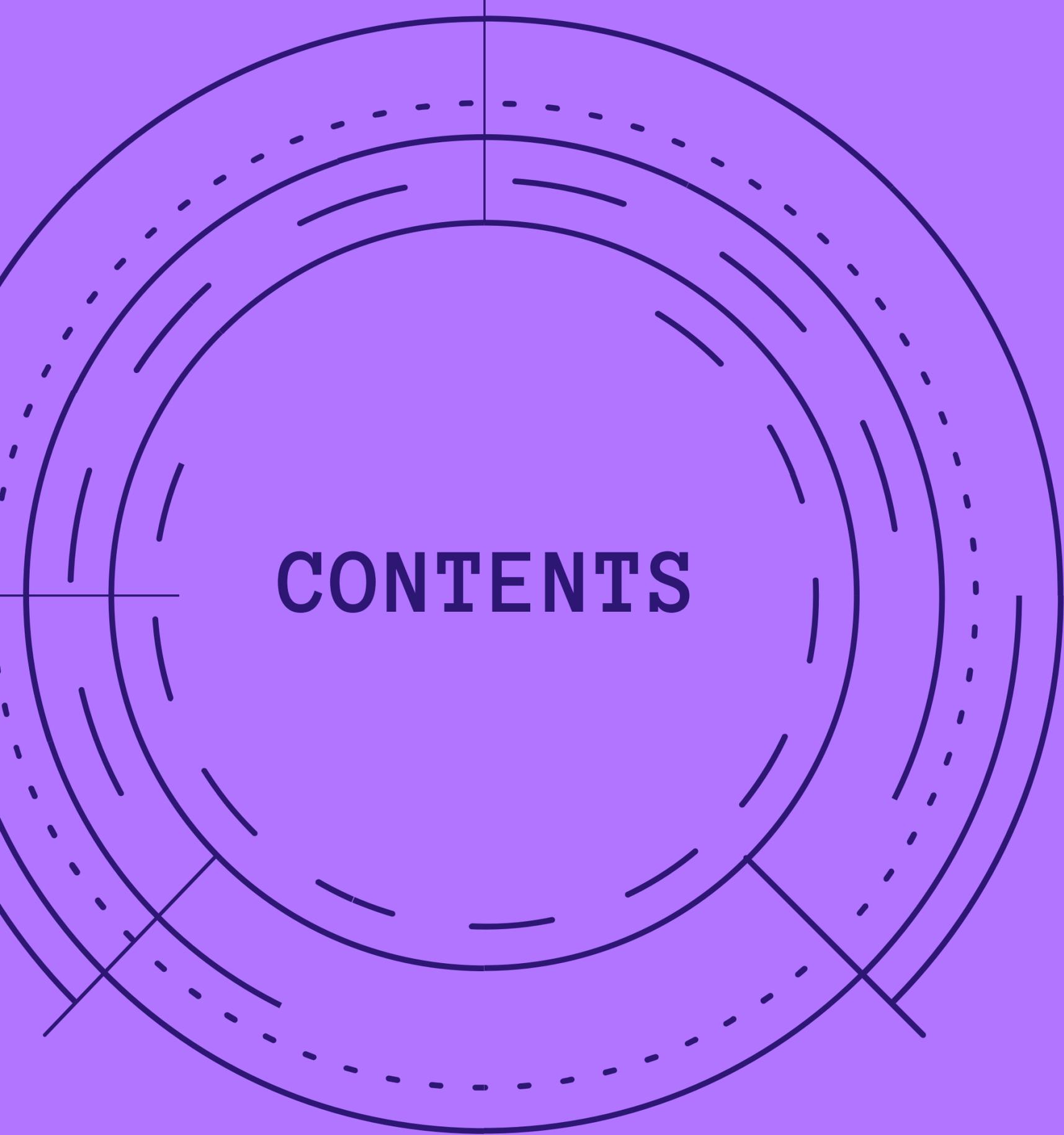


MY DIGITAL FOOTPRINT



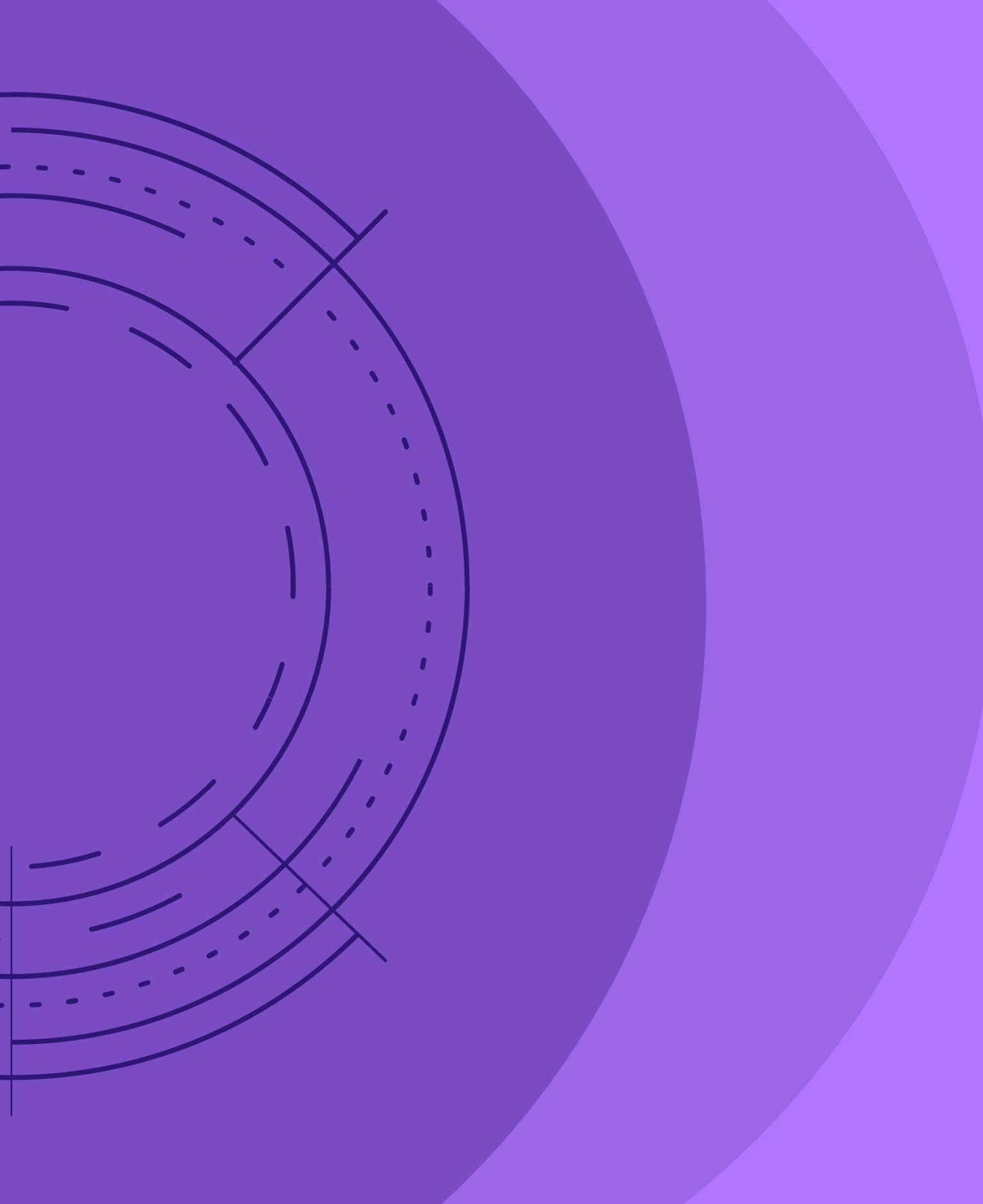
A BRIEF OUTLINE

- My Digital Footprint
- Impacts of Digital Footprint
- Unconscious Sharing of Information
- Importance of Awareness
- Safety Strategies
- Digital Permanence



MY DIGITAL FOOTPRINT

DIGITAL FOOTPRINT:
DATA ONE LEAVES AS A
RESULT OF THEIR
ACTIVITY ONLINE

An abstract graphic on the left side of the page. It features a large, semi-transparent purple circle that overlaps a solid purple circle. Overlaid on these are several concentric circles and lines in a lighter purple shade. Some lines are solid, some are dashed, and some are thin and straight, creating a complex, layered geometric pattern.

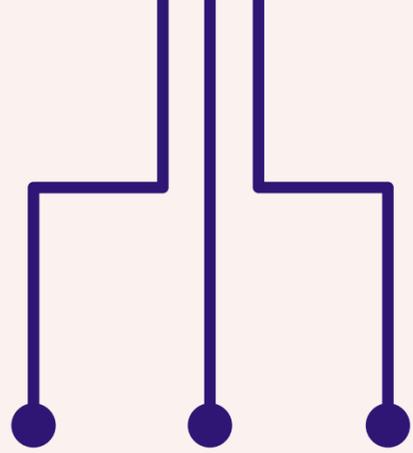
MY DIGITAL FOOTPRINT

Since my name is unique, it wasn't difficult to find information on myself with a quick Google search. I found several news articles and photos of my past art contests and dance performances. The existence of this information was non-consensual and therefore not a result of my own online activity. I did not find any of my personal accounts or personal information besides my full name and images.



IMPACTS OF DIGITAL FOOTPRINT

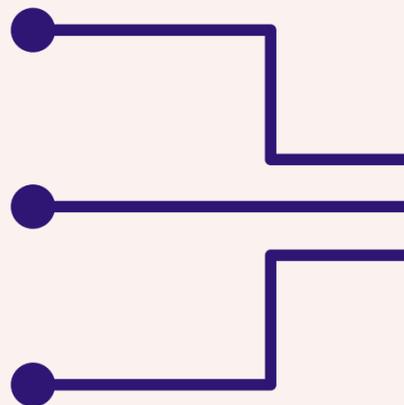
DIGITAL FOOTPRINT:
DATA ONE LEAVES AS A
RESULT OF THEIR
ACTIVITY ONLINE

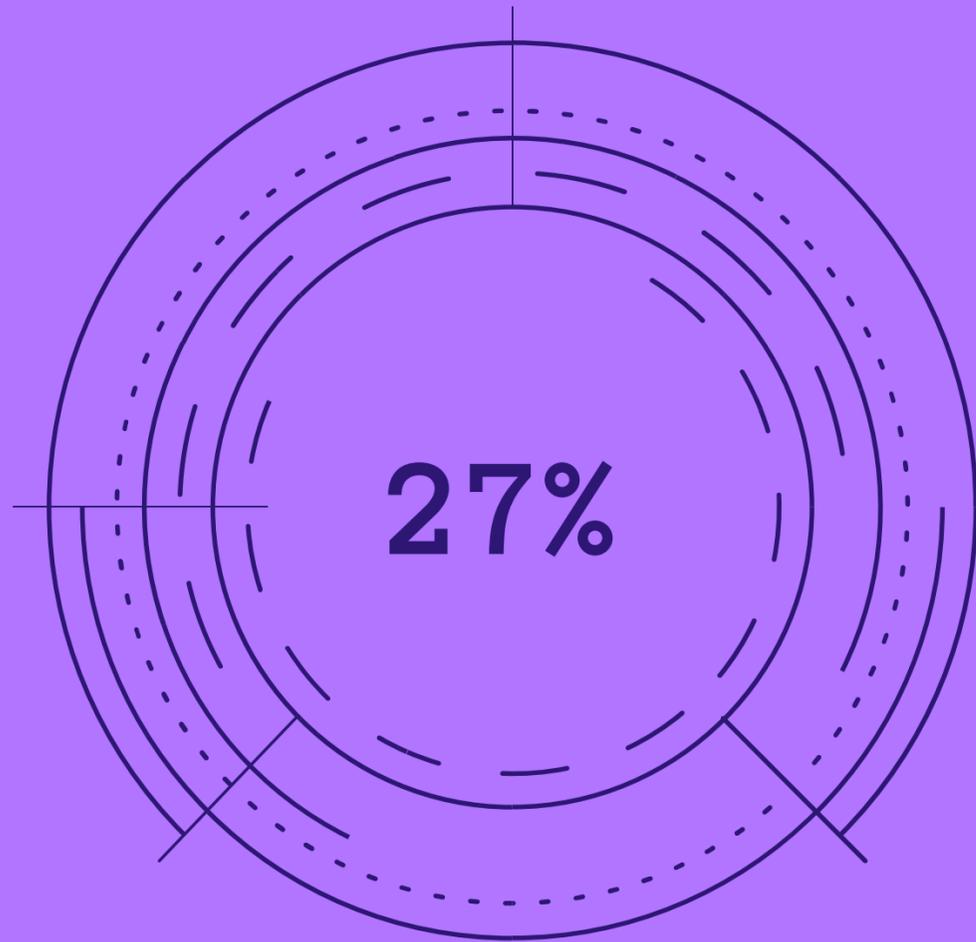


SCHOOL

Digital footprints can have a significant impact on your schooling opportunities including scholarships and college admissions. Although many students spend years trying to maintain good grades, extracurriculars, and high scores on exams, their digital footprint can negate these efforts. Many college admission processes involve the consideration of an applicant's social media accounts and other relevant online information. If a college finds problematic or inappropriate information on a candidate, it may choose to reject their application. On the other hand, if a college finds positive or favourable information on a candidate, it may choose to do the opposite.

SCHOOL

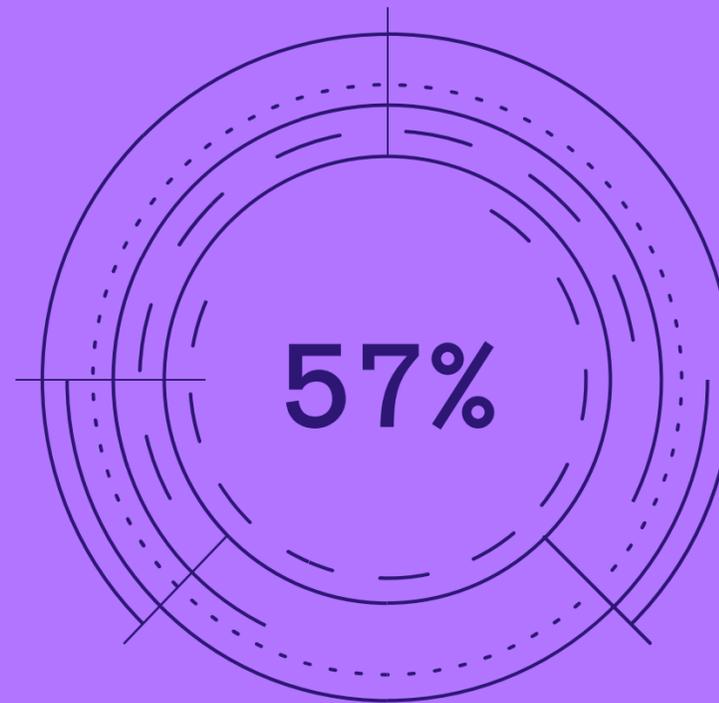




OF COLLEGE ADMISSIONS
PROFESSIONALS CONSIDER
SOCIAL MEDIA PROFILES
WHEN MAKING THEIR
DECISION



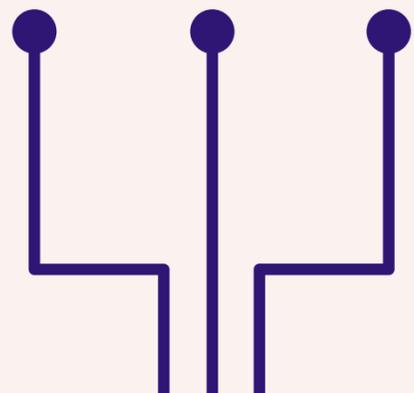
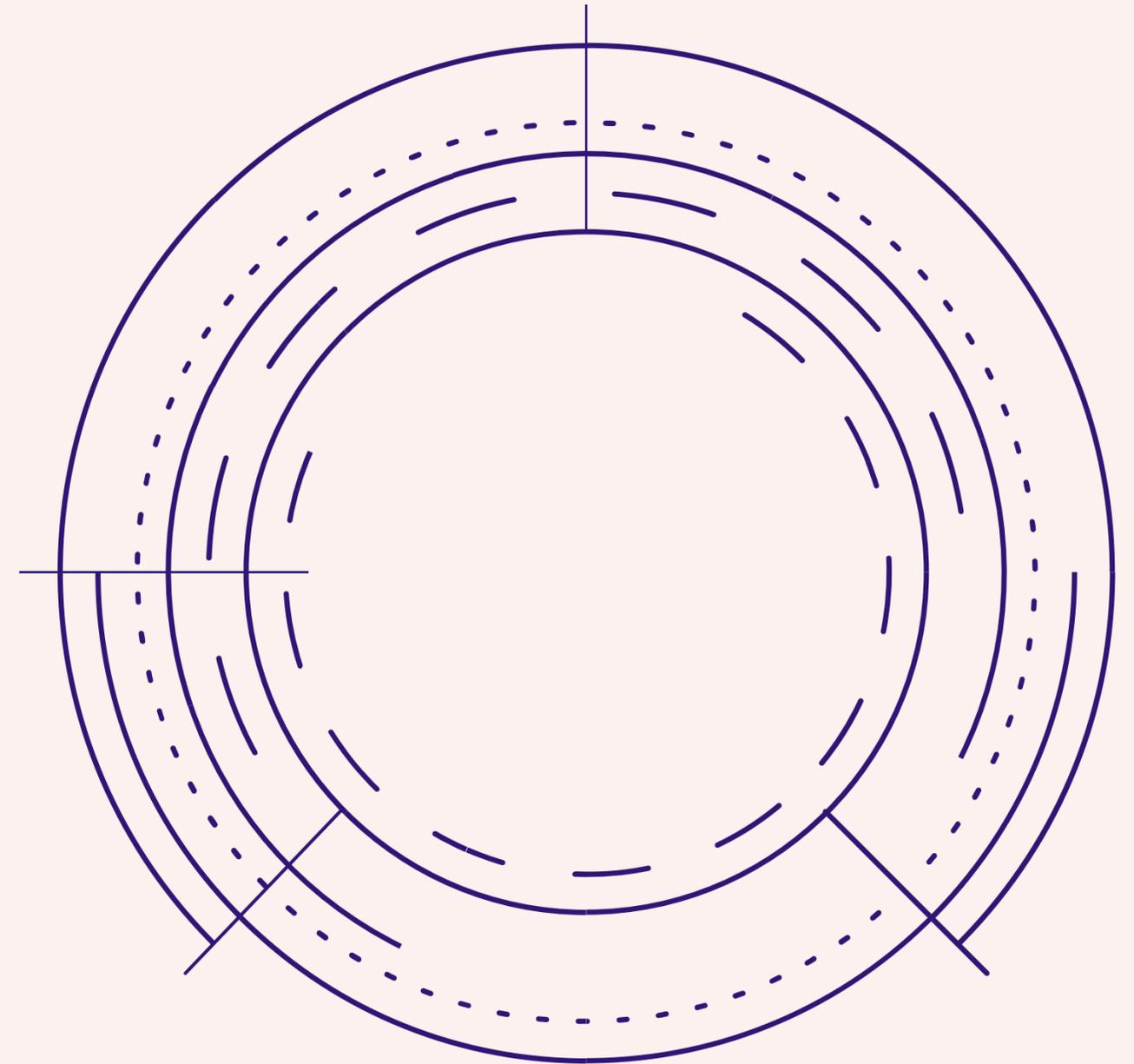
OF SOCIAL MEDIA
PROFILES HAD A
POSITIVE IMPACT
ON THEIR
DECISION



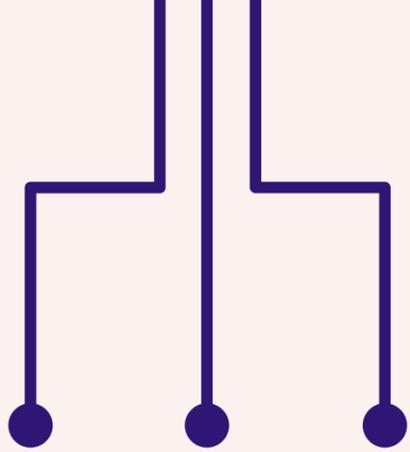
OF SOCIAL MEDIA
PROFILES HAD A
NEGATIVE IMPACT
ON THEIR
DECISION

EXAMPLE

In 2019, 17-year-old Harvard freshman Ismail B. Ajjawi from Palestine, was turned away by authorities after landing due to posts from his friends whose political views opposed the United States. Ajjawi had nothing to do with the post, but was still turned away. Only after the assistance of legal professionals and college representatives was he finally allowed to enter.



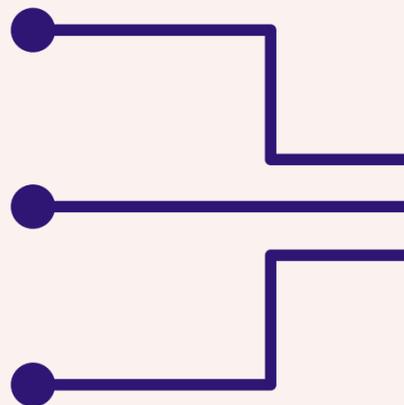
Any digital footprint can put schooling opportunities at risk.



JOB

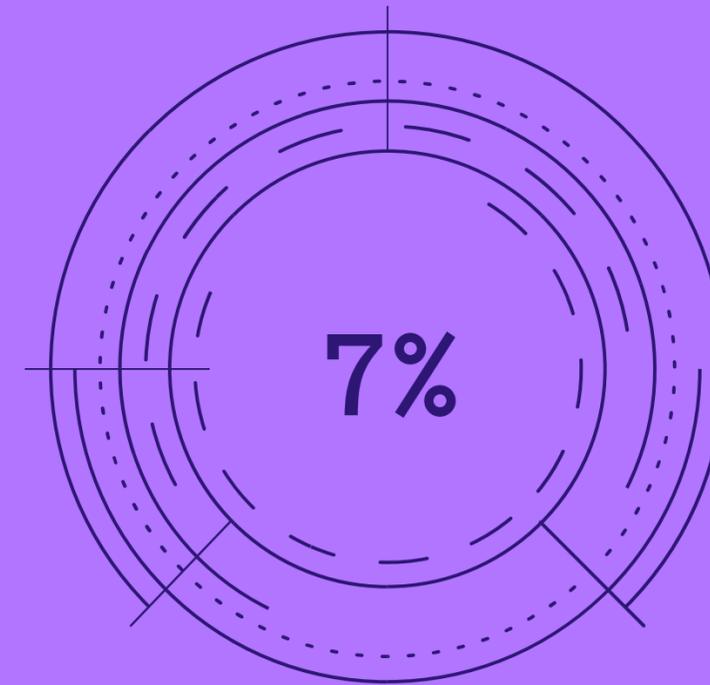
Alike school, digital footprints can have a significant impact on your job opportunities as well. In fact, the practice of checking of social media profiles is even more common when it comes hiring. The large majority of hiring professionals look at social media content before making their final decision. A positive digital footprint can be beneficial to a candidate while a negative one could lose a candidate a valuable job opportunity. Additionally, many employers check up on their current employees' social media profiles. Problematic content found could cause an employee to be fired.

JOB





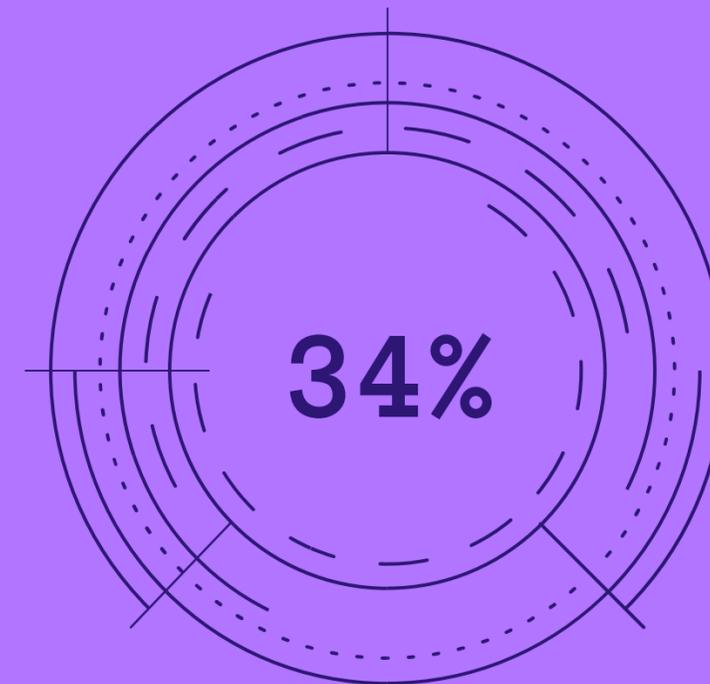
70% OF EMPLOYERS
CONSIDER
SOCIAL MEDIA
PROFILES IN
THEIR HIRING
PROCESS



7% OF EMPLOYERS
INTEND TO
START CHECKING
SOCIAL MEDIA
PROFILES



48% OF EMPLOYERS
CHECK UP ON
THEIR
EMPLOYEES'
SOCIAL MEDIA

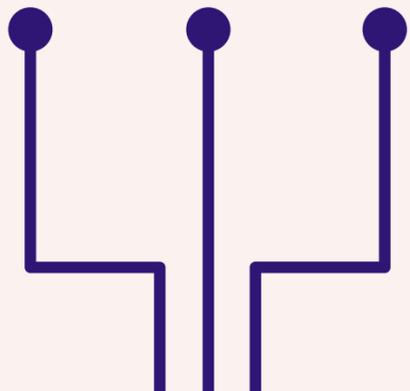
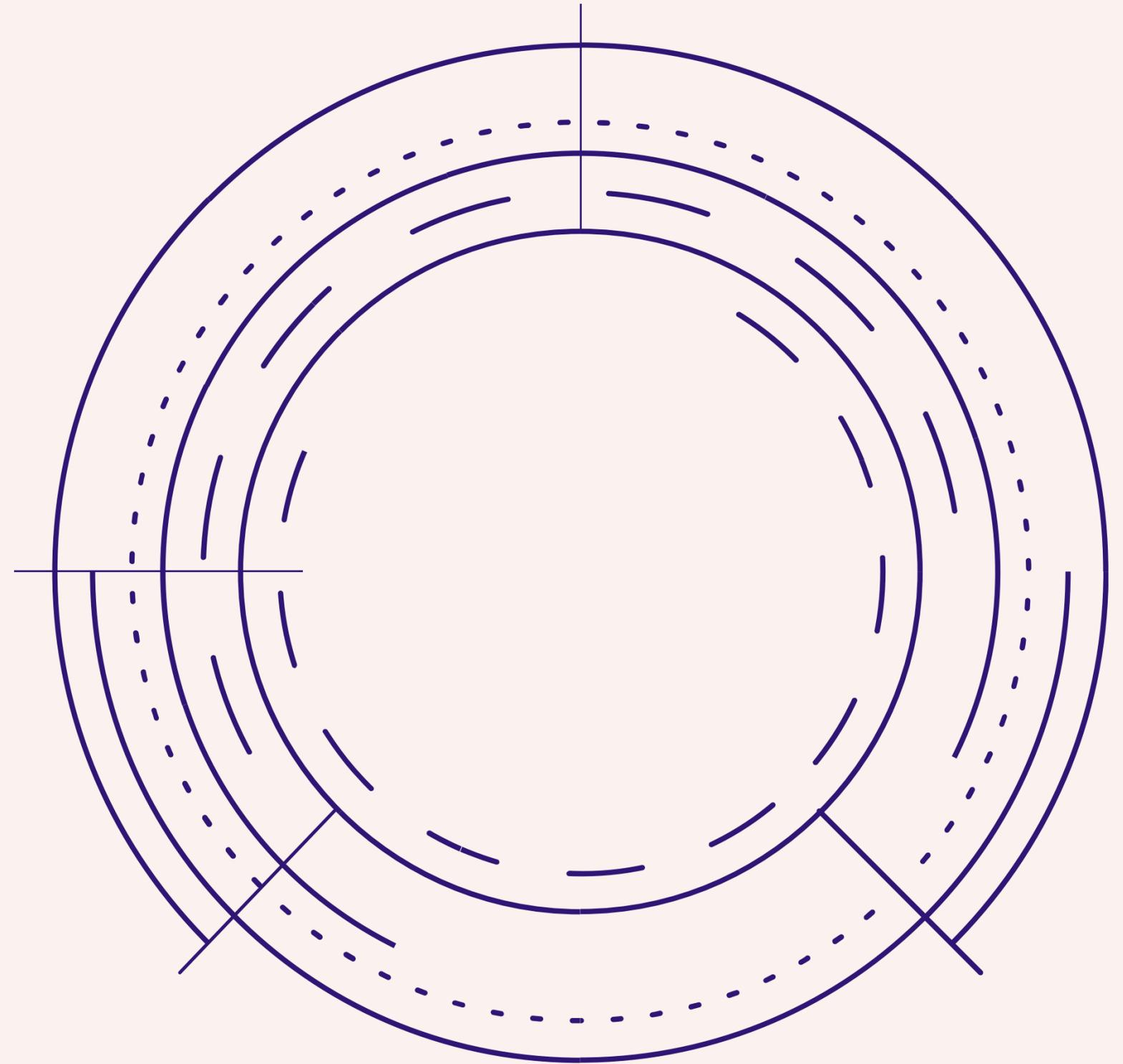


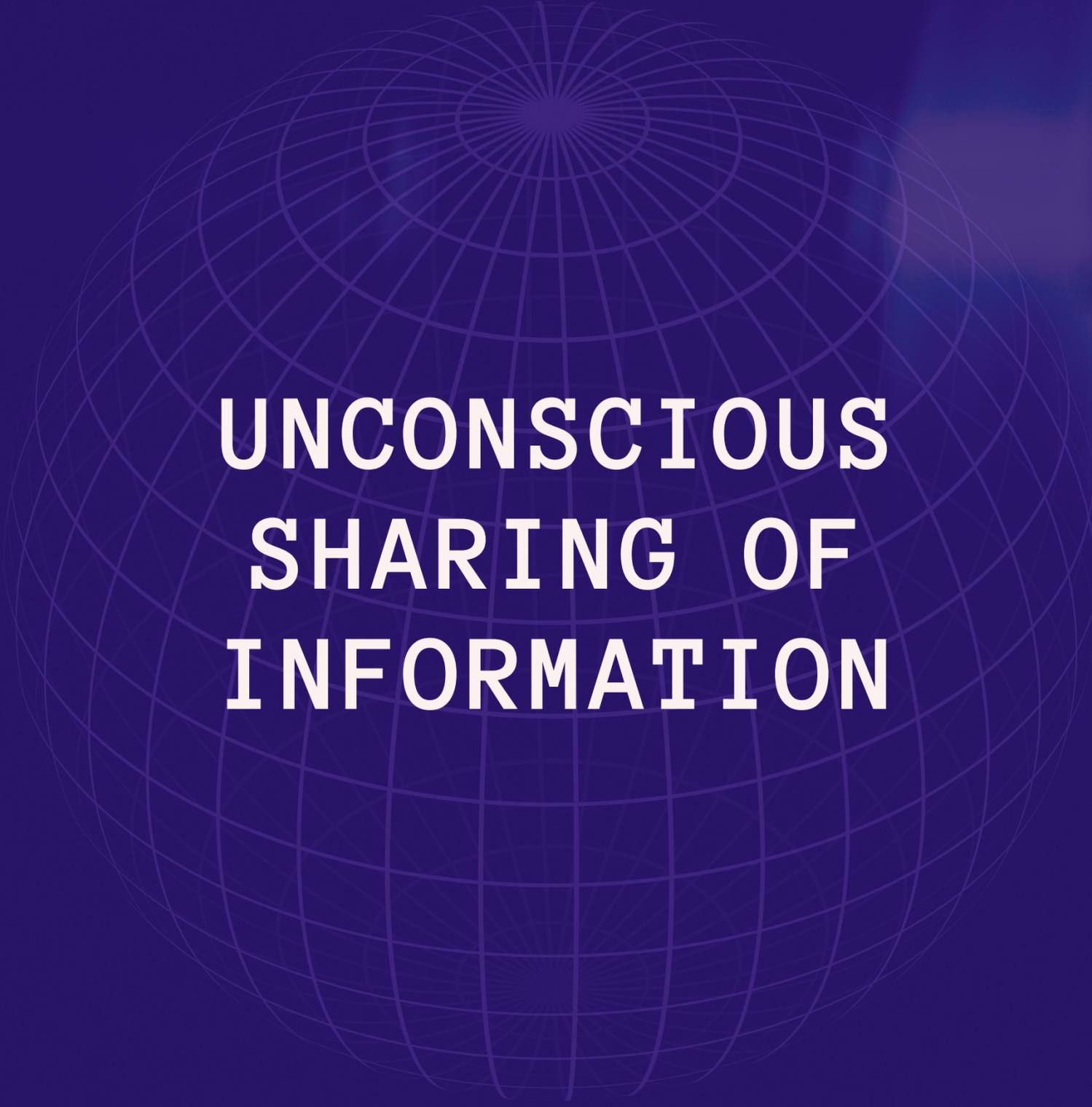
34% OF EMPLOYERS
HAVE
REPRIMANDED OR
FIRED AN
EMPLOYEE DUE TO
CONTENT FOUND
ONLINE

EXAMPLE

In 2019, Australian rugby player Israel Folau lost a multiyear \$4 million contract after his controversial Twitter posts flagrantly insulting several groups of people.

Digital footprint can easily put jobs at risk with a few words.

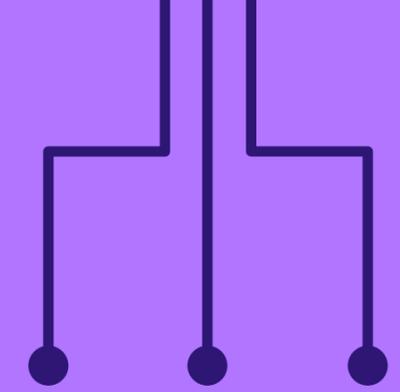




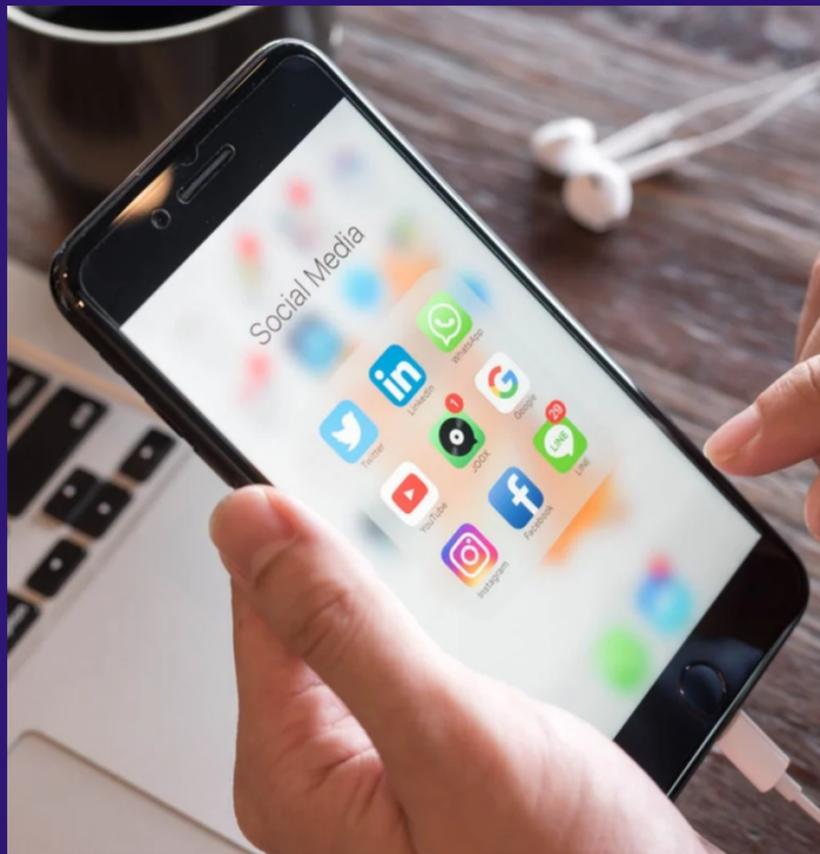
UNCONSCIOUS SHARING OF INFORMATION

DIGITAL FOOTPRINT:
DATA ONE LEAVES AS A
RESULT OF THEIR
ACTIVITY ONLINE

THERE ARE TWO TYPES OF DIGITAL FOOTPRINT:



01



02



01 ACTIVE DIGITAL FOOTPRINT

Data left intentionally on the internet (posting on social media, surveys, etc.)

02 PASSIVE DIGITAL FOOTPRINT

Data left unintentionally/unconsciously (location tracking, cookies, activity logging, etc.)

PASSIVE DIGITAL FOOTPRINT

THE DATA WE SHARE UNKNOWINGLY

Almost all internet users leave a passive digital footprint. Many websites and apps collect a wide variety of data including one's location, gender, interests, name, etc. without user consent or knowledge. They do this using methods such as tracking cookies, web beacons, browser fingerprinting, etc. Oftentimes this information is sold to companies who want user data for targeted advertising or to simply better their products or services accordingly



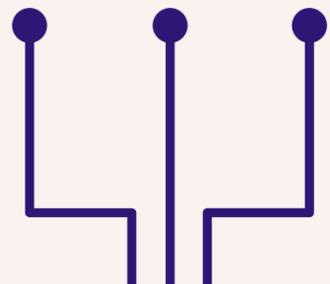
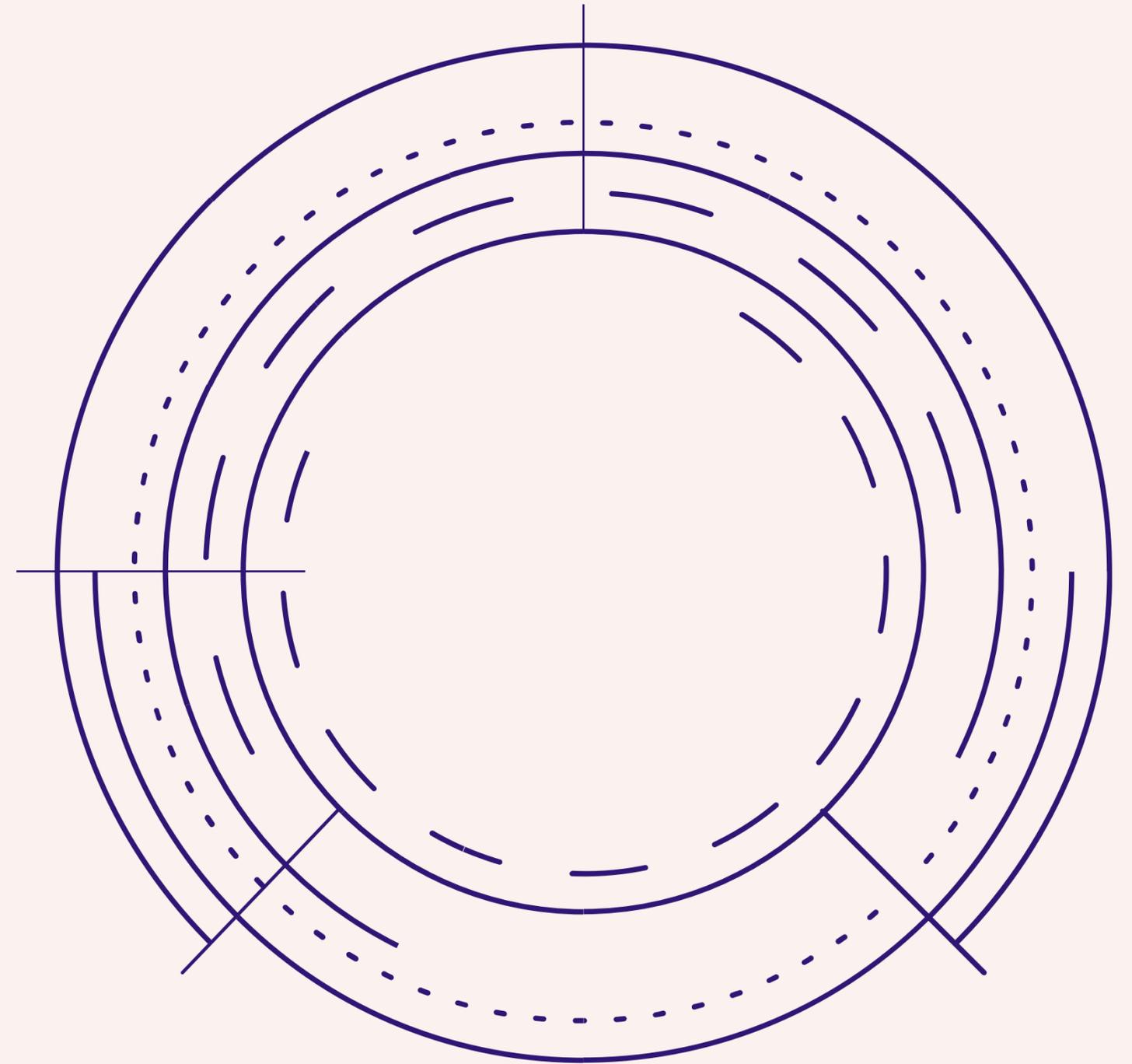


IMPORTANCE OF AWARENESS

DIGITAL FOOTPRINT:
DATA ONE LEAVES AS A
RESULT OF THEIR
ACTIVITY ONLINE

WHY IS IT IMPORTANT TO BE AWARE OF ONE'S DIGITAL FOOTPRINT?

As previously discussed, one's digital footprint can have a severe and lasting impact on their career, education, reputation, and safety. Therefore, being aware of what information about you is on the internet is extremely important so one can take the necessary procedures to create a safe and favourable digital footprint.



e.g. deleting an inappropriate post or installing a VPN to minimize threats posed via location tracking.



SAFETY STRATEGIES

DIGITAL FOOTPRINT:
DATA ONE LEAVES AS A
RESULT OF THEIR
ACTIVITY ONLINE

PROTECTING ACTIVE DIGITAL FOOTPRINT:



PRIVACY SETTINGS

Privacy settings on social media allows you to control who can interact with your profile



AVOID OVERSHARING

Avoid sharing personal information such as your full name, location, birthday, etc.



DELETING UNFAVOURABLE CONTENT

Removing any unfavourable content of yourself from the internet can help maintain a good reputation online



THINKING BEFORE YOU POST

Once you post something online, it is almost impossible to fully remove it. Avoid posting any questionable or potentially problematic content

PROTECTING PASSIVE DIGITAL FOOTPRINT:



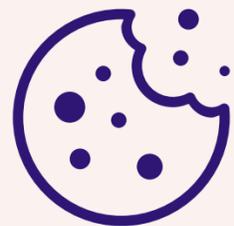
PRIVATE BROWSING

Private browsing modes can be used to avoid storing browsing history and cookies



VPN

Installing a VPN protects your IP address and encrypts your browsing data



AVOIDING COOKIES

Using a cookie blocker or declining third-party cookies can prevent them from collecting your data



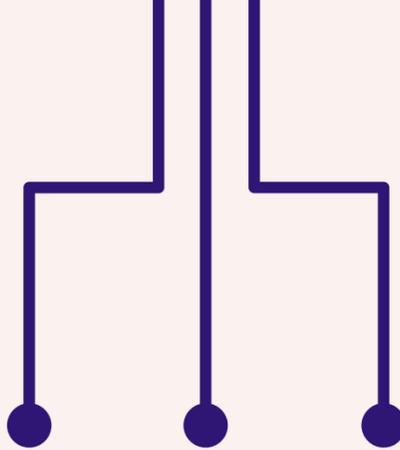
BEING MINDFUL

Pay attention to things such as site security



DIGITAL PERMANENCE

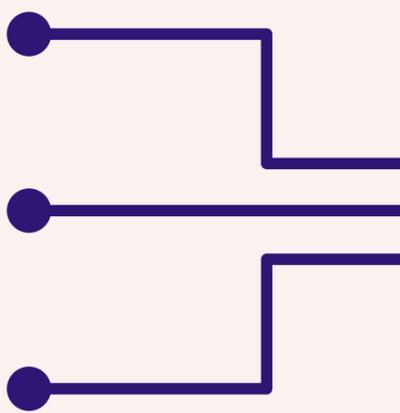
DIGITAL FOOTPRINT:
DATA ONE LEAVES AS A
RESULT OF THEIR
ACTIVITY ONLINE



DIGITAL PERMANENCE

DIGITAL PERMANENCE

While deleting content can limit access to it, doing so does not fully remove it from the internet. One may easily take a screenshot of a post before it is deleted. Many social media companies store posts on their database even after deletion. Hence, it is of utmost importance to think carefully before posting anything on the internet and to be aware that what goes on the internet is almost always permanent in order to avoid any undesirable consequences in the future.



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