A COMPREHENSIVE GUIDE TO YOUR DIGITAL FOOTPRINT

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The trail of digital information you leave behind when you do anything Online Once it is created, willingly or unwillingly, your digital footprint cannot be deleted.

YOU LEAVE A DIGITAL FOOTPRINT WHEN YOU... Make inquiries on **search** engines

Use an app or a blog to **journal** your thoughts and feelings

Get a screenshot of some social media posts

Share stories that gets deleted in a day

Make Online **purchases**

Move your cursor on a web page

Open or close the door of your **smart refrigerator**

Let websites **remember vou** and your password

Share your location with apps and people

Give comments to your **virtual assistants**

Watch your favorite shows on your **smart TV**

Download files

Add and use **extensions** on your browsers

Like, react to, repost or comment on a post

Track your activity with **fitness trackers**

View user profiles on social media

Click on **links, tags** and **hashtags**

Scroll through or stop on webpages and apps

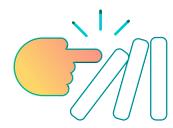
Join Online groups and forums

Ask your smart **home environment system** to lock the doors

Use your car's or phone's **navigation** app



Your digital footprint has potential to...



- 1. Affect how people such as your friends, future employers and academic review committees **perceive you.**
- 2. **Improve your Online experience** by giving necessary statistics for web developers to improve functionality and performance of websites and apps.
- 3. Be used to show you **targeted ads** based on your previous searches, page visits, likes, reposts or purchases.
- 4. Be exploited to **get a hold of your accounts** especially if you unknowingly give out information related to your passwords and security questions.
- 5. Analyze characteristics of populations and conduct **social engineering** if a mass of people leaves their digital traces.

Reduce your digital footprint!



- Delete **cookies** from your browser.
- Search yourselfOnline



- ✓ Log out from and delete inactive accounts.
- Read privacy policies, terms and conditions of all services and devices.
- Be mindful of which posts you like, react and comment.
- Carefully tailor the content you share.
- Untag yourself from a content added by someone else.
- Check with whom do your fitness trackers share your data.
- ☑ Turn off Background location tracking of your
- Use a password keeper on your computer.

Manage your digital footprint to have a good Online reputation and to be safe!

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