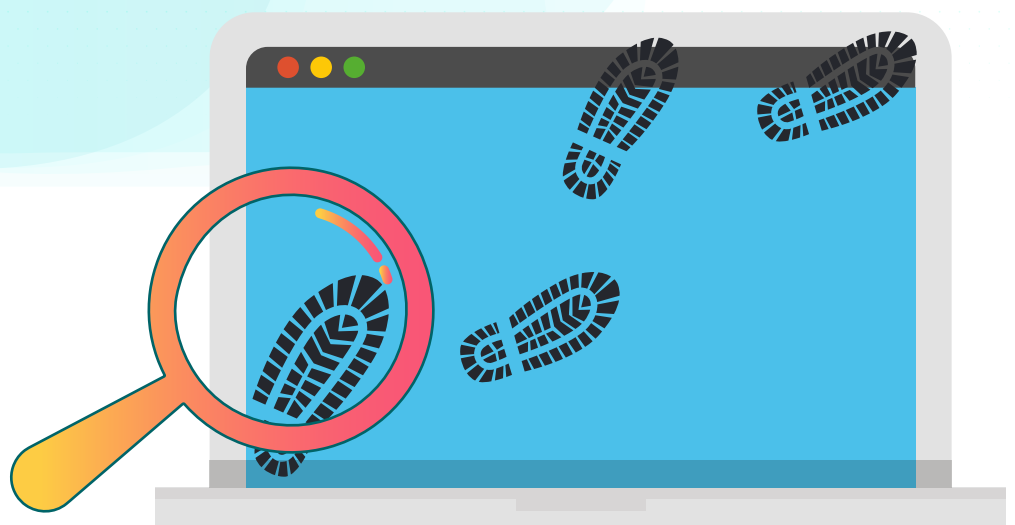
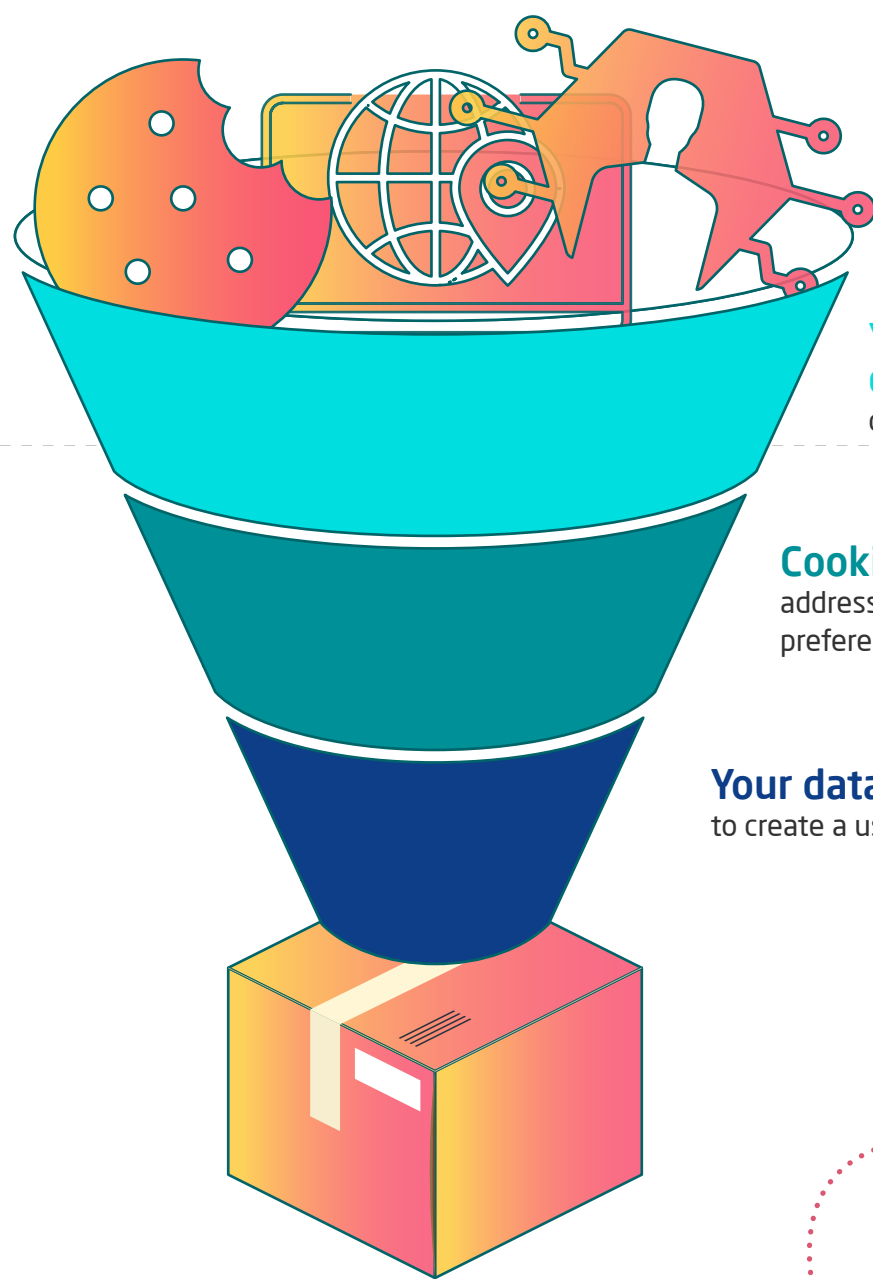


# THE BASICS OF DIGITAL FOOTPRINT

**A digital footprint** is the trace of information you leave behind while interacting with the digital world. This trace is permanent and cannot be deleted.



## How Your Digital Footprint is Used



**Your information is collected** using cookies after your consent when you visit websites.

**Cookies collect data** such as, IP addresses, browsing activity, purchases and preferences, and geographical location.

**Your data is packaged** to create a user profile.

## The Consequences of a Digital Footprint



- Advertisers can bombard you with customized ads based on your interests.
- Your digital footprint can have a lasting impact on your reputation, so leave a positive image.
- Whatever you post, it can stay there forever, and be seen by anyone.

## How to Leave Less of a Digital Footprint



- Clean up your social media accounts, especially old posts.
- Deactivate the accounts you no longer use.
- Use private browsing, like the incognito mode.
- Disable location tracking.
- Turn off the collection of cookies in your browser for sites you no longer use.

**Stay prudent and maintain a positive digital footprint.**