You’re Leaving Footprints
Review Questions

1. For each of the following activities, give an example of one way it might contribute to your information footprint.
   a. Sharing a photo on a social-media site.
   b. Watching a video online.
   c. Using a fitness-activity meter/health tracker.
   d. Buying something at a store.
   e. Turning on the air conditioning.

2. How could someone figure out where you were from an online post, even if the post didn’t mention your location? Give at least one example.

3. If someone read a social-media post where you said, “On vacation in Mexico City!”, what inferences could they draw based on that post? Could those inferences be harmful to you?
4. Describe one way an online-shopping website might be able to guess what ads to show you for the products you’re most likely to buy, even if you’ve never used that website before.
   a. What type of data about you could they use?

   b. How might they get that data?

   c. What could that data tell them about what you might buy in the future?

5. Name two examples of privacy settings you can typically change on a social-media website or app. Which option would you choose for each, and why?

6. Besides changing your social-media privacy settings, give one example of something you could do to affect how many people – or how many computers – can see the data in your information footprint (i.e., to affect its impact).