Information Is Valuable
Review Questions

1. How are free online services able to operate at no cost to users? Name two common privacy-relevant ways that such services make money, and explain how each affects your online privacy.

2. Describe two possible ways a business can use information they've purchased about you.

3. Explain the difference between “opt-in” and “opt-out” models for information sharing. Which do you think is better for consumers, and why?

4. Name at least one way your online data might have non-monetary value to someone.
   a. What kind of person, business, or organization might use your information?
b. What information might they use?

c. How might they use it?

d. In your opinion, would that use be beneficial, neutral, or harmful to you?

5. Describe three ways you can limit the amount of personal information that data brokers can obtain about you.

6. Next time you’re thinking of signing up for a new website or installing a new app...
   a. Name two methods you could use to figure out what the provider will do with your personal information, including who they might sell it to.

   b. What kinds of data use or sharing, if any, might make you decide not to use the site or app?

   c. Why would that use concern you? (Or, if nothing would concern you, why not?)