



You Can't Escape

Review Questions

Answer Key

1. If you try to delete all of your online accounts and abstain from any online activities, is this effective for maintaining online privacy? Why or why not?

Target answer: No. Explanations might include: Many of your past online records will still remain online, since you cannot be sure that every copy has been deleted; data from your offline activities continues to accumulate; companies and institutions keep records about your dealings with them; friends and family may post about you....

2. List two examples of offline activities that could affect your information footprint.

Possible examples might include: Walking in front of a store's security camera; using your credit card, a store rewards card, a transit card...; walking around with a cell phone in your pocket; signing up for utilities or for services at stores; turning on the heat in your house....

3. Give an example of private information that could be *inferred* or guessed from data collected from your offline activities.

Example answers might include:

"Smart homes"/"smart meters" keeping track of utility use, etc., which reveals when you are and aren't home.

Records from transit and parking cards revealing where you usually go and when, which can indicate where you live, work, go to school, etc.

Fitness trackers revealing your weight changes, sleep and exercise patterns, and (maybe) location (and that you're trying to be more fit).

Credit card records revealing what kinds of products you tend to buy....



4. How could your friends and family possibly be a threat to your online privacy? Give an example.

Example answers might include:

They could post photos with you in them online (in the foreground or the background).

They can “check in” to places and indicate you’re at the same location

They can mention you in posts/tag you in photos.

Their association with you (e.g., friends lists, comment threads, etc.) can be used to identify you....

5. Give two examples of how you could try to reduce the amount of information other individuals and companies/services share about you.

Possible examples might include:

Ask your friends/family not to post any information about you/to consult you before posting.

Adjust your privacy settings so information isn’t public.

Turn off location services.

Don’t use store loyalty cards.

Opt out of information-sharing by companies you do business with.

Turn off tagging on social media (where you have accounts)....

