



@indulgemedi

Analysing Your Digital Footprint

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What is a Digital Footprint?

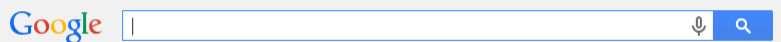
Your digital footprint is a trail or trace of data that you leave on the internet resulting in an identifiable web presence.

Two types of digital footprint:

PASSIVE

Data collected unbeknown to the user, your “digital shadow”.

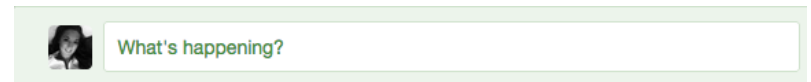
- ✓ Web browsing & search history
- ✓ Cookies



ACTIVE

Data deliberately shared by the user.

- ✓ Social networking
- ✓ Blogging
- ✓ Articles



Who am I?



My virtual identify can be found in less than
2 seconds on Google:

Social Media Activity

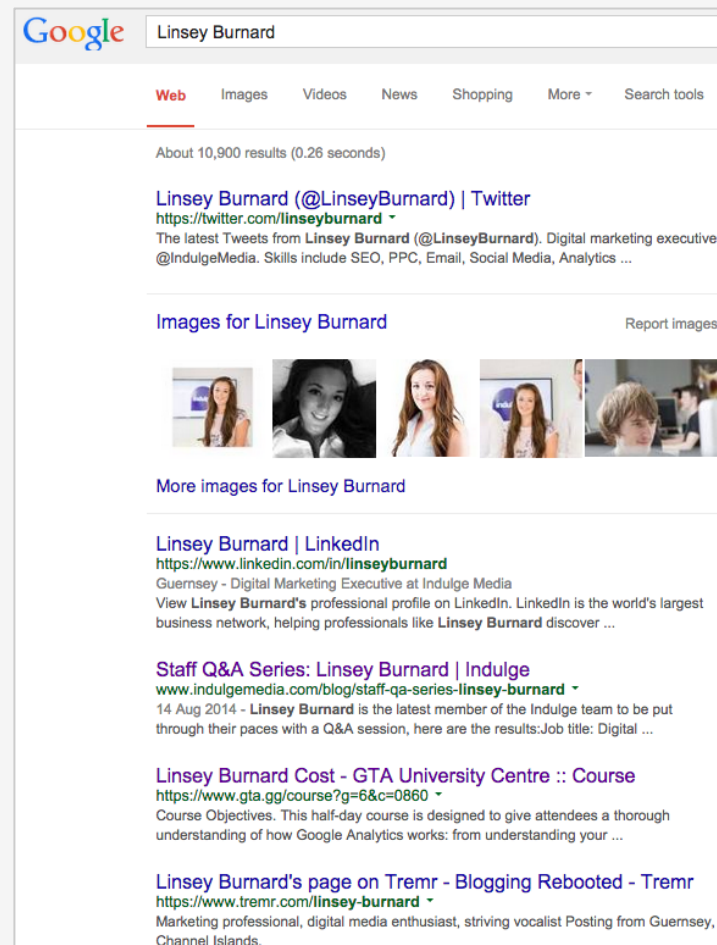
- Twitter
- LinkedIn
- Google+

Employers Online Activity

- Website
- Blogs
- News Articles
- Training

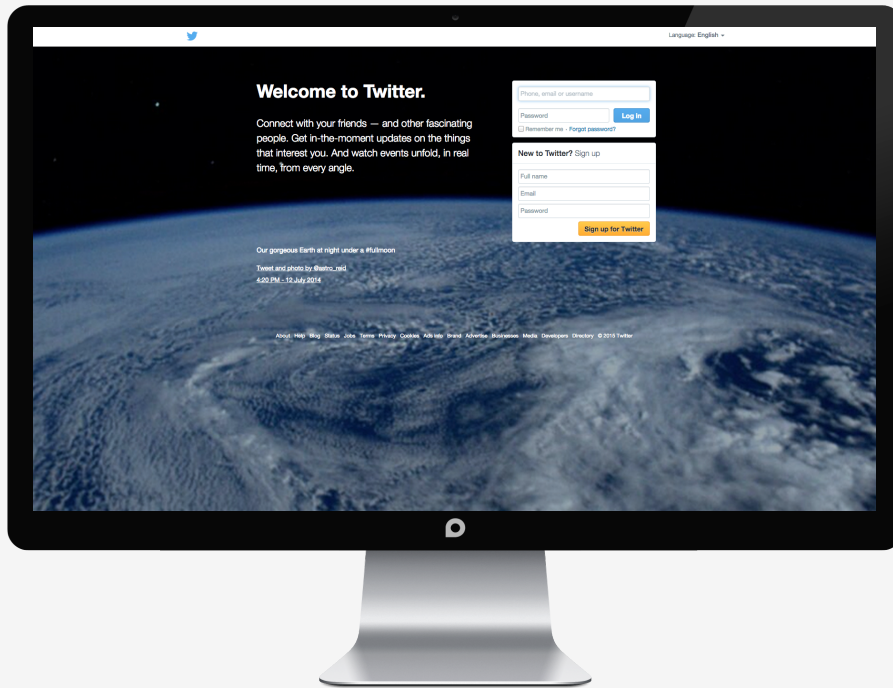
Lifestyle

- Education
- Articles/features
- Family Announcements





How exposed are you?



- ✓ Date of birth
- ✓ Contact details
- ✓ Relationships
- ✓ Education details
- ✓ Employment details
- ✓ Photographs/Videos
- ✓ Location

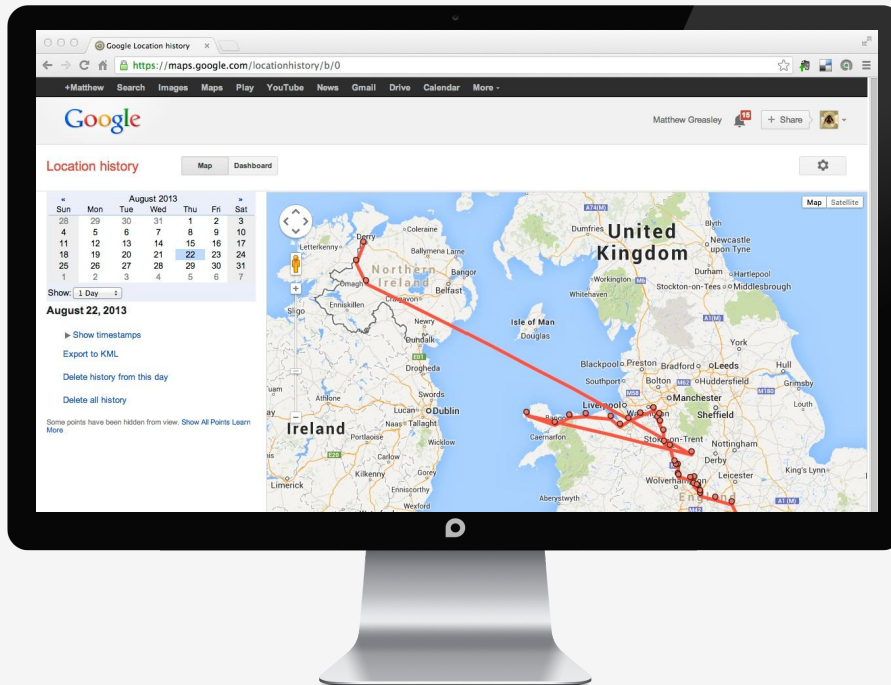
“You are what you Tweet”

Who has your details?



- ✓ Search engines
- ✓ Social networks
- ✓ OS providers
- ✓ E-commerce stores
- ✓ Website registration
- ✓ Email providers

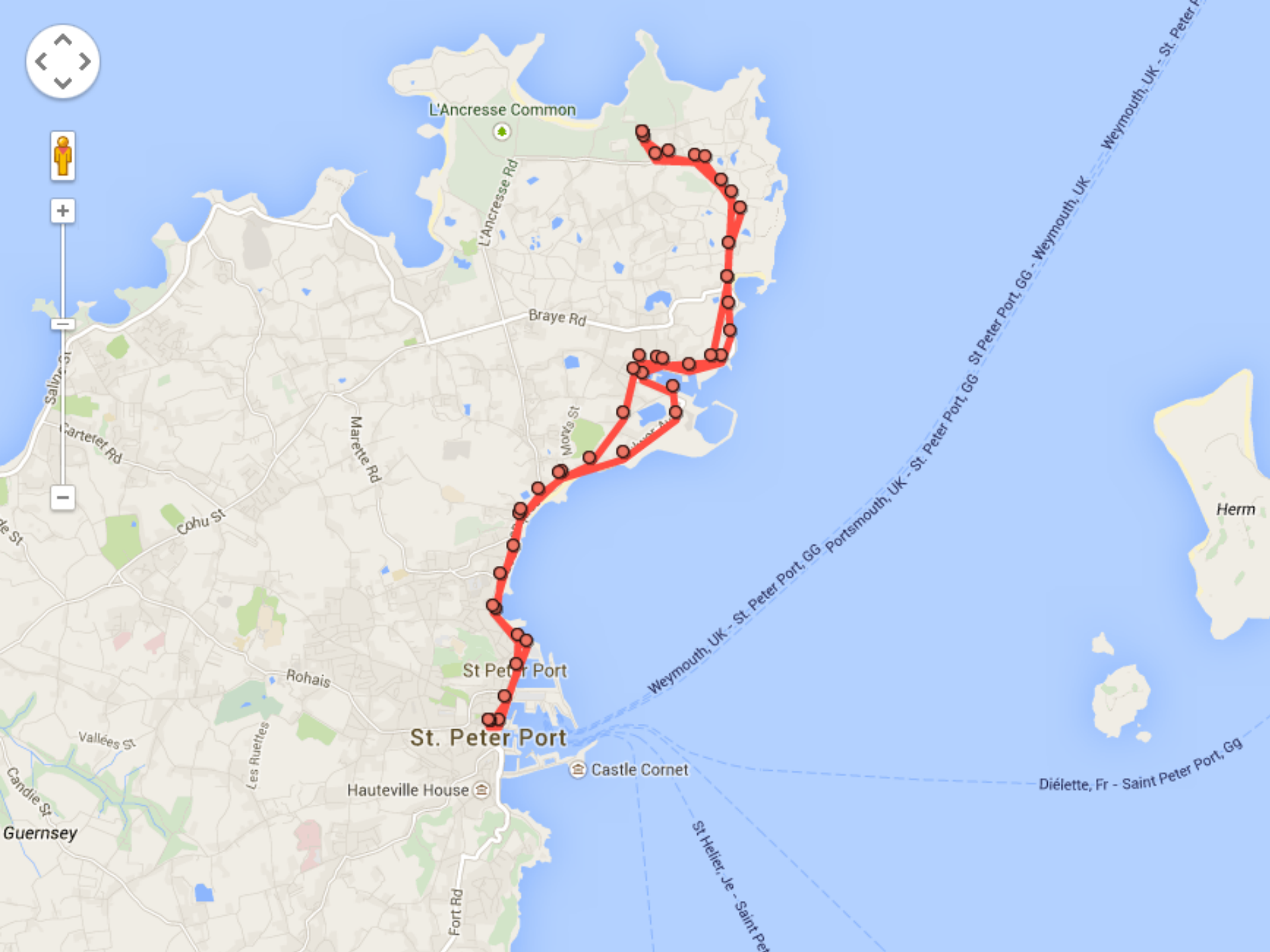
Did you know?

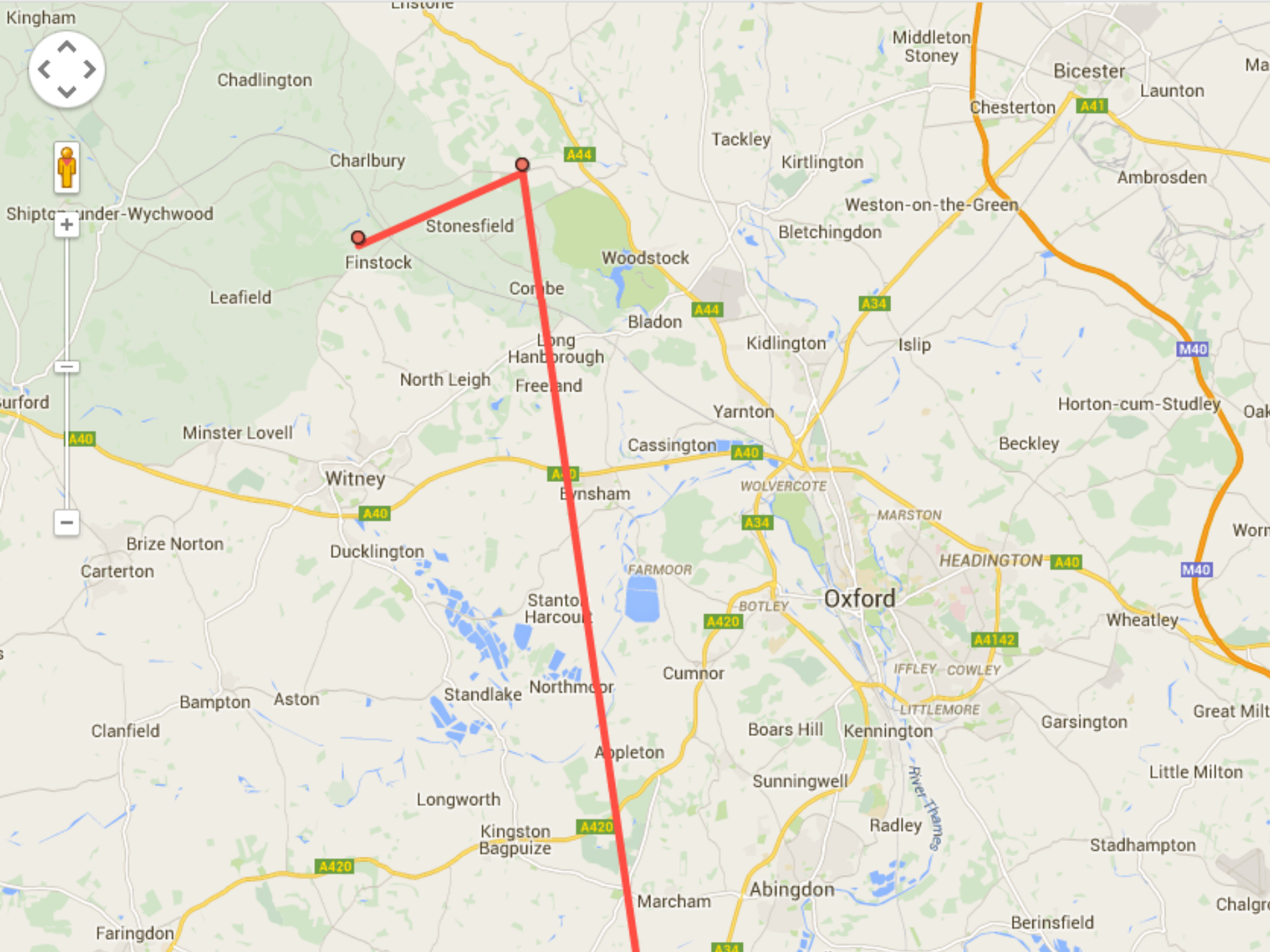


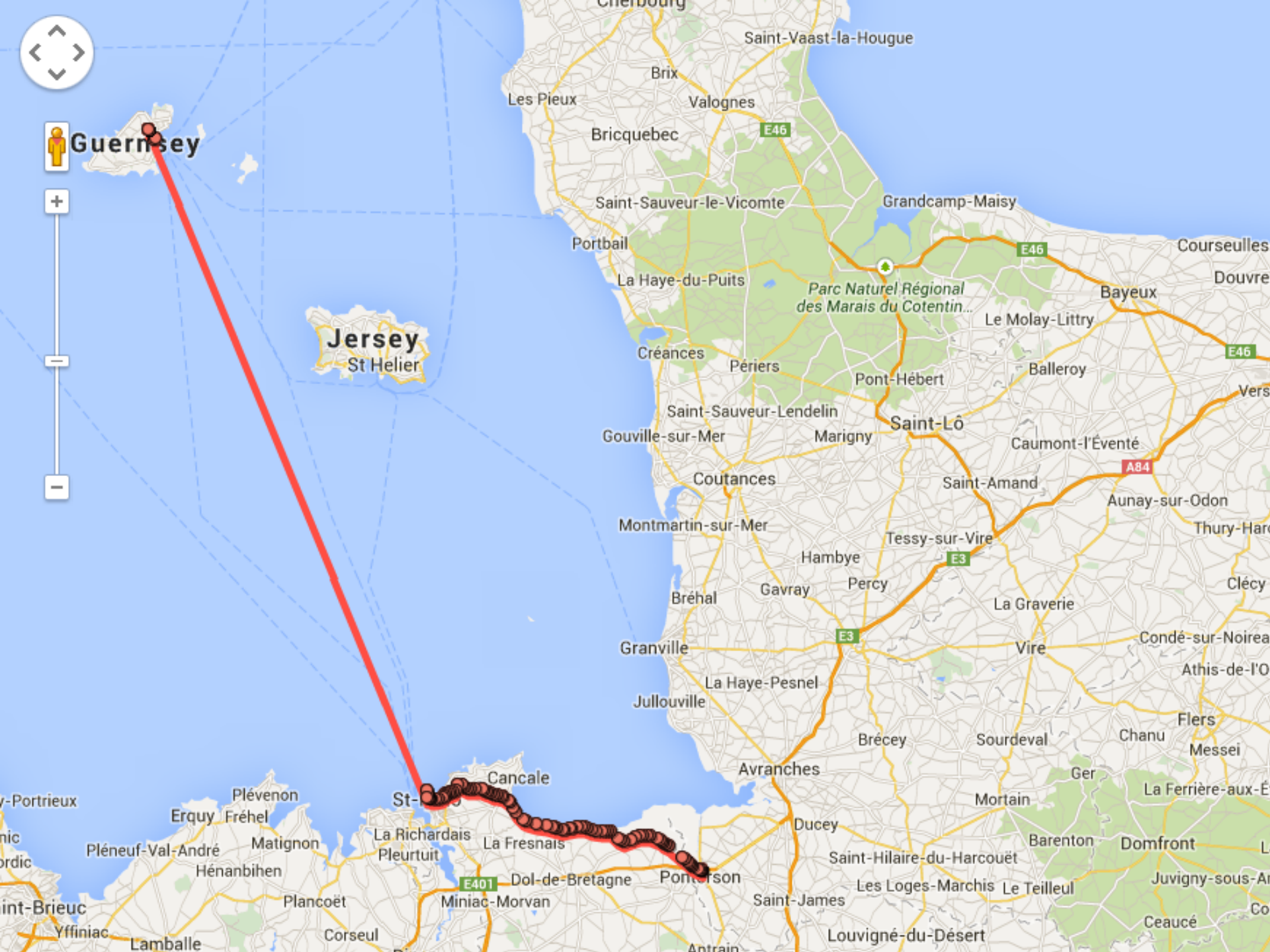
Google can

- ✓ Track location history based on your GPS.
- ✓ Who knows what they do with this data!
- ✓ Find out yours:

<https://maps.google.co.uk/locationhistory/>









Who's looking?

- ✓ Universities
- ✓ Employers
- ✓ Future employers
- ✓ Friends of friends...
- ✓ Friends of friends of friends
- ✓ Marketeers
- ✓ Identity thieves / hackers



Risks and consequences



- ✓ Identity fraud
- ✓ Bank fraud
- ✓ Rejected job applications
- ✓ Issues at work
- ✓ Relationship pressures
- ✓ Public embarrassment

What you don't want...



Taylor [redacted]
I HATE MY BOSS

Like · Comment · 5 hours ago near Lucia · 🧑



like



Lizzy [redacted] Dido

5 hours ago via mobile · Like · 🍷 1



Jeremy [redacted] You do realize we're friends on fbook right?
about an hour ago via mobile · Unlike · 🍷 1

lamebo

BUNDESREPUBLIK DEUTSCHLAND
FEDERAL REPUBLIC OF GERMANY / REPUBLIQUE FÉDÉRALE D'ALLEMAGNE
PERSONALAUSWEIS
IDENTITY CARD / CARTE D'IDENTITÉ

T22000129



Name/Surname/Nom

MUSTERMANN
GEB. GABLER

Vornamen/Given names/Prénoms

ERIKA

Geburtsort/Place of birth/Lieu de naissance

12.08.1964

Staatsangehörigkeit/Nationality/Nationalité

DEUTSCH

Geburtsort/Place of birth/Lieu de naissance

BERLIN

Gültig bis/Date of expiry/Date of expiration

31.10.2020

Unterschrift der Inhaberin/des Inhabers
Signature of bearer - Signature de la titulaire/du titulaire

938568

[Signature]

Take control



- 1 Understand how much of a digital footprint you have
- 2 Analyse what is positive and what is negative information
- 3 Make the change!
- 4 Review, Update, Repeat.

Check Your Privacy Settings



Facebook

Privacy Policy

<https://www.facebook.com/about/privacy/update/>

Privacy Settings

<https://www.facebook.com/settings?tab=privacy>



Twitter

Privacy Policy

<https://twitter.com/tos>

Privacy Settings

<https://twitter.com/settings/security>



LinkedIn

Privacy Policy

<https://www.linkedin.com/legal/user-agreement>

Privacy Settings

https://www.linkedin.com/settings/?trk=nav_account_sub_nav_settings



Google

Privacy Policy

<https://twitter.com/tos>

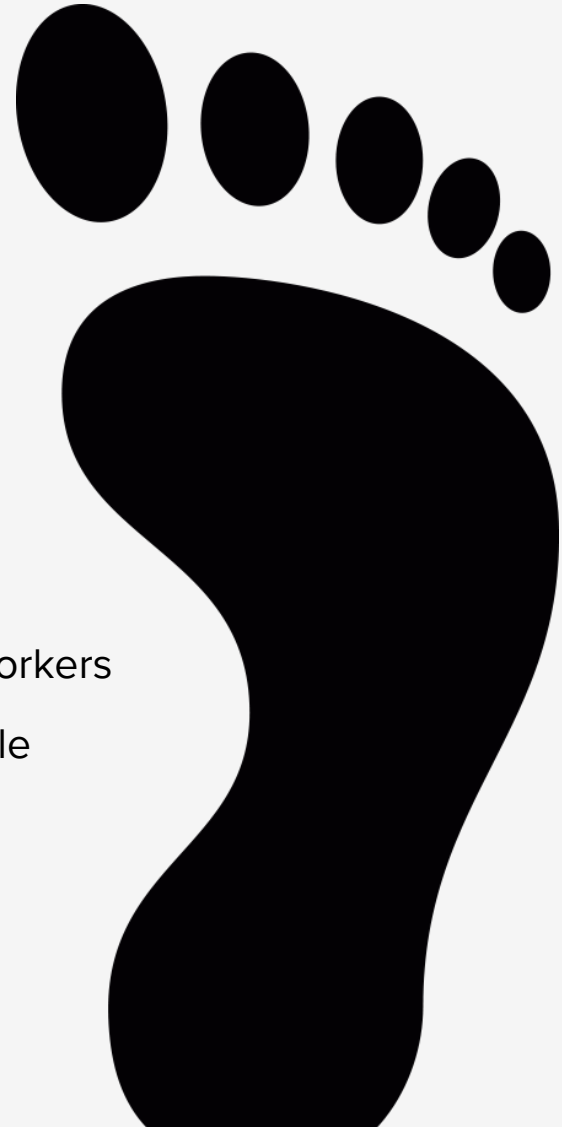
Privacy Settings

<https://myaccount.google.com/?pli=1>

Be Proud of Your Digital Footprint



- ✓ Control your privacy settings
- ✓ Be mindful of newsletters/websites that you join
- ✓ Always use PayPal for e-commerce websites
- ✓ Use your real name across email/social media
- ✓ Choose carefully who you connect with on social networks
- ✓ Be mindful of what information you share
- ✓ Avoid using inappropriate language, videos and images
- ✓ Avoid posting negative comments about employers and co-workers
- ✓ Keep your personal profile separate to your professional profile
- ✓ Remember - review, update, repeat





Any questions? Get in touch with us



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