

You and your data

When you use the internet you often end up giving away **data**

What does this mean and why is it a big deal?

You and your data

Data is raw facts and figures:

John: 28

Claire: 49

Jade: 40

Ahmed: 45

Chloe: 38

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We can turn data into **information** if we know what it means:

- these are test results
- the pass mark was 40
- John and Chloe need to resit the test

You and your data



a tent



some dog toys



a fitness tracker



This data is what's in an online shopping basket

It can be used to help build a **profile** of the customer

What can you tell about this customer?

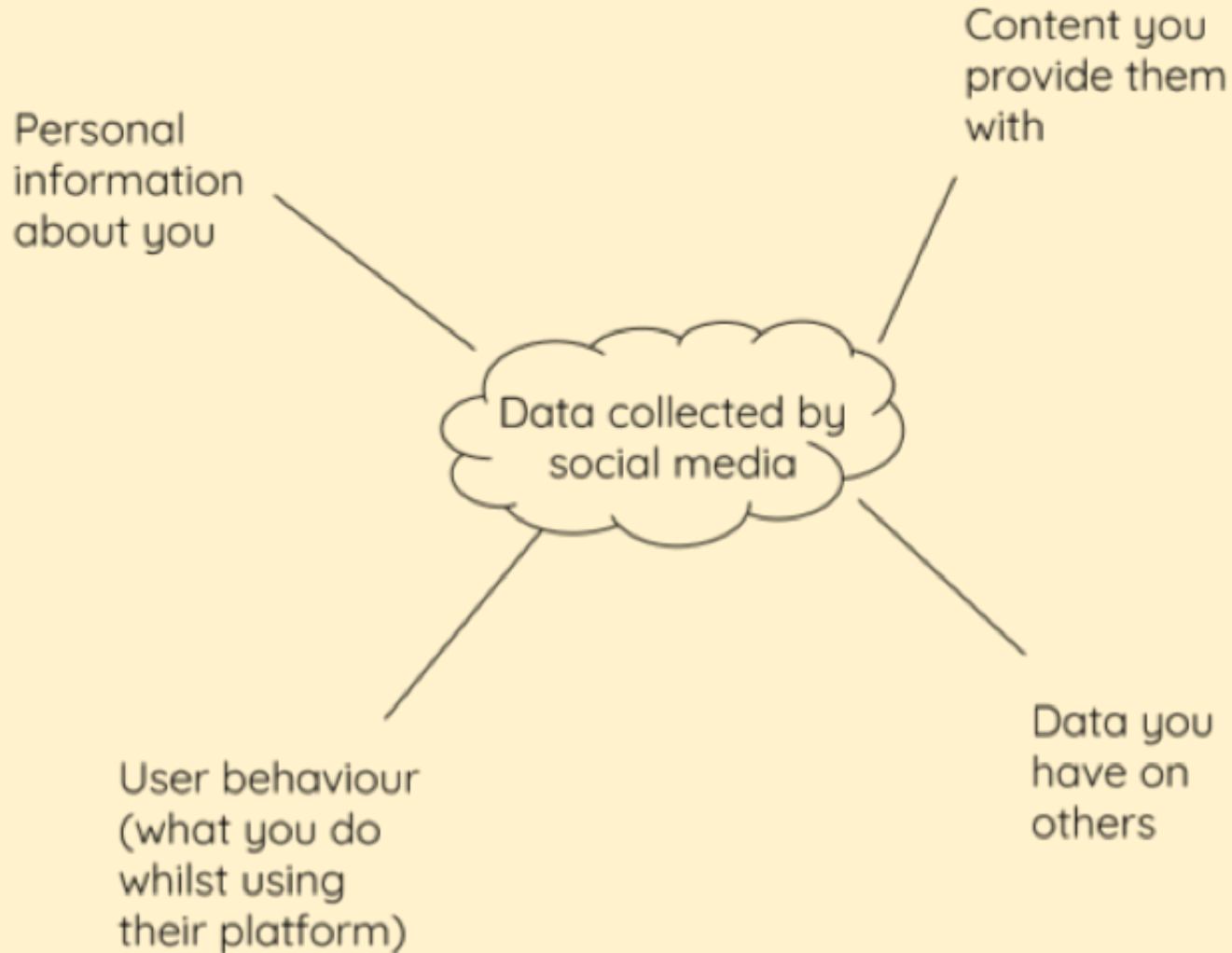
Why might that be useful for the company?

You and your data

When you **sign up** to websites you have to enter personal data

Websites like social media sites can **collect** more data about what you do when you are on them

You and your data



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What would happen if your data got made public?

- it could be leaked by accident
- websites can be hacked
- your details can be guessed

Do you ever reuse passwords on more than one site?

You and your data

The **data protection act** says that companies must keep your data **safe** and only use it in **certain ways**

You have the right to **check** your data and to get companies to **delete** it



Used fairly, openly, and in accordance with the law



Used for a specific and stated reason



Used only in a way that is necessary and sufficient for the purpose for which it was collected



Accurate and up-to-date



Only kept for as long as it is needed



Protected against loss, damage, and unauthorised access