

Staying safe online

TASK AS YOU FIND YOUR SEAT – can you match up the statistics with the correct statement?

87%

Didn't offer a job to candidates whose social media presence raised red flags.

22%

Of 2500 hiring employers reported that they use online information (mostly social media profiles) to vet candidates suitability for the job.

70%

The increase Childline has seen in calls concerning cyberbullying in the last 3 years.

54%

The amount of people who are unconcerned about sharing their data online.

77%

The amount of teenagers who had a negative online experience and spoke to someone about the problem.



What do you share online?



Videos

Pictures



Holidays



Birthdays

Feelings



Relationships



Celebrations



Opinions

Location



Why do we share things online?


Connection

 **Congratulate someone**

 **News**

 **To make a joke**

 **Warn people of potential dangers**

Campaigns 

 **Funny/humour**

 **Keep in touch**

 **To show off**

Make friends

 **Advice**

Inspire 

For attention 



 **Education/
further a career**

What happens to all the information you share online?

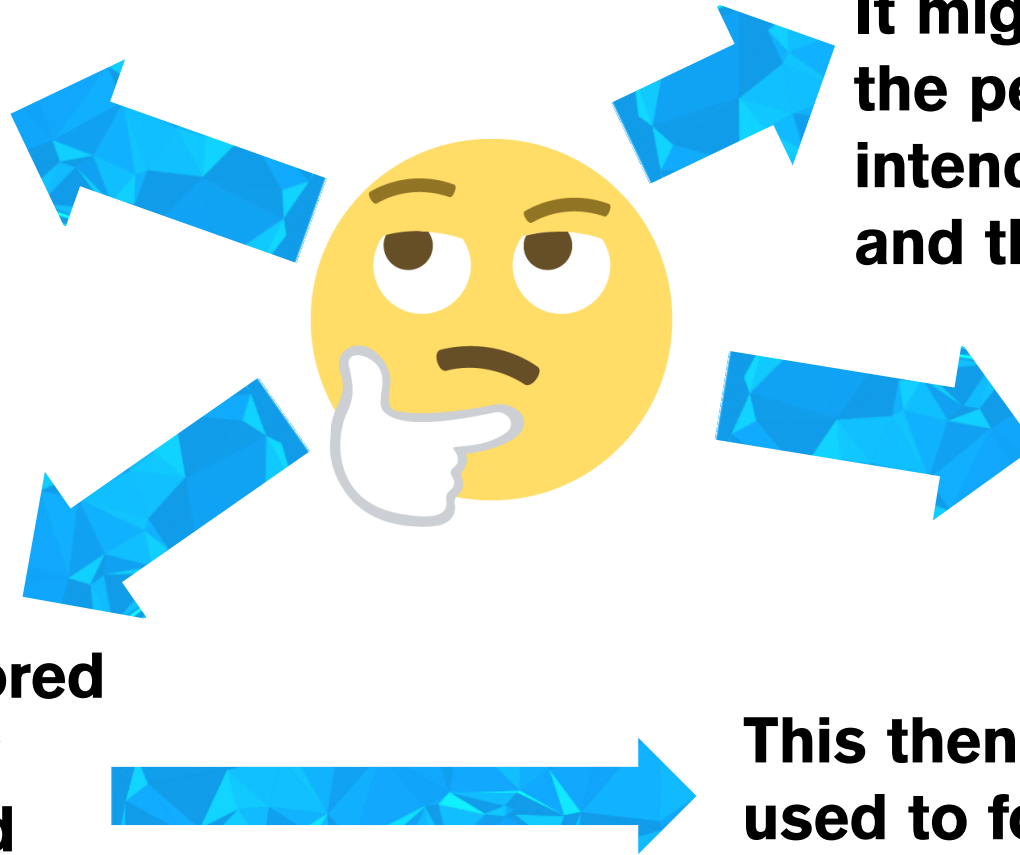
Some may get shared again by someone else

It might stay with the person you intended to see it and them alone

Someone else could take a screenshot

Some of it is stored and analysed by certain apps and websites

This then can be used to form 'Big Data'



What is big data?

“Extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.”

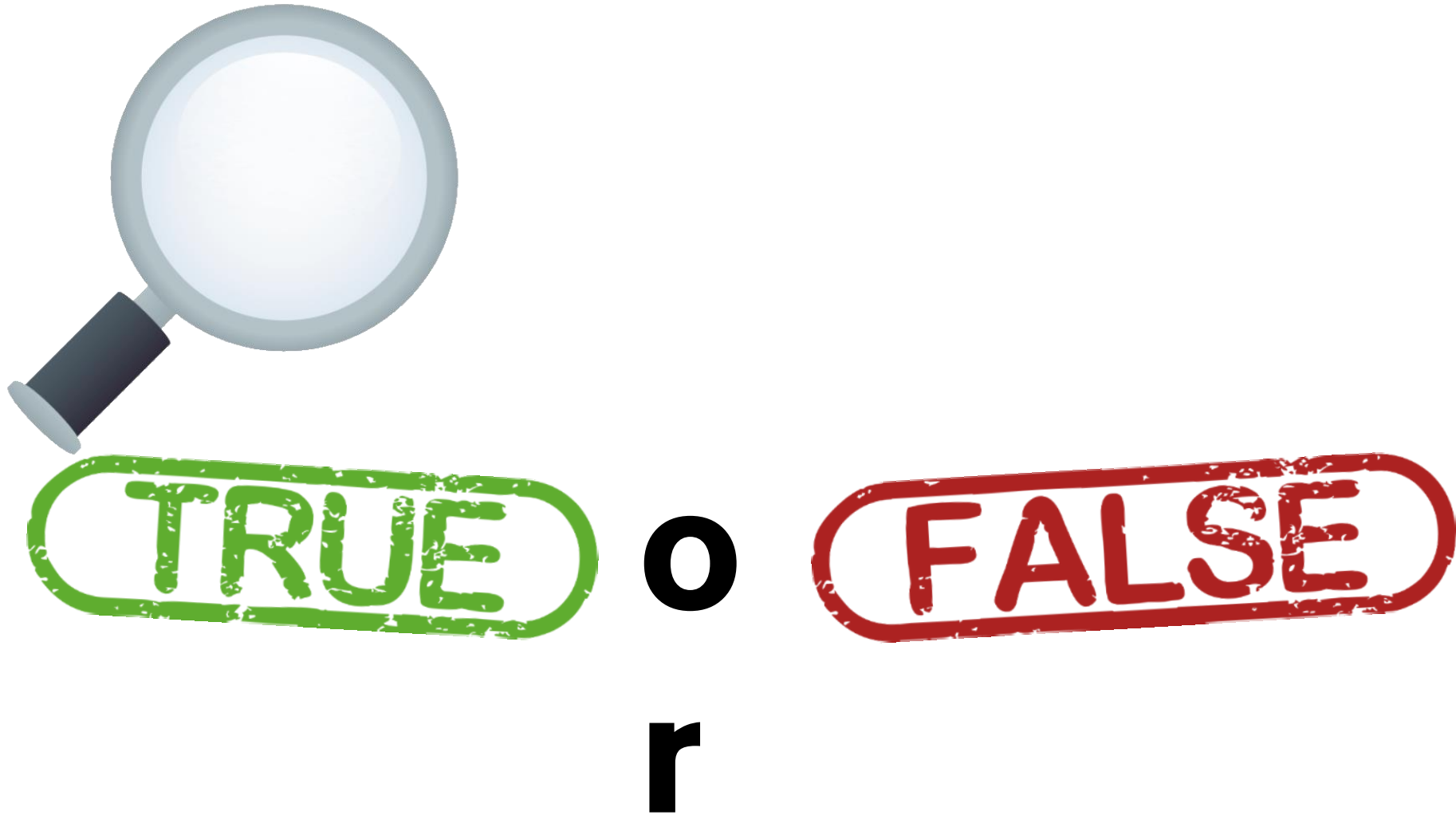
(Oxford Dictionary)

‘Big data’ can give you a tailored experience online- this might be showing you adverts relevant to the things you like for example, a brand of shoes or clothing.

It might also be linked with your location so certain activities might appear in your timeline related to the area you live in.



What data do popular apps store about me?





Facebook holds data on every video you've ever watched, every page you've liked, every message exchanged and the groups you belong to.

Facebook will hold information about how you use their service. This includes:

- ✓ Pages you've liked or reacted to
- ✓ Your messages you've exchanged
- ✓ The groups you belong to, the dates you joined and your posts and comments in the groups
- ✓ Advertisers you've interacted with
- ✓ Search history of all the words, phrases and names you've searched for
- ✓ Your location history

TRUE



**Google stores your location of
everywhere you go.**

If you have Google services
on your phone and location
enabled then it will be
storing your location.

TRUE



Snapchat holds data about every snap you have received and sent.

Snapchat holds information about the following:

- ✓ What you search for
- ✓ who you interact with
- ✓ Chat history
- ✓ friends list
- ✓ friend requests sent
- ✓ deleted friends
- ✓ numbers of stories viewed
- ✓ content interests
- ✓ subscriptions
- ✓ locations

TRUE



When you sign up to have a Spotify account, Spotify automatically have the right to access your photos, location, contacts and voice data.

Spotify states:

“We will not access any of the personal information listed above without first obtaining your consent.”

FALSE



Instagram collects information on how many times you've been on the app, the time of day you went on and how long you were on for.

Instagram states

“We collect information about how you use our Products, such as the types of content you view or engage with; the features you use; the actions you take; the people or accounts you interact with; and the time, frequency and duration of your activities. For example, we log when you're using and have last used our Products, and what posts, videos and other content you view on our Products. We also collect information about how you use features like our camera.”

TRUE

Top tips for staying online safely

- ✓ Choose your online friends carefully (like you would in person)
- ✓ Make a strong password for all of your accounts
- ✓ Think twice about what you share
- ✓ Check your privacy settings
- ✓ Keep personal information private
- ✓ Keep any evidence
- ✓ Know how to report posts and do it when appropriate
- ✓ Never meet anyone in person you've only met online
- ✓ Tell someone if you see something online you don't like or find upsetting

