**Digital Literacy Grade 12 Lesson 1, “Does It Matter Who Has Your Data”** (Adapted from Common Sense Media)

**Lesson Objectives:**

•Recognize that companies collect several types of information about them when they go online.

•Think critically about the benefits and risks of online tracking and targeting, and of the content that is offered based on collected data.

•Learn strategies for managing what happens with their information online.

**Essential Question**

*What are the upsides and downsides of companies collecting your data online?*

**Key Vocabulary:**

**Track** – when companies collect information about you based on your online behavior.

**Target** – when companies tailor content to you based on the information they have collected about you.

**Demographic** – common categories of the population, such as age, gender, and race.

**Cookies** – data files that are stored on your computer when you visit certain sites, often used by companies to identify repeat customers and personalize visitors’ experience.

**Introduce video**: Ask students to watch and see how a “Digital Dossier” is created.

<https://www.teachertube.com/video/your-digital-dossier-100766> You may want to open it up before class so that it has time to load.)

**Discussion:**

1. What information about our demographic group and online behavior might websites collect about you?

*Responses should include: gender, age, location, political or religious views, likes, dislikes, interests, products you buy online.*

2. What are the pros and cons of online tracking and targeting?

*Pro: Enables websites to provide search results and advertising that may be of greater interest to them.*

*Cons: These practices may limit the results they get when they perform online searches. May represent an invasion of privacy.*

3. What are three ways you might help prevent companies from collecting information about you online?

*Sample responses: - limit the amount of personal information you give out. – disable cookies or clear them on your settings in your browser periodically. – install antivirus software*

**Wrap up:** Share and invite volunteers to explain why each item might affect how much personal information companies are able to acquire:

* Only provide email addresses when you need to do so.
* Unsubscribe to listserves or websites that you regularly do not use.
* Limit the number of times you click on ads.
* Investigate computer applications that block pop-up ads.