

What's the Big Deal About Internet Privacy?



Scenario:

Our principal has hired a research company to collect information that will help us make the school better for you. Several observers will watch students and record where each of you goes, how many times you go there, and how long you stay there, including to the water fountain, your locker, the bathroom, the cafeteria, and to visit another student. You will be identified only by a number. At the end of the day, the research company will put all the data together and write a report for the principal

True	False
<input checked="" type="checkbox"/>	<input type="checkbox"/>

True or False?

- The story you told is not true; no one will be collecting information about them in the school.
- However, this is the kind of information that many websites collect whenever you visit them.
- Companies can learn all kinds of things about you, based on where you go and what you do when you're online.

Cookies, third party, privacy options

HOW DO THEY DO THAT?



What are they?

- Cookies: small computer text files placed in your computer by the sites you visit that collect information about your computer system and the webpages you view.
- Third Party: a person or company other than you and the owner of the website you visit.
- Privacy Options: choices a website might give you about what it does with your information.

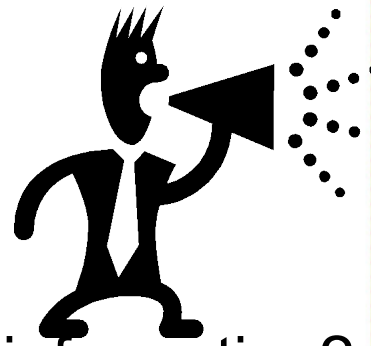




Practice...

- You & a partner will be given a website.
- You will be given a website to check out the privacy policy.
- Look at the small print at the bottom of the home page and finding the words “Privacy” or “Privacy Policy.”
- Using your handout, check off the words that they find on the site & answer the questions about personal information & privacy options.





Share what you found...

- Does their site collect personal information?
- Does it use cookies, or does it give out data to third parties?
- Does it give them a choice of privacy options?
This information is generally included in the privacy policy, though not always.
- What do you think about your site's privacy policy?

Group Discussion



- Do you mind that the site collects information about you?
- Why or why not?





Group Discussion

- Does it make a difference what kind of information your site collects about you?





Group Discussion

- What do you get in return for the information?
- Is the exchange worth it to you?



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