

## Personal Data

### Textbook

## Personal Data



Every time you use the internet for anything, you are generating data about yourself. Let's consider a very typical situation.

You decide to order a pizza at your favorite shop. You use their app to select the toppings you would like and choose a pickup time when submitting your order. As you hop in the car to go get your pizza, you use voice command to find the route to the pizza shop with the least traffic. Pulling into the pizza shop, you get your pizza. Before driving home, you see a notification on the pizza app to rate your service, to which you give 5 stars. Then you drive home and enjoy your pizza.

### What Data Are You Actually Providing?

Let's take a closer look at this very simple situation that is commonplace. What kinds of information did you put on the internet?

- Your approximate location because you would need to be within driving distance of the pizza place

- Your pizza topping preference. Are you interested in vegetarian options or not?
- Your food preference and that you like pizza
- That you are willing to buy food in that price range
- The time of day that you like to eat
- That you are willing to use an app
- That you have a mode of transportation
- Your credit card or bank account information
- Your name
- What your voice sounds like
- Your exact location as you looked up the best route to the pizza shop
- That you respond to notifications
- That you are willing to give rating reviews

Look at all that information you provided! With an event as simple as ordering pizza, you've made an entire list of information available on the internet. Think about what happens when many of these interactions happen every single day? What kind of information starts to accumulate about you on the internet?

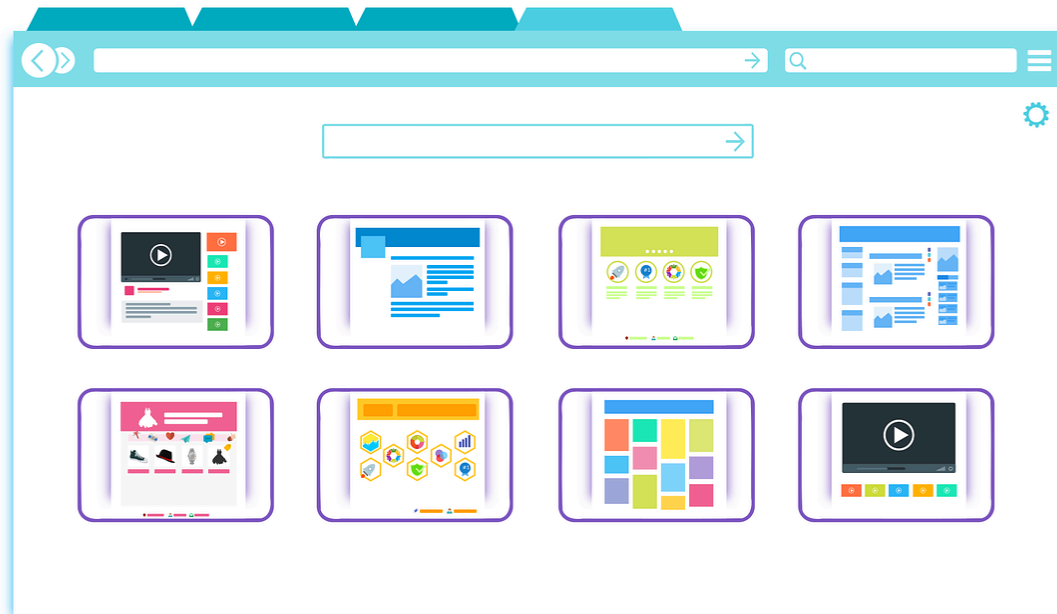
If all this information can be collected about you from a simple pizza purchase, what kinds of information is available from your social media use? Information posted to social media services can be used by others. Combining information posted on social media and other sources can be used to deduce private information about you.

## Personally Identifiable Information PII

The information that we should be especially careful about providing is called [Personally Identifiable Information \(PII\)](#). PII is anything that can help to identify who you are, where you live, race, social security number, phone number, medical information, bank account numbers, age, medical information, etc. Even your biometric information is more accessible now with fingerprints used as passwords. PII can be used to stalk or steal the identity of a person or to aid in the planning of other criminal acts. PII should be carefully safe guarded.

Information placed online can be used in ways that were not intended and that may have a harmful impact. For example, an email message may be forwarded, tweets can be retweeted, and social media posts can be viewed by potential employers. Programs can collect your location and record where you have been, how you got there, and how long you were at a given location. Information posted to social media services can be used by others. Once information is placed online, it is difficult to delete. Posts that you think you can take down could have been easily copied. Combining information posted on social media and other sources can be used to deduce private information about you. All these avenues of personal information should be carefully monitored.

# Internet Browsing



Think about your internet browsing habits. What do you click on? What do you look up? What don't you click on? What pages or images do you spend time on? Which do you pass right by?

- Search engines can record and maintain a history of searches made by users.
- Websites can record and maintain a history of individuals who have viewed their pages.
- Devices, websites, and networks can collect information about a user's location.
- PII stored online can be used to simplify making online purchases.

Collecting this kind of information, day after day can start to paint an accurate picture of you. Companies who have access to this kind of information could better predict what you will choose in the future.

Think about what kind of information is available about you after a lifetime of internet searches? Technology enables the collection, use, and exploitation of information about, by, and for individuals, groups, and institutions. Search engines can use search history to suggest websites or for targeted marketing. Personal data, such as geolocation, cookies, and browsing history, can be aggregated to create knowledge about an individual.

**DISCUSSION QUESTION:** How might different companies be interested in this kind of information? Think about advertising companies, food industries, health organizations, and really any company that uses an app.

## Cookies

Sometimes personal data saved online can help smooth our internet searching experience. PII and other information placed online can be used to enhance a user's online experiences. When you log into an account, that account saves your information so that you can customize your experience in that account. Think what it would be like if each time you clicked into a different page on the website that it would log you out of your account? This personal information saved online that allows you to stay logged in is called a [cookie](#).

This kind of PII stored online can be used to simplify making online purchases. It can save your preferences and information to streamline your shopping experience.

## Few Regulations

The interesting part is there are very few laws around using this kind of personal data. Companies actually sell this kind of information to advertising agencies for a lot of money. Have you ever noticed that if you start looking at a certain item, advertisements that are associated with that item tend to pop up on your social media feed?

**DISCUSSION QUESTION:** How do you feel about companies using information about you? Do you think it's okay? What kind of regulations should be set up around personal data?

In recent years, more laws have been made to try and regulate this exchange of personal information. Have you ever noticed a website notifying you that they are collecting information on you? Sometimes when you enter a website it asks for permission to do so. How do you feel about data collection? What do you think should be done?

Commercial and governmental curation of information may be exploited if privacy and other protections are ignored.

## Summary

With even very simple activities, we provide a lot of information about ourselves. Because internet use is so ingrained in everyday activities, we generate a lifetime of data about our habits that large companies find useful. Currently, there are few regulations around this data and what can and should be allowed to be done with the information.

## AP Standards

IOC-2.A.1

IOC-2.A.2

IOC-2.A.3

IOC-2.A.4

IOC-2.A.5

IOC-2.A.6

IOC-2.A.7

IOC-2.A.8

IOC-2.A.9

IOC-2.A.10

IOC-2.A.11

IOC-2.A.12

IOC-2.A.13

IOC-2.A.14

IOC-2.A.15

## CSTA Standards

3A-NI-06

3A-NI-07

3A-NI-08

3A-IC-29

3A-IC-30

3B-NI-04

3B-AP-18

3B-IC-26

3B-IC-27

3B-IC-28

## Questions (8)

**1. True or False: There are extensive regulations that guard the use of personal data online.**

MULTIPLE CHOICE

**Choose the correct answer:**

- A. True
- B. False

**2. If you go pick up pizza at the pizza shop and pay using your credit card, what personal information did you put onto the internet? Select all that apply.**

SELECT MULTIPLE

**Select all that apply:**

- A. Your pizza preferences.
- B. That you are willing to buy pizza.
- C. That you are physically in the general area of the pizza shop.
- D. That you are able to transport yourself to the pizza shop location.
- E. Your bank account information.
- F. That you own a credit card and use it.

**3. True or False: You are only providing personal data when you are browsing the internet when you actually click on things.**

MULTIPLE CHOICE

**Choose the correct answer:**

- A. True
- B. False

**4. Which of the following is considered PII? Select all that apply.**

SELECT MULTIPLE

**Select all that apply:**

- A. School ID number
- B. Bank account number
- C. Address
- D. Hair color
- E. Age
- F. Birthday
- G. Height

**5. What does PII stand for?**

MULTIPLE CHOICE

**Choose the correct answer:**

- A. Personally Identifiable Information
- B. Professionally Involved Identity
- C. Promised Information Increase
- D. People Initiate Information

**6. True or False: Information placed online can be used in ways that were not intended and that may have a harmful impact.**

MULTIPLE CHOICE

**Choose the correct answer:**

- A. True
- B. False

**7. Personal information saved online that allows you to stay logged in is called a what?**

MULTIPLE CHOICE

**Choose the correct answer:**

- A. Cookie
- B. ROM
- C. IP address
- D. RAM

**8. True or False: There are few laws and regulations in place to monitor the use of personal data.**

MULTIPLE CHOICE

**Choose the correct answer:**

- A. True
- B. False

## Answer Keys & Solutions

### Questions

**1. True or False: There are extensive regulations that guard the use of personal data online.**

MULTIPLE CHOICE

**Correct Answer:**

A. True

✗ Incorrect

B. False

✓ Correct

**Explanation:**

There are shockingly few regulations on the use of personal data.

**2. If you go pick up pizza at the pizza shop and pay using your credit card, what personal information did you put onto the internet? Select all that apply.**

SELECT MULTIPLE

**Correct Answers:**

A. Your pizza preferences.

✓ Correct

B. That you are willing to buy pizza.

✓ Correct

C. That you are physically in the general area of the pizza shop.

✓ Correct

D. That you are able to transport yourself to the pizza shop location.

✓ Correct

E. Your bank account information.

✓ Correct

F. That you own a credit card and use it.

✓ Correct

**Explanation:**

These are all personal information that you made available.



3. True or False: You are only providing personal data when you are browsing the internet when you actually click on things.

MULTIPLE CHOICE

Correct Answer:

A. True

✗ Incorrect

B. False

✓ Correct

**Explanation:**

You provide personal data when you buy something, when your phone is tracking your location, etc

4. Which of the following is considered PII? Select all that apply.

SELECT MULTIPLE

Correct Answers:

A. School ID number

✓ Correct

B. Bank account number

✓ Correct

C. Address

✓ Correct

D. Hair color

✓ Correct

E. Age

✓ Correct

F. Birthday

✓ Correct

G. Height

✓ Correct

**Explanation:**

These are all examples of PII and should be protected

5. What does PII stand for?

MULTIPLE CHOICE

Correct Answer:

A. Personally Identifiable Information

✓ Correct

B. Professionally Involved Identity

✗ Incorrect

C. Promised Information Increase

✗ Incorrect

D. People Initiate Information

✗ Incorrect

**Explanation:**

This is information that helps people identify your identity

**6. True or False: Information placed online can be used in ways that were not intended and that may have a harmful impact.**

MULTIPLE CHOICE

**Correct Answer:**

A. True

✓ Correct

B. False

✗ Incorrect

**Explanation:**

You have no control over what people will do with your posts.

**7. Personal information saved online that allows you to stay logged in is called a what?**

MULTIPLE CHOICE

**Correct Answer:**

A. Cookie

✓ Correct

B. ROM

✗ Incorrect

C. IP address

✗ Incorrect

D. RAM

✗ Incorrect

**Explanation:**

These allow you to have a profile.

**8. True or False: There are few laws and regulations in place to monitor the use of personal data.**

MULTIPLE CHOICE

**Correct Answer:**

A. True

✓ Correct

B. False

✖ Incorrect

**Explanation:**

There are very few laws and regulations in place