

# Digital Footprint

In this topic, you will:

- Learn about how using the Internet can leave behind a **digital footprint**
- Explore the concept of your **online identity**





## DISCLAIMER:

NLB declares no affiliation, sponsorship, nor any partnerships with featured brands or trademarks. All rights and credit go directly to their owners.

**GOT IT!**



ClickChat

Next

**ClickChat** is the newest application for photo-sharing. You and your friends decide to make an account.

---

You have to give yourself a user name, profile picture and biography!



The app has a feature for you to see where your friends are when they use the app.

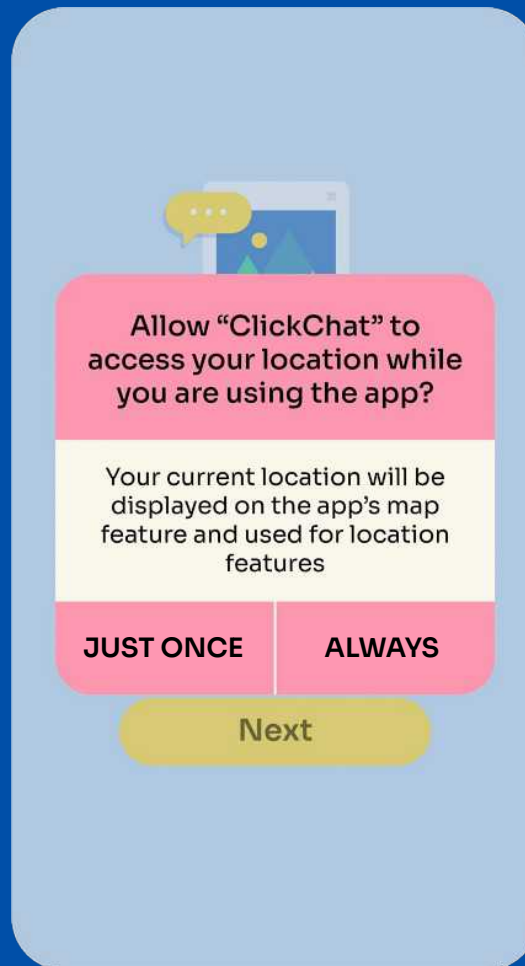


Image: [Pexels](#)

## You picked "Just Once"!

---

**Great, you've made the  
right choice!**

Clickchat will not be able to track your movement constantly. This protects your location data, which helps keep your personal information safe.

**NEXT**



Image: [Pexels](#)

## This data trail that we leave behind is what we call a ‘digital footprint’.

- When we allow Clickchat to collect our location data just once, we are aware of what information is being collected.
- This is what we call an **active digital footprint**, which is the data that users consciously leave behind on the Internet.

NEXT

SEE OTHER OPTION





## You picked “Always”!

---

### That wasn't the best choice!

Clickchat is now able to track your movement constantly, which means that your location data is free to access by the app. This could put your online and offline identities in danger.

**NEXT**

## This data trail that we leave behind is what we call a ‘digital footprint’.

- Allowing Clickchat to always collect your location data means that your movement will be tracked even if you are not using the app.
- This is what we call a [passive digital footprint](#), which is the data left behind without the user’s knowledge.

NEXT

SEE OTHER OPTION



# Definition

The digital footprint you leave behind makes up your **online identity**.



## Online Identity

A compilation of all the data about you that exists online

Your online identity is not just the user name and image that you use in your profile but can include other things as well, such as:

- Videos you've watched on a streaming platform
- Your browsing history
- When and where you use certain apps

# You might ask, “Why is your data being collected?”

- Companies and online platforms often collect user data to personalise the services they provide and use it for targeted advertising.
- For example, TikTok creates a “For You” page by analysing the footprint of all the videos you’ve watched on the platform.
- This is done with the intention of creating a better experience online, as users are shown content that is tailored to their likes and preferences.

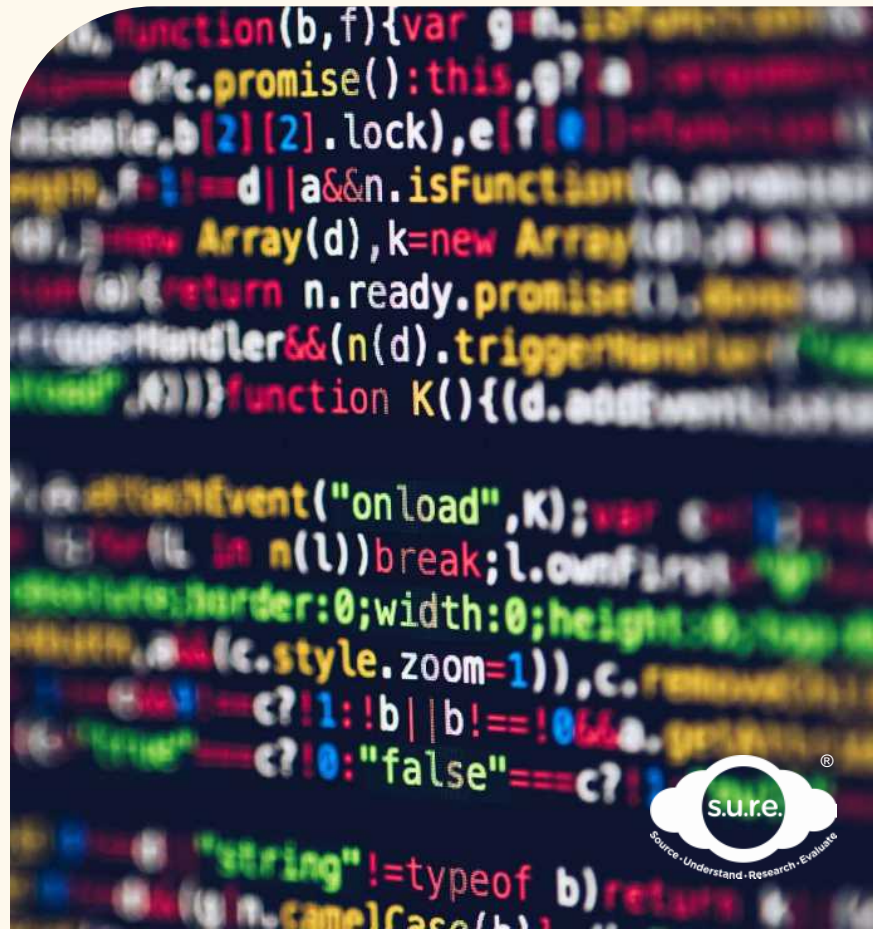


Image: [Unsplash](#)



- Knowing what personal information is collected about you online is important as your digital footprint can affect how you are seen in real life.
- Maintaining a **positive digital footprint** allows you to build good relationships online, which could then translate to real life friendships.
- On the other hand, having a **negative digital footprint** by saying or posting hurtful comments online could damage your reputation.

# USING T.H.I.N.K.

To maintain a positive digital footprint, we can use the **T.H.I.N.K. framework** to help with our online decision-making.

**T**  
**H**  
**I**  
**N**  
**K**

Is it **TRUE**?

Is it **HELPFUL**?

Is it **INSPIRING**?

Is it **NECESSARY**?

Is it **KIND**?

Hey everyone! I wanted to let you all know that I recently found out about this awesome bubble tea place called Essence Bubble Tea.

They not only hire workers who are differently abled, but their bubble tea tastes great as well! I highly recommend their earl grey milk tea with pearls if you're looking for a classic to try.

- Let's say you have just signed up for this online forum for bubble tea lovers and you spot a fellow recommendation from a fellow user.
- Based on the T.H.I.N.K. framework, is this a good message to put up? Let's find out.



Hey everyone! I wanted to let you all know that I recently found out about this awesome bubble tea place called Essence Bubble Tea.

They not only hire workers who are differently abled, but their bubble tea tastes great as well! I highly recommend their earl grey milk tea with pearls if you're looking for a classic to try.

## ✓ True

We can easily check if this message is **true** online by verifying if Essence Bubble Tea really hires differently abled workers through an online check.

## ✓ Helpful

This message is **helpful** as it provides a recommendation of a good bubble tea place to other users.

## ✓ Inspiring

It is **inspiring** to know that the shop empowers differently abled individuals by giving them a job.

Hey everyone! I wanted to let you all know that I recently found out about this awesome bubble tea place called Essence Bubble Tea.

They not only hire workers who are differently abled, but their bubble tea tastes great as well! I highly recommend their earl grey milk tea with pearls if you're looking for a classic to try.

## ✓ **Necessary**

This is a **necessary** message as the post is published on a bubble tea forum. Users on the forum are likely to be interested to hear more about different bubble tea places in Singapore.

## ✓ **Kind**

It's definitely **kind** to give Essence Bubble Tea a shout-out, as the shop not only has good bubble tea, but also supports a social cause.



## Good or bad?

Take a look at this [article](#) about digital footprints.

Do you think collecting our personal data online is a good or bad thing?

Use the S.U.R.E. framework to help you answer the question.

**NEXT**

Image: [Pexels](#)

## The guiding questions below will help you to craft your answer:

**SOURCE:** What do various sources or experts say about digital footprints?

**UNDERSTAND:** What are some of the insights that can help us understand the importance of managing our digital footprint?

**RESEARCH:** How can I research more about this topic on my own?

**EVALUATE:** What are the steps we can use to evaluate how much we should share about ourselves online?



# There's more!

Move on to the next topic  
**Personal Data and Privacy** to  
find out more on how your data is  
being used and the ways that you  
can protect it.

