The great thing about being online is that there is so much to do! However, when you share your details on any public forum, others can find them, creating a 'digital footprint' for others to find. Even if you're not online you may well have a digital footprint. For example, sites like 192.com use the electoral register to provide details about people who haven't ticked the privacy box when they register to vote. Follow QR Code 1 to Google, then type your name in quotation marks (e.g. 'Joe Bloggs'). See what comes up.

Code 1

Things to include and avoid

- ✓ **DO** put information online that will present you in a good light if people are searching for you (e.g. if you're on a residents panel, a local councillor or if you're looking for work)
- ✓ **DO** share the things you like doing, your achievements and the things you find fun
- ✓ **DON'T** put your address, date-of-birth, mother's maiden name or other security information in the public domain
- ✓ **DON'T** put anything that compromises your integrity (inappropriate photos, outrageous opinions you might not want known) and report anything of this type others post about you

Big Data

Lots of organisations store information about you (e.g. store cards, smart electricity metres). Even if you think it's anonymous, be very careful what data you give and what permissions you give for this data to be used, so people you don't want to give access to can't use your data to build a profile of you that you wouldn't want.