Task A

1. What is meant by a digital footprint?

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| The information about a particular person that exists on the internet as a result of their online activity. |

1. Why is it important that users are aware about their digital footprint?

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| Anything you post has the potential to be stored online for an infinite amount of time. |

1. Identify ways in which users can reduce their digital footprint.

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| * Ask Google to remove anything that you believe to be unfavourable. * Check your privacy settings on social media. * Create strong passwords and never share them. * Log out of all websites when you’ve finished, do not leave it unattended. * Delete or deactivate unwanted accounts. * Read the terms and conditions before using that particular website/service. * Don’t tick the box to opt into third party communications. * Be cautious when clicking on links from unknown sources. * Clear cookies to remove data used by businesses to tracker your activity. * Think twice about what you post online. |

1. What is the difference between an active digital footprint and passive digital footprint.

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| Active footprint means to submit data intentionally submitted online via blogs, apps, websites and social media actions. On the other hand, a passive footprint is data collected without the user’s knowledge. |

1. In the table below, identify whether the example provided is an active or passive digital footprint by placing a tick in one of the boxes.

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| **Example** | **Active** | **Passive** |
| Sending an instant message via Twitter. | ✓ |  |
| A web server storing a user’s IP address. |  | ✓ |
| Submitting a post on a blog. | ✓ |  |
| Sharing a story on Instagram. | ✓ |  |
| A user’s browser/search history. |  | ✓ |
| Replying to post thread on Facebook | ✓ |  |

Task B

1. Explain why digital footprint would be used for the following purposes:

* Monitoring current employees
* Monitoring prospective employees (people applying for jobs)
* Security (the ability to keep the general public safe)
* Businesses

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| Current and prospective employees can use social media to keep tabs on their employees, check their online activity to see if they conduct themselves in a professional manner. A poor digital footprint can lead to losing their job or in the case of applying for a job, becoming unsuccessful.  Government might use to it to track online activity of criminals that might aid their investigation/prosecution. It could be used for anti-terrorism purposes, so intelligence agencies might track the digital footprint of suspected terrorism.  Businesses will use this to track user’s activity which will be stored using cookies. Businesses are then able to target ads to users based on their browsing behaviour. |

1. England bowler Ollie Robinson was suspended from international cricket pending the outcome of an investigation into historic racist and sexist tweets.



Find an article that relates to this story and answer the following questions:

1. Why was Ollie Robinson suspended?

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| He was suspended from international cricket pending the outcome of an investigation into historic racist and sexist tweets. |

1. You’ve been appointed the new director of the ECB (English Cricket Board) and you have the power to have the final say on this matter.

Would you back the suspension or would you lift it? Justify your decision.

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| This is subjective so answers may vary. On one side, you might have responses backing the suspension saying this sets the expectations of cricketer’s future conduct when online. On the other, you might have responses such as this was years ago and Ollie was young and naïve an shouldn’t be punished for what he did in the past. |

1. As the new director of the ECB, you have been tasked with raising the awareness of digital footprint that will be communicated with younger players across the country.

What advice would you give to these younger players? (You can use a list if you wish to do so)

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| They might use responses from Task A Q3. |