



Technology
and your privacy

Contents

Objectives	3
First Impressions	4
What is privacy?	5
Why is this important?	6
Why do companies want my data?	7
What is Big Data?	8
Data: Cost-Benefit Analysis	9
What can we do about it?	10
Web Scavenger Hunt	11
What is encryption?	14
Cyber Security Challenge	15
Social Media Checklist	17
Cyber Security Challenge Checklist	18
Did you change your point of view?	20
Choosing Your Own Resources	21
Free Privacy Resources	22
Notes for Educators	23
Sources	23

Objectives

In this lesson, you will read about privacy and technology. The reading will describe what privacy is and why you should be concerned about protecting it. Then, it will describe some ways that you can protect your privacy in the digital age.

There are three **objectives** or goals of this exercise:

- (1) Become informed about the important issue of privacy and technology.
- (2) Learn about how industry, government, and users are responding to this issue.
- (3) Consider your own role in this issue.

