



THE ART OF PRIVACY IN THE DIGITAL AGE





AGREE OR DISAGREE

Read the statements below and agree or disagree with them. Explain your answer.

People who have nothing to hide should not worry about online privacy.

Children under the age of 13 should be prohibited from using social media due to privacy concerns.

Oversharing personal information on social media platforms is harmless fun.

The use of real names should be mandatory on all social media platforms to prevent anonymity and potential harm.

Deleting a post or comment erases it completely from your digital history.

Employers have the right to monitor their employees' online activities during work hours.

Artificial Intelligence (AI) poses a significant threat to personal privacy.





WHAT IS A DIGITAL FOOTPRINT?



Answer the question above. If you are not sure, try to guess. Then, read the text below and check if you were right.

In the digital era, everyone leaves behind a 'digital footprint', a trail of data we create while using the Internet. This footprint can reveal a surprising amount of information about our behaviors, preferences, and even our identities. It's a double-edged sword: while it can provide us with personalized experiences, it can also leave us vulnerable to threats like **(1)cyberbullying** and **(2)data breaches**.

Why is our digital footprint important? Firstly, it's valuable to marketers and businesses who use this data to provide personalized content and advertising. But perhaps more critically, a poorly managed digital footprint can expose us to **(3)cybersecurity** threats. Criminals can use information obtained from **(4)oversharing** on social media, for example, to launch **(5)phishing** attacks or install **(6)malware**.

How do we create our digital footprints? Every time we visit a website, make an online purchase, or post on social media, we're adding to our digital footprint. Even something as seemingly harmless as accepting a website's **(7)cookie policy** can contribute to our footprint, as cookies can track our online activities.

Who might need to consider their digital footprint? The simple answer is: everyone. Whether you're an individual protecting yourself from identity theft, a company guarding against data breaches, or a public figure maintaining a reputation, managing your digital footprint is critical.

To secure our digital footprint, there are several measures we can take. Using privacy settings on social media can limit who sees our information. Employing **(8)firewalls** and **(9)encryption** can protect our data from unauthorized access. **(10)Two-factor authentication** provides an extra layer of security for our online accounts. Understanding the privacy policy of any site or service we use is also crucial to know how our data is collected and used.

In the digital age, awareness of our digital footprint and knowledge of cybersecurity is no longer optional – it's essential. We must all become experienced at managing and protecting our digital footprints to ensure our privacy and security in an increasingly connected world.

Match the highlighted words and phrases with their meanings. Write the corresponding numbers in the boxes.

a)protecting systems/ programs from digital attacks 	b)online harassment 	c)converting information or data into a secret code 	d) giving out too much personal information 	e)security measure with 2 methods of validation
f)barriers that block unauthorized access 	g)unauthorized access to confidential data 	h)malicious software designed to cause damage 	i)rules about how a website will store or get information 	j)an attempt to trick smb into giving information online



LET'S PRACTICE!

Fill in the gaps with the words on the left.

cyberbullying

data breaches

cybersecurity

oversharing

phishing attacks

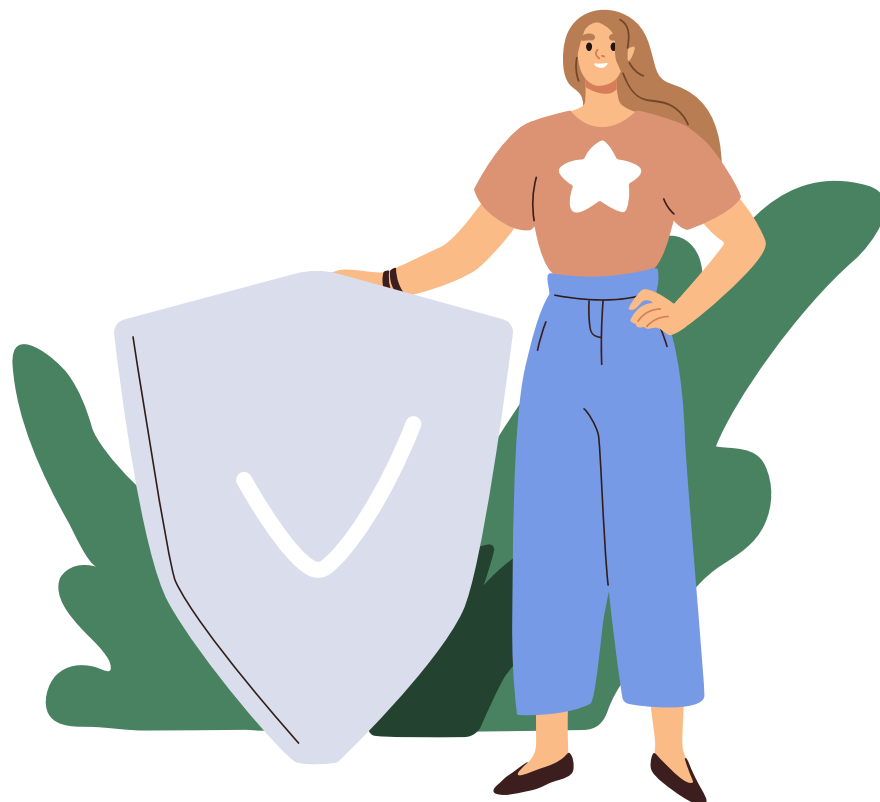
malware

cookie policy

firewalls

encryption

two-factor authentication



1. _____ provides an additional layer of security by requiring two types of identification before granting access to an online account.
2. One must be careful about _____ on social media as it can expose personal information to cybercriminals.
3. Every website has a _____ which dictates how the site will use, save, and disclose the information collected from the visitors.
4. _____ are network security systems that monitor and control incoming and outgoing network traffic based on predetermined security rules.
5. _____ is a serious problem on social media platforms where people are harassed or threatened by others.
6. _____ is the process of converting plaintext into an encoded version that can only be decoded by another party if they have access to the decryption key.
7. With increasing online threats, every company needs to invest in _____ to protect its network and data.
8. _____ are deceptive attempts to steal sensitive information like usernames, passwords, and credit card details by pretending to be a trustworthy entity.
9. Many companies fear _____ because they can lead to loss of sensitive data and harm their reputation.
10. Using strong antivirus software can help detect and remove _____, thus protecting your computer and personal information from potential harm.



LET'S DISCUSS!

What type of information do you think your digital footprint reveals about you?

What measures have you taken to protect your digital footprint? Are you using 'privacy settings', 'firewalls', or 'two-factor authentication'?

Can you describe a situation when personalized content or advertising, resulting from your digital footprint, was beneficial/annoying?

How often do you read the 'privacy policy' of the websites or services you use? Is it important to do so?

Why should everyone, regardless of their role or status, be concerned about their digital footprint?

How do you balance the benefits of the digital age, like convenience and connectivity, with the need to protect your digital privacy and security?





DIGITAL DETECTIVE

As a digital detective, your task is to use the clues below to create a profile of the mystery individual.

Browser History:

- Amazon (books on gardening)
- YouTube (how to play the guitar videos)
- BBC News (Science & Environment section)
- Weather.com (daily weather updates for San Francisco)
- WebMD (searches about plant-based diets)

Most Frequently Used Apps:

- Spotify (Acoustic Guitar playlist)
- UberEats (vegetarian restaurants in San Francisco)
- Duolingo (learning Spanish)
- Headspace (meditation app)
- Google Calendar (scheduled gardening activities and guitar lessons)

Most Visited Websites:

- Facebook (part of gardening groups)
- Coursera (enrolled in a Spanish language course)
- Gmail (subscribed to newsletters about environmental issues)

Now, based on this digital footprint, answer the following:

- What hobbies does this person likely have?
- Where might this person live?
- What is their probable diet preference?
- What could be their environmental interests?
- What languages might they speak or be learning?

After analyzing, discuss the following:

- How accurate do you think this profile is and why?
- How do you feel about the amount of information you were able to gather based on someone's digital footprint?





THE CITY THAT KNOWS EVERYTHING ABOUT YOU

1. Answer the questions below. After completing tasks 2-3, watch the video and check if any of your ideas are mentioned.

Based on your current knowledge and understanding, do you think a smart city would have more positive or negative impacts on our daily life?
What aspects of your life do you predict might change the most and why?

2. Match the words with their synonyms.

1. far-fetched

a) modify

2. adjust

b) minor

3. reassured

c) unlikely

4. negligible

d) comforted

3. Match the halves of the phrases.

1. sound

a) reassured

2. adjust

b) crime rate

3. feel

c) far-fetched

4. negligible

d) the climate





LET'S DISCUSS!

Which aspects of the smart city are most appealing to you, and why?

The video mentions the potential for misuse of personal data. Can you think of any other potential risks of living in a smart city?

If you had control over what data the smart city collected about you, what would you allow and what would you prohibit?

How do you think crime would change in a smart city? Would there be new types of crimes?

The video discusses the trade-off between convenience and privacy in a smart city. Which do you think is more important, and why?

If you could trade some of your privacy for improved convenience (never having to remember a password again or having your coffee ready the moment you walk into a café), would you?





DYSTOPIAN FUTURE STORYTELLING

Read the first sentence of the story. Take turns adding a sentence to continue the story.
Once the story is complete, engage in a class discussion about what the story suggests about the future of privacy.

In the year 2075, privacy had become the world's rarest commodity.

*Can be done in class or
assigned for homework.*





EXTRA TASK

Let's have fun! Can you solve the rebuses below?

-umn+t=h+i++i+x=n

autumn

tent

cat

ox

-y+d=r+u=y+e=o+n

yen

cd

up

tie

-sh+-sto+-ve+-be

fish

store

wave

bell

p+f=h

n=t+a+-lo

fishing

ant

lock

n=lv=r

man

wave



EXTRA TASKS

1, Fill in the gaps in the dialogue with the words about privacy from today's lesson.

Lucy: Did you know there's a lot of _____ happening on social media now?

Mark: Yes, I think it's because people are _____ their personal stuff online and they don't realize how risky it can be.

Lucy: Exactly, we need to be careful with our _____. Oh, did you hear about those _____ at that other company?

Mark: Yeah, it's kind of scary how many businesses get attacked. It shows how important it is to have good _____ and strong _____ to protect our information.

Lucy: And we, as individuals, need to watch out too. We need to avoid _____ and be careful not to download any _____.

Mark: Absolutely. And we should understand what _____ are, so we know what data websites are collecting from us.

Lucy: Plus, using _____ can really help to keep our accounts safe.

Mark: I completely agree. We just need to be aware and proactive about our online safety.

2. Record a podcast

Using a recording tool on your phone or computer, record a short, 5-10 minute "podcast episode" about the importance of digital privacy and the potential dangers of oversharing on social media. Use as many of the vocabulary words as you can. Listen to the recording and critique your own language use, pronunciation, and fluency.





Revise the words for the next lesson. Use this Quizlet set. You can also play different games to practice or even test yourself in the Quizlet app or on the site.





THANK YOU!

