

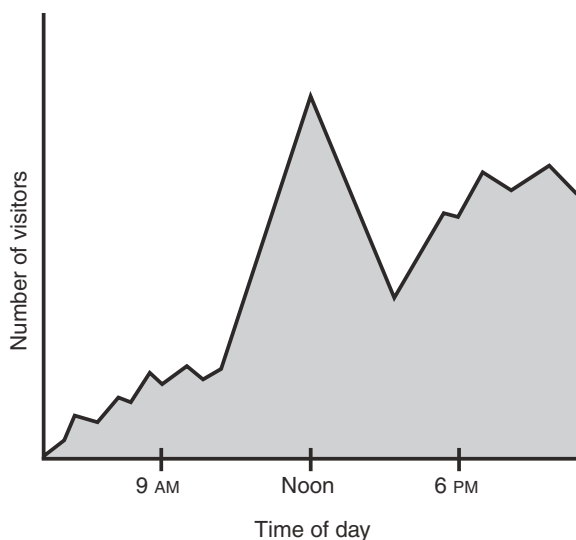
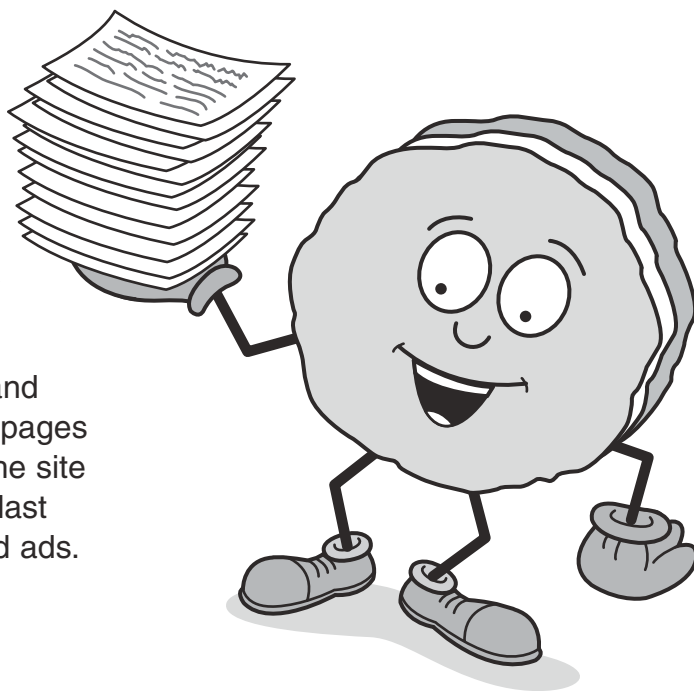
Name _____ Date _____

Privacy—What’s the big deal?

It’s a good idea to check a site’s privacy policy before using the site. Here are some terms you’re likely to find in privacy policy notices.

Cookies are small computer files placed in your computer by the sites you visit. These files contain numbers to identify your computer. They also identify your browser, operating system, and Internet service provider. It is also technically possible for cookies to identify you by any private identity information you may have given to the site.

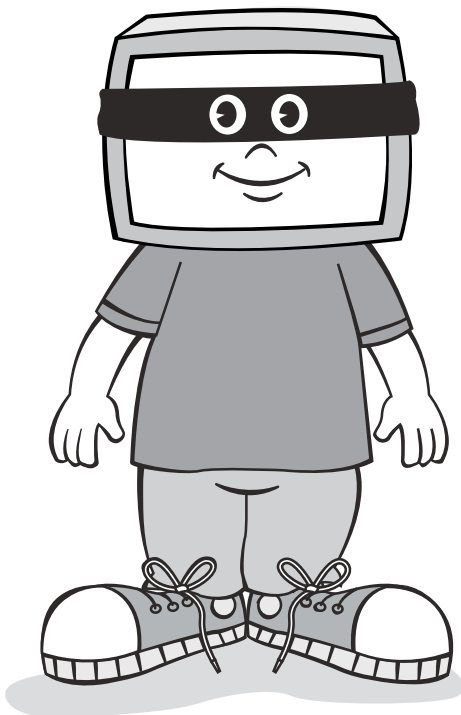
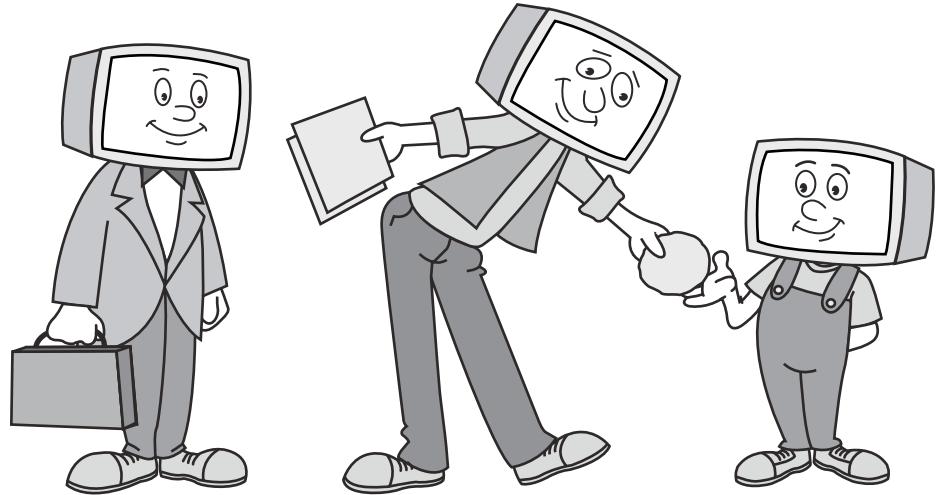
A cookie records the date and time you visited and how long you stayed. It also records which Web pages and ads you viewed. The next time you return, the site reads the cookie for preferences chosen on the last visit. Then it can present customized content and ads.



Aggregate data is information collected, usually by cookies, from many visitors to a site. Web owners can use this information to make generalizations about their visitors, for example, “Visitors stay an average of 27 minutes each time they visit.” This information is used to decide how to improve the site in order to get more visitors, make more sales, or to determine how much to charge advertisers. Information that is in aggregate cannot be traced back to you individually.

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Third party The word “party” is a legal term for an individual or a company. You (the visitor) are the first party. The site owner is the second party. Any other person or company is the third party. Most people don’t mind sharing information about themselves with site owners to get better service. However, many people do NOT want their information passed to a third party without their knowledge. A site’s privacy notice should state if the owner shares your information with third parties.



Anonymity Most people think no one knows who they are online. That state of not being identified is called anonymity. That’s why people sometimes do things they would not do face to face. However, it’s nearly impossible to be completely anonymous online.

Be CyberSmart![®]

What can kids do about privacy? Think about it. Listen to your parents’ concerns. Talk about ways to protect your family.