

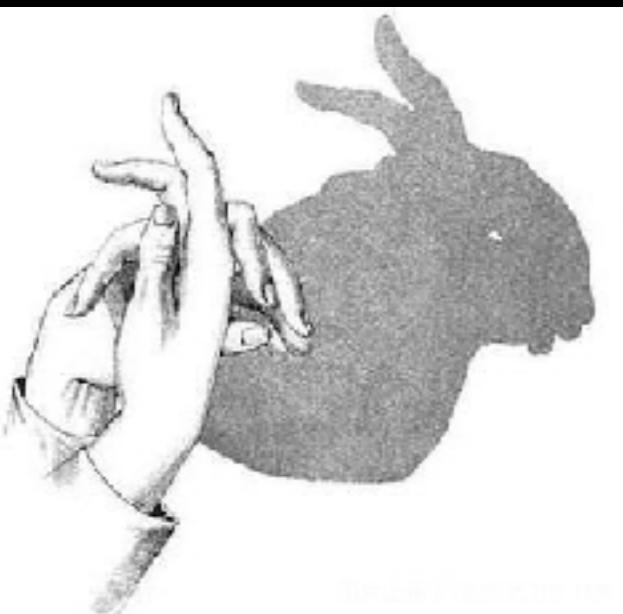
# GDPR for kids

*Shadows, Big Data  
and profiling fun*

# Chapter 1

# Your *online* shadow

On the next slide, who  
can make a fun animal  
out of a shadow?



# The Internet

# Wow



That was cool

# On the Internet, everything can be observed



# Who you are sending a message to...



# What images you are searching...



# Which games you are playing...



# What music you are downloading...



# Your location when you are online...



# All those activities leave...



# SHADOWS

Recorded. *Always.*

# Studying under the sun your shadow is easy



# But the shadow in our digital life is different



It's unavoidable to not  
have shadow in the  
digital life



By default, when we use  
the Internet, we leave a  
lot of shadows



These shadows are  
stored in data center all  
over the world



# But why?

# Chapter 2

# Guessing game

Let's say you want to sell  
a dvd of Paw Patrol...



# Who would you propose it to?

A

Or

B



# Now to sell a video game... who would you choose?

A

Or

B

*You vote!*



Finally a funky adult  
dress...

A

Or

B

*You vote!*



# Are you sure of your answers?

# Big data knows the answer

# Chapter 3

# Big data

(with emojis)

But what is *data*?



Think about a cake



Do you see it?



Cut the cake into the  
smallest possible slices



Do you see them?



Keep on cutting them. Get  
to matter. Cut it again. Get  
to the ultimate small size.



When matter is only a  
shadow.



# Data is just another word for such shadows.



All those shadows can  
be combined and used...



Imagine millions of different  
data, like stars up in the sky.



This is *BIG data*



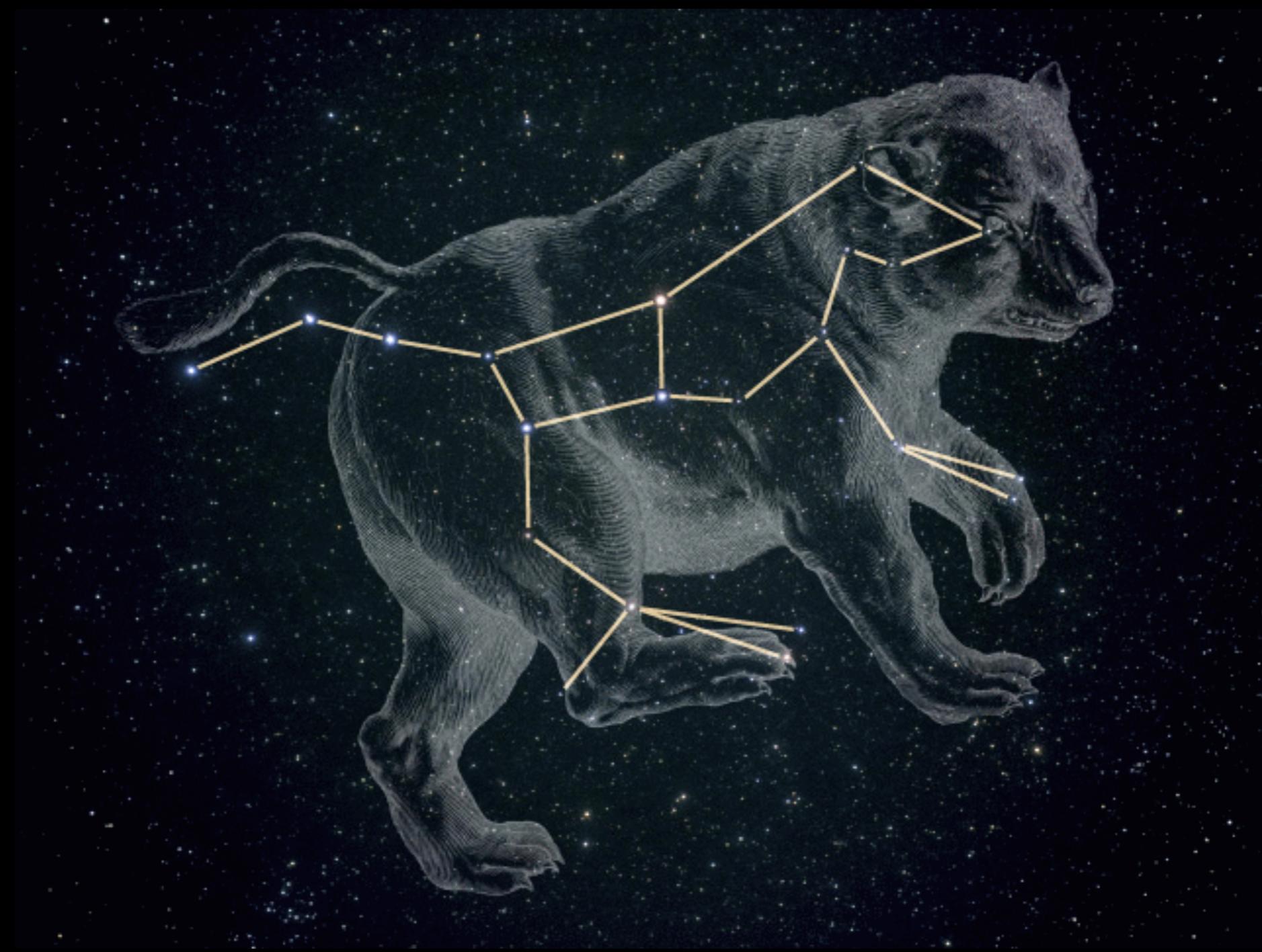
When you look up the stars,  
you see a bunch of tiny lights...



**but you can also imagine shapes:  
just connect some stars...**



and see the shape of a  
bear. Or any other animal.



The stars are data that  
make up that idea.



# The amount of viewable stars depends on the technology.



# Humans have always observed stars to try to understand what is the universe.



# Make different theories...



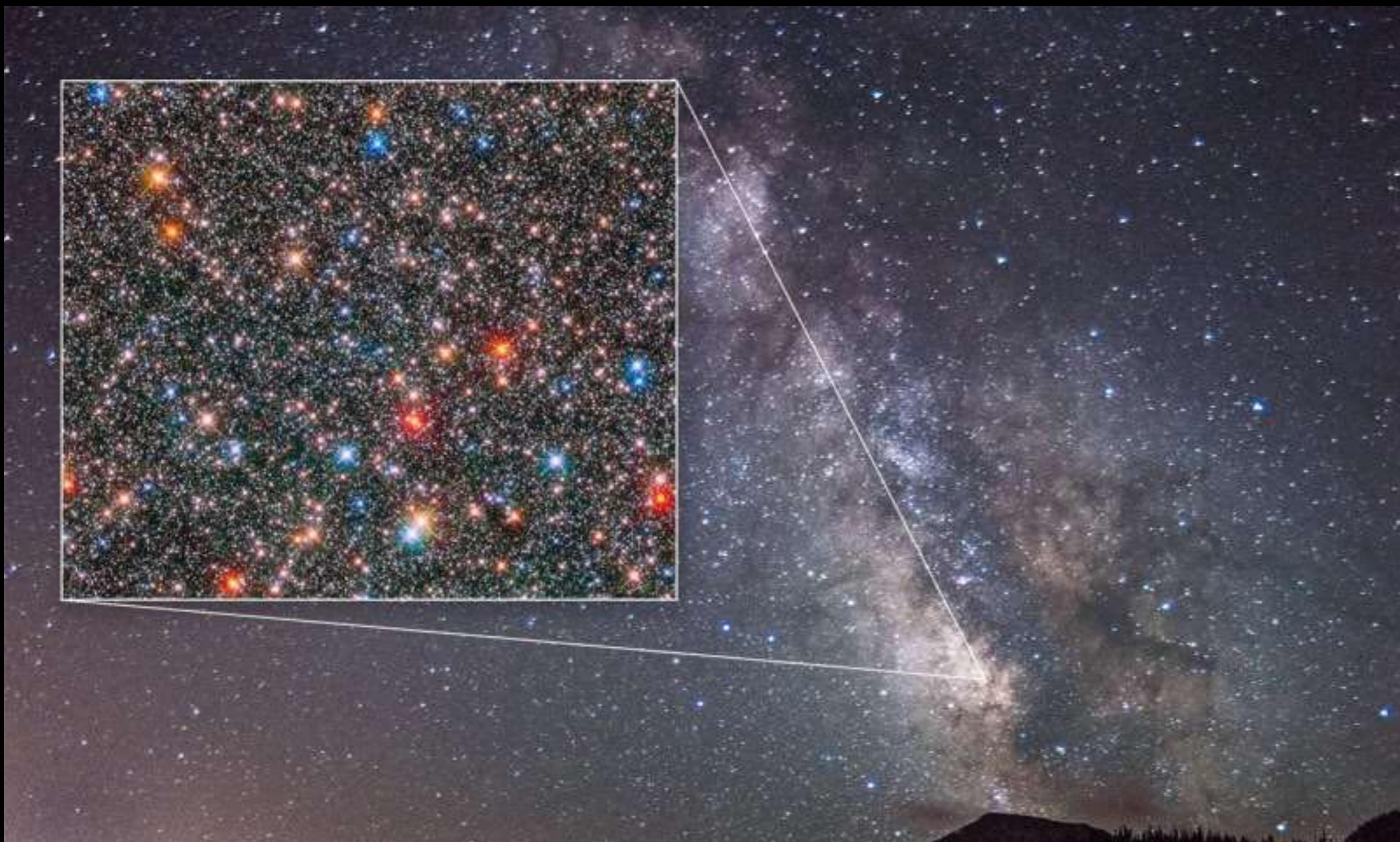
or just go for plain  
wrong conclusions.



# Still... technology has evolved,



and even more stars can  
be seen.



So... what is big data?



# Imagine you could see all the stars of the universe...



# What shapes would you see?



And are you sure you are  
not forgetting one?



Now if all of your shadows on  
the Internet could be watched  
like those stars



You would be known by others...  
Maybe even better than you  
think you know yourself



# Chapter 3

# Privacy

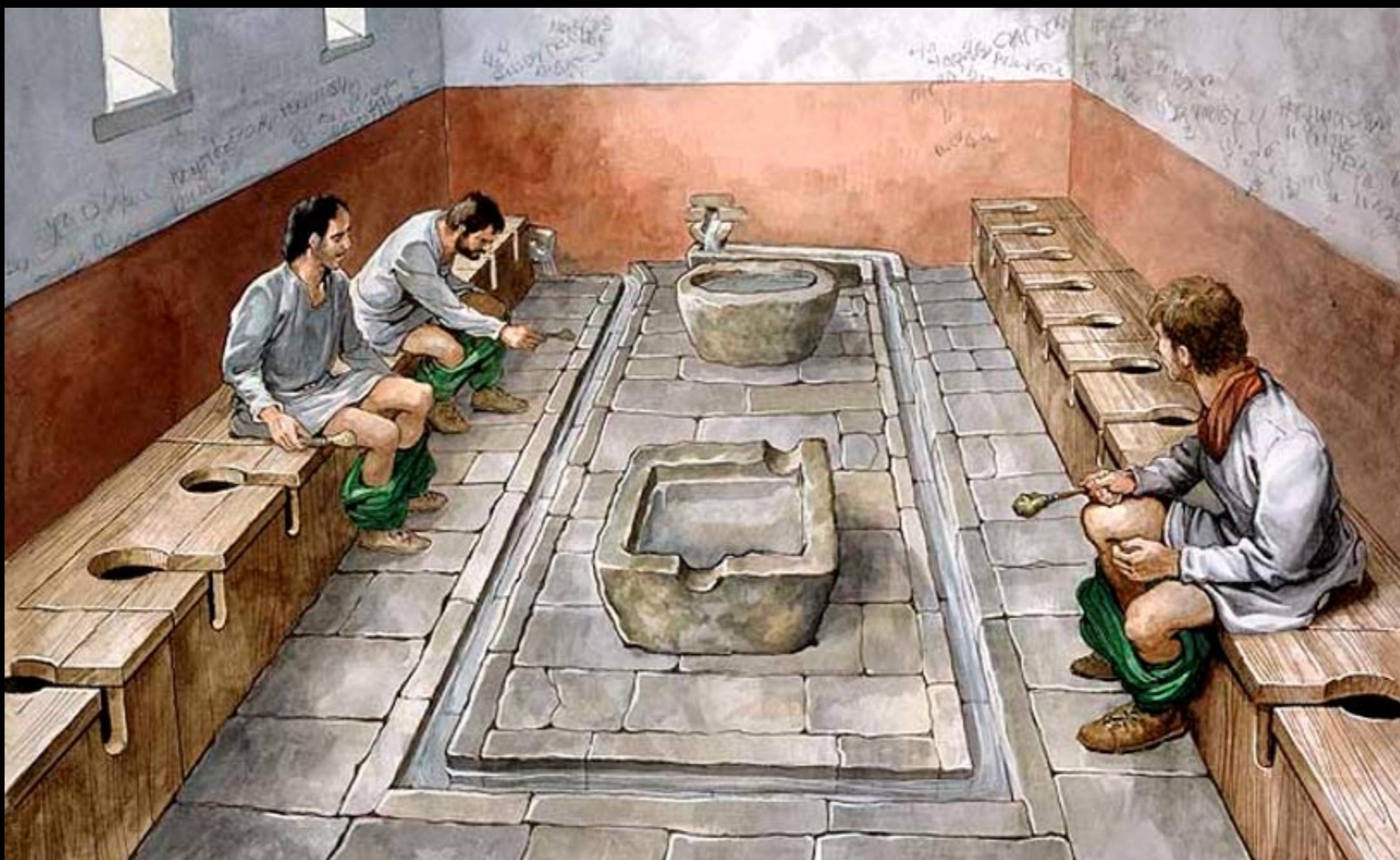
# Let's talk about privacy



and toilets....



# Roman toilets

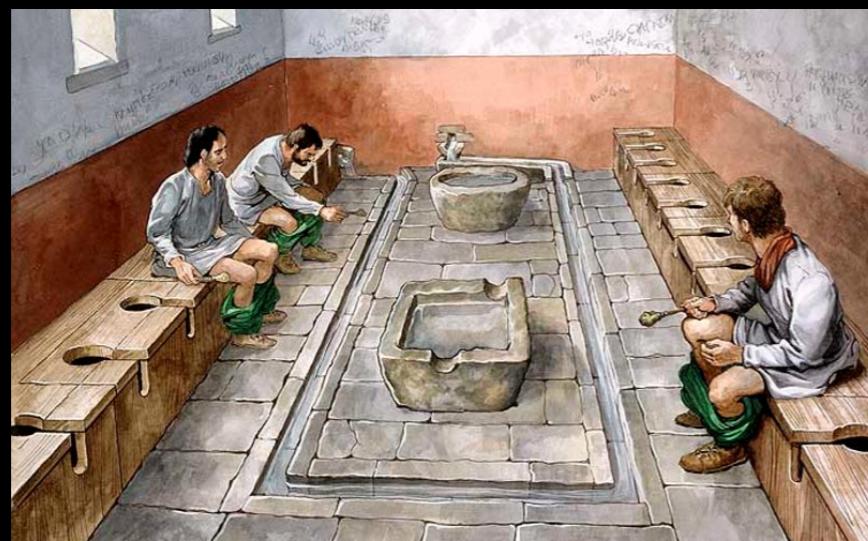


# VS

# Private toilets



Which one do you  
prefer? Why?



Or



# Chapter 4

# Conclusion

The GDPR (General Data  
Protection Regulation) is  
a law in Europe



**That protects you**



That protects your  
privacy



When you are on the  
Internet, you leave traces  
(Shadows)



All those shadows are  
kept by other people



All those shadows are  
combined in what is  
called Big Data



Big Data can give many  
information about you



And your privacy will  
be impacted



Conclusion:  
On the Internet, you are  
being watched. Always.

