

GDPR for kids

*Shadows, Big Data
and profiling fun*

Chapter 1

Your *online* shadow

On next slide, who can
make a fun animal using
a shadow?

The Internet

On the Internet, everything can be observed

Who you are sending a message to...

What images you are searching...

Which games you are playing...

Which 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?

Because of YOU

Chapter 1

Big data

What is *data*?

inspired by the story of Andrew Jennings, available on www.cbronline.com

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.



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



This is *BIG data*

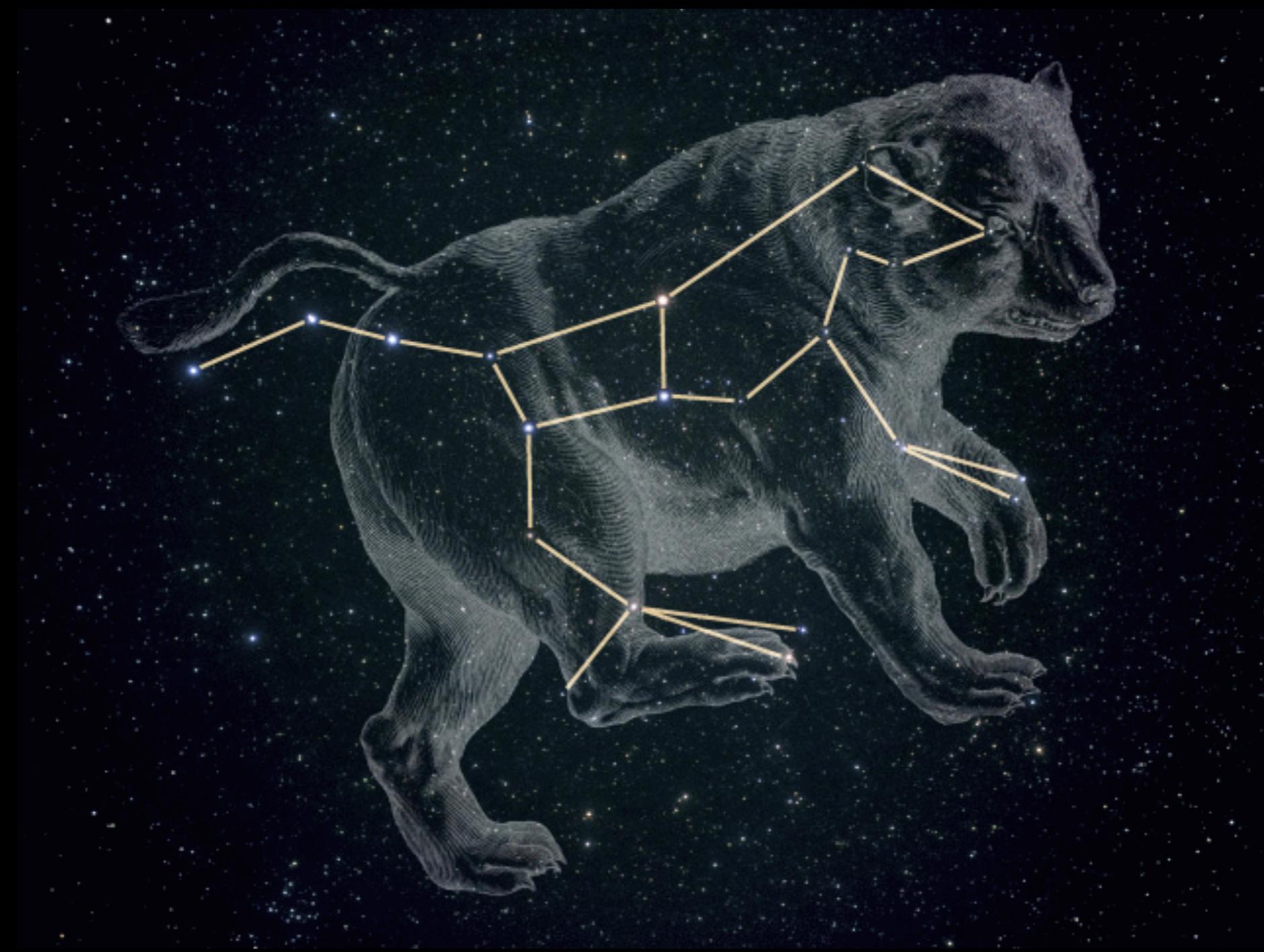
inspired by the story of Andrew Jennings, available on www.cbronline.com

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

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



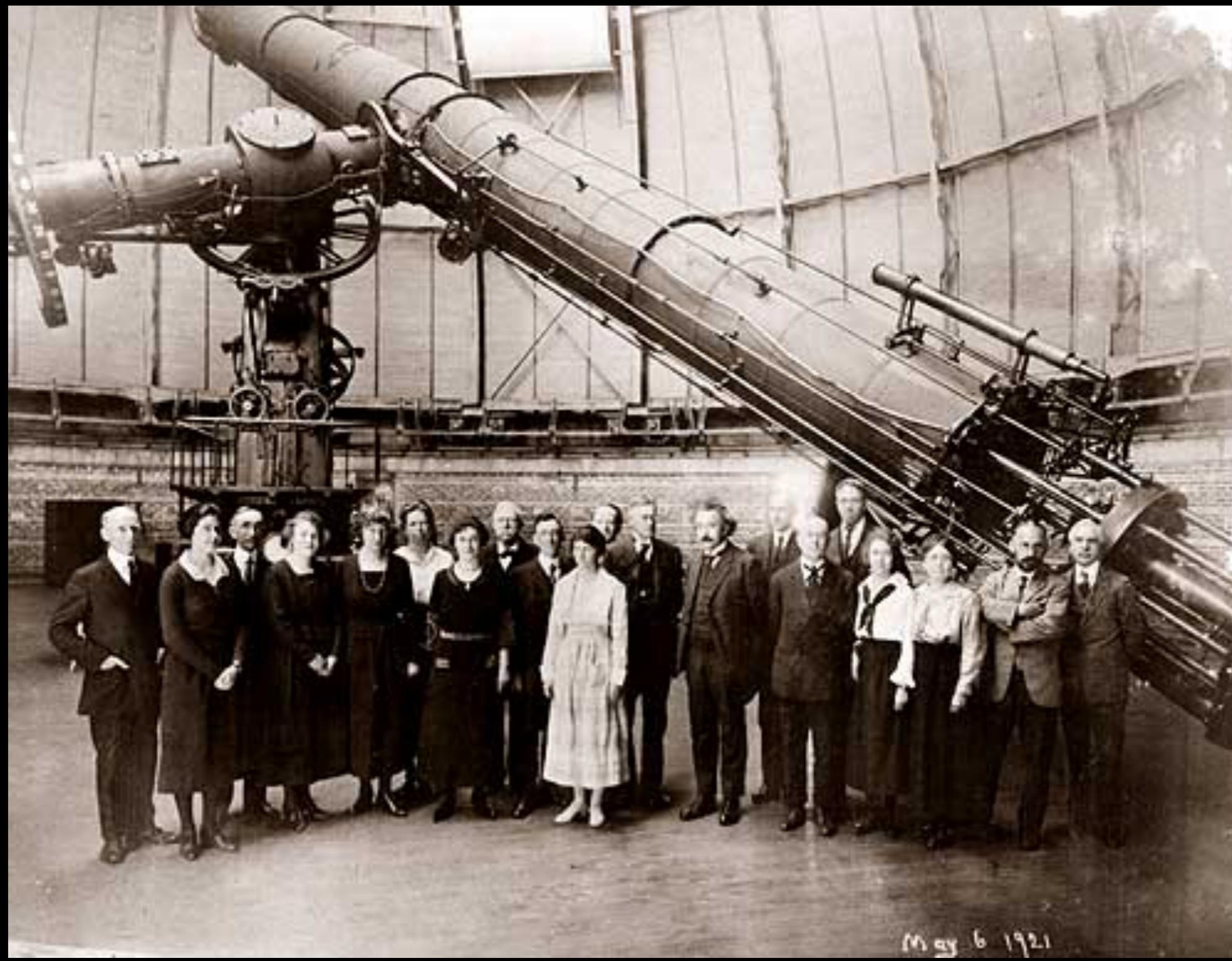
and see the shape of a
bear. Or any other animal.



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...



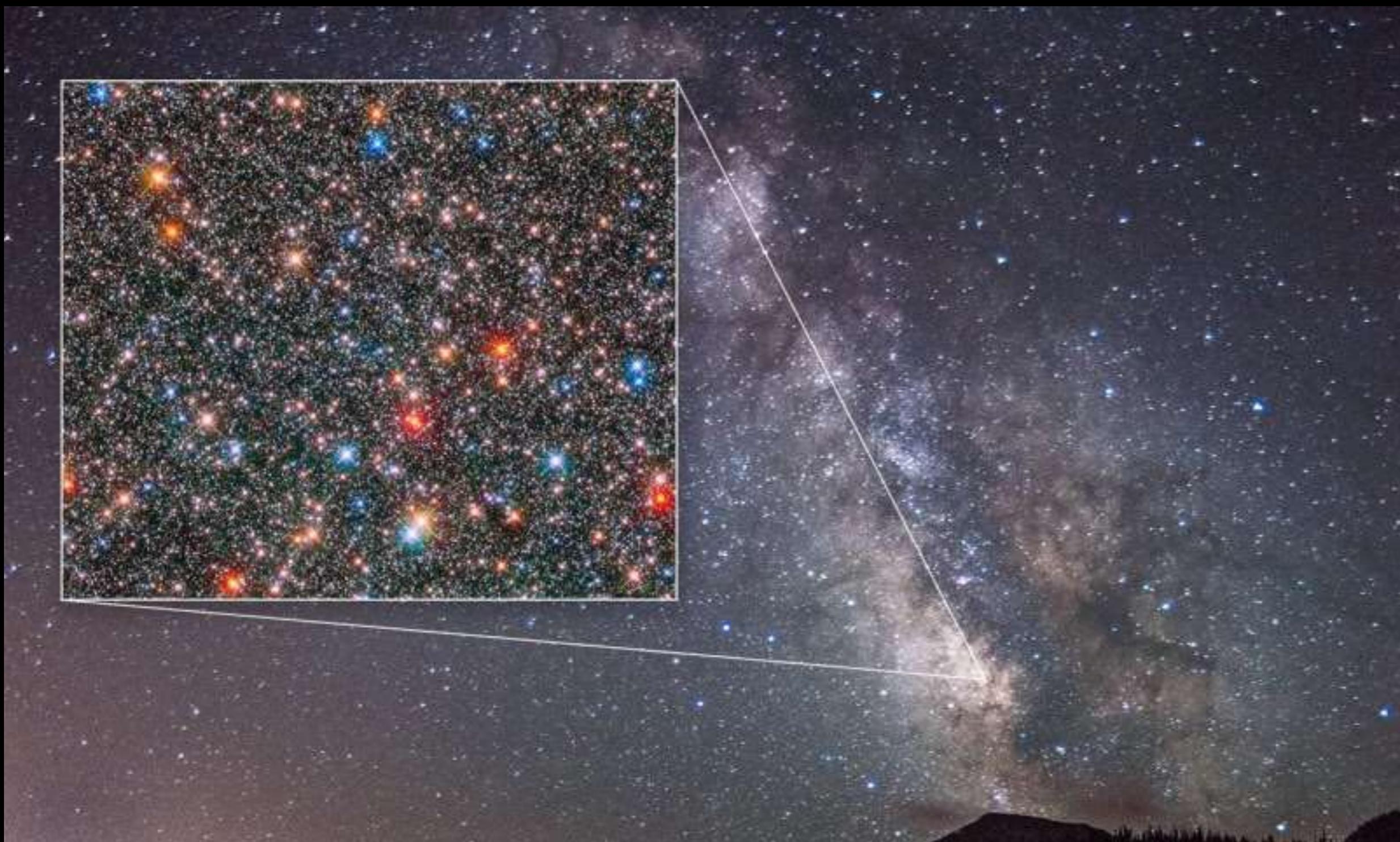
or just go for plain
wrong conclusions.



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?**

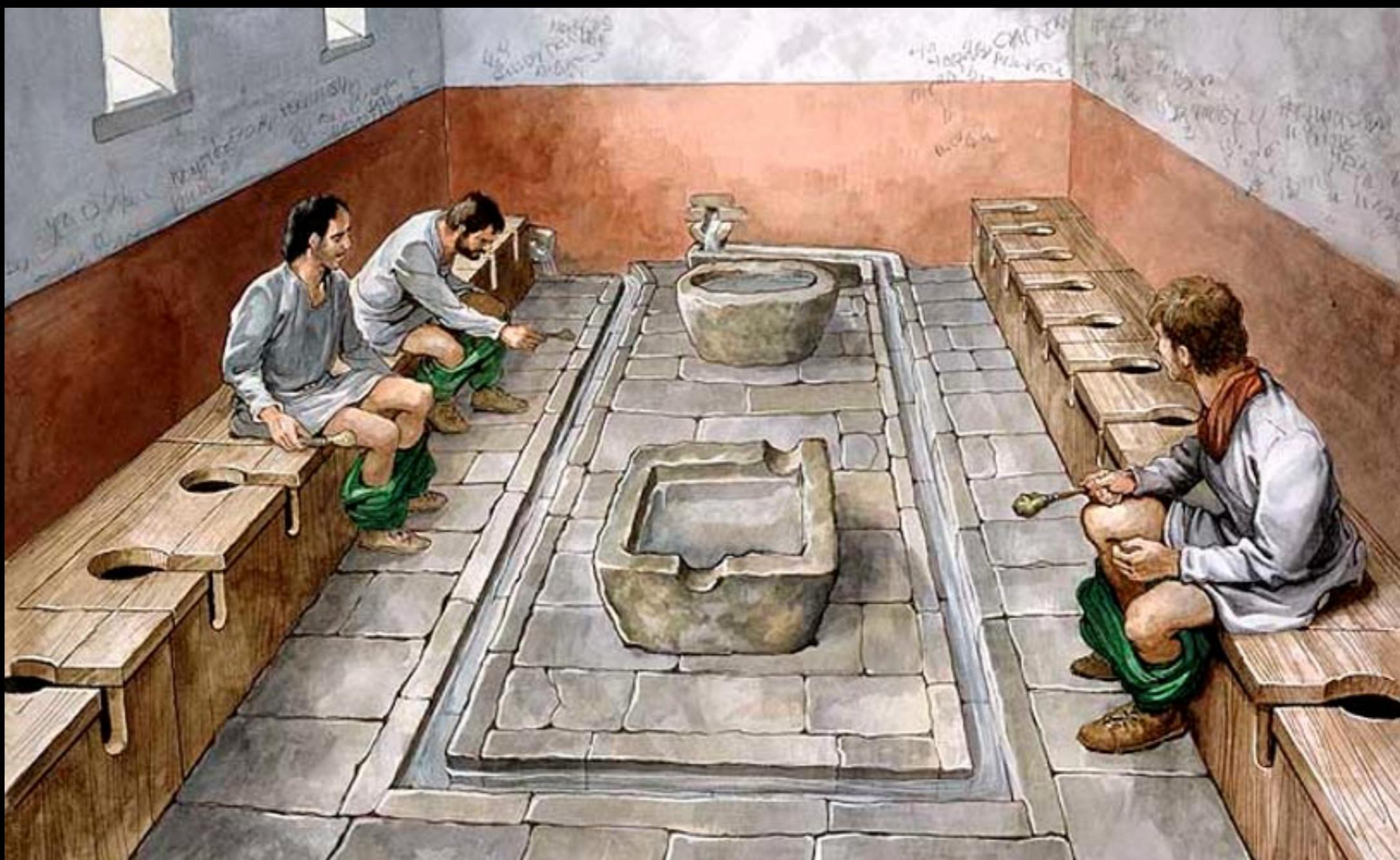
Chapter 3

Privacy

Let's talk about privacy

and toilets...

Roman toilets

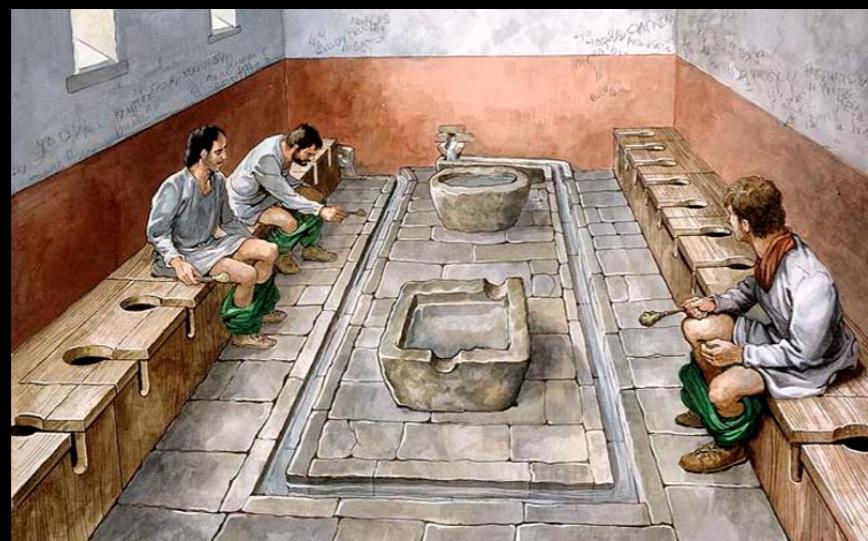


VS

Private toilets



Which one do you
prefer? Why?



Or



Chapter 4

Conclusion

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