

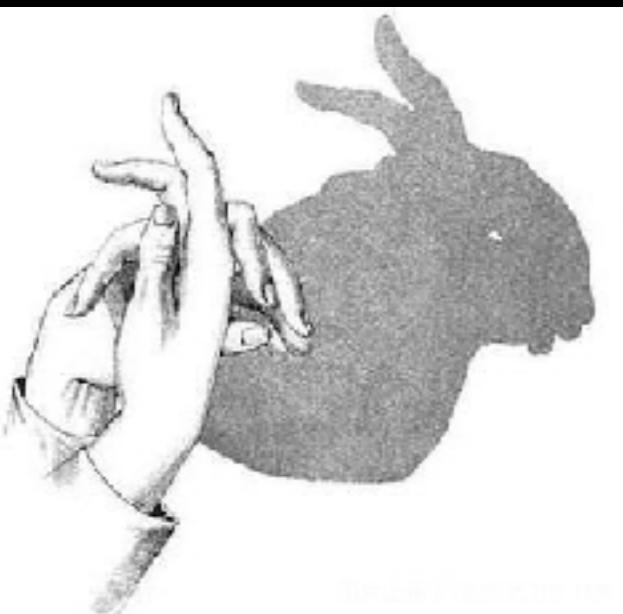
GDPR for kids

*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 centers 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*



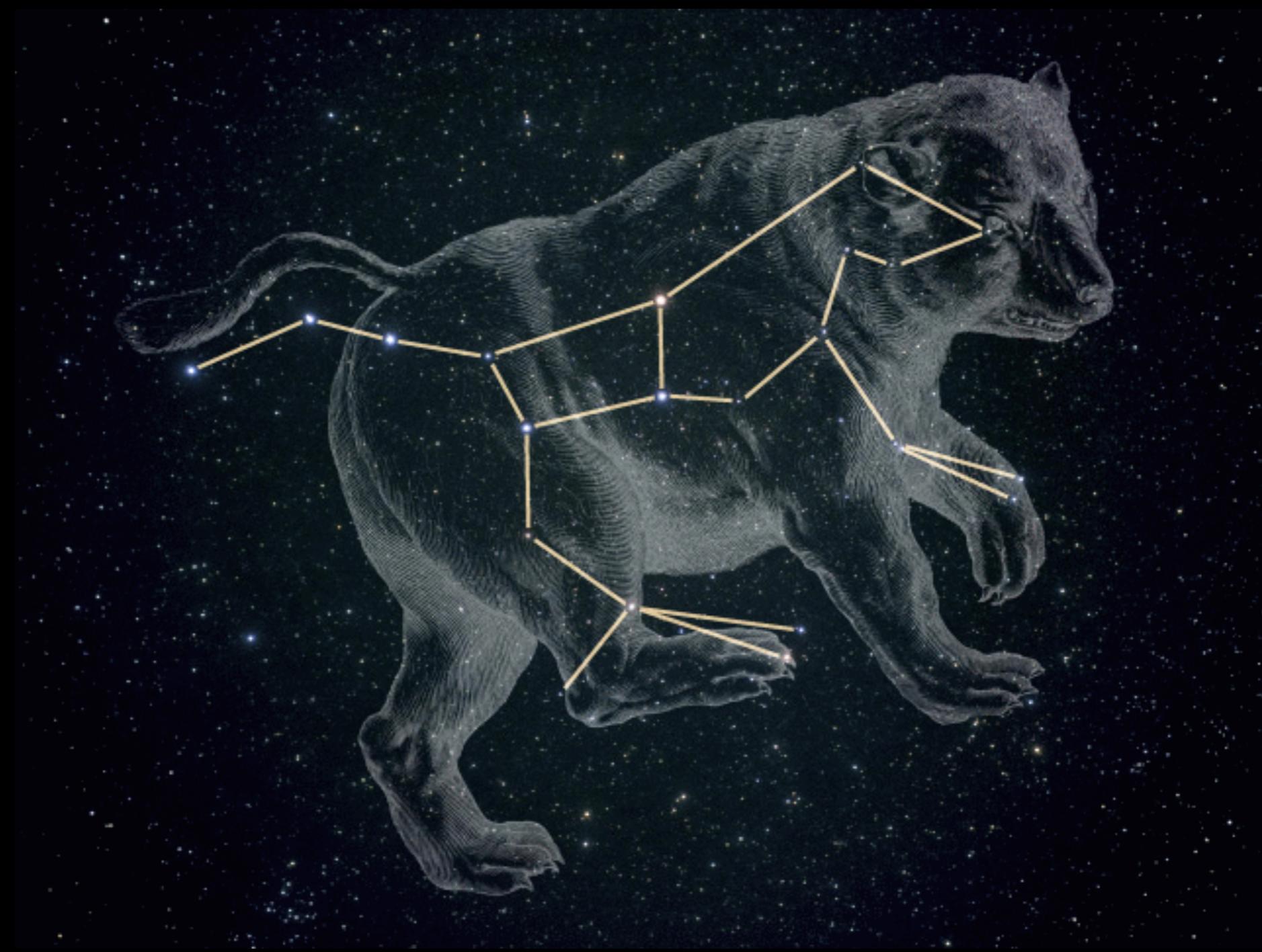
When you look up the stars,
you see a bunch of tiny lights...



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



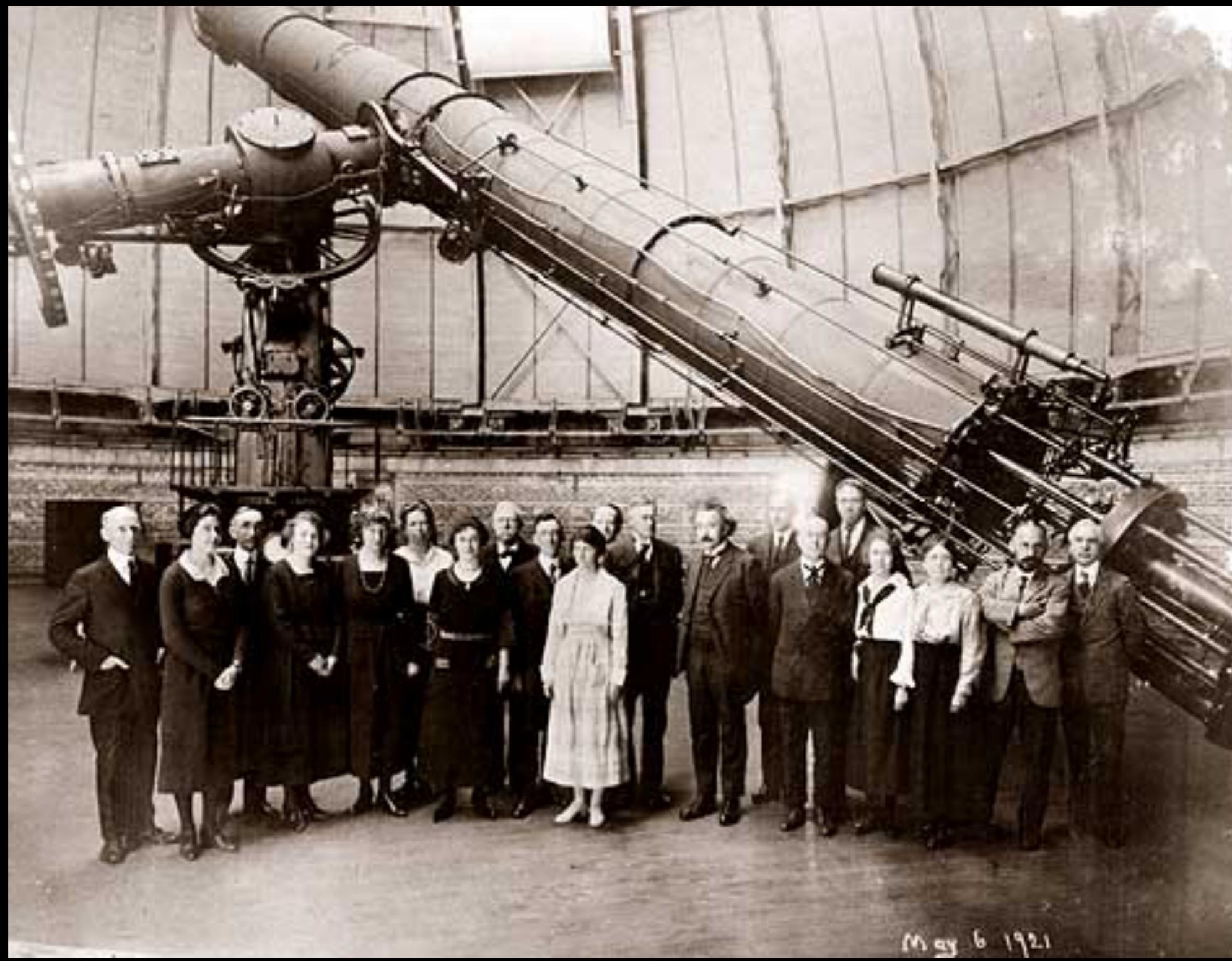
and see the shape of a
bear. Or any other animal.



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...



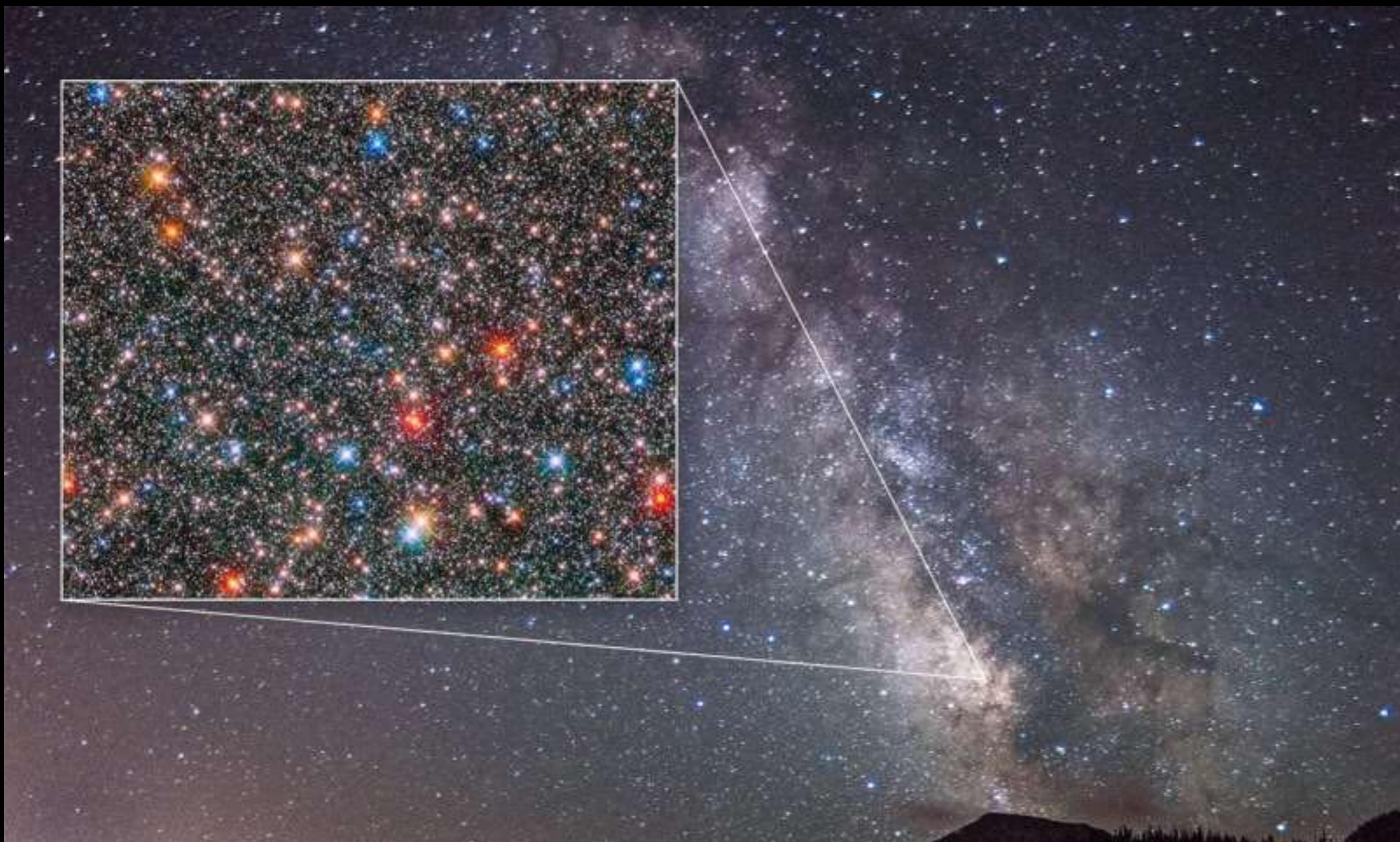
or just go for plain
wrong conclusions.



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

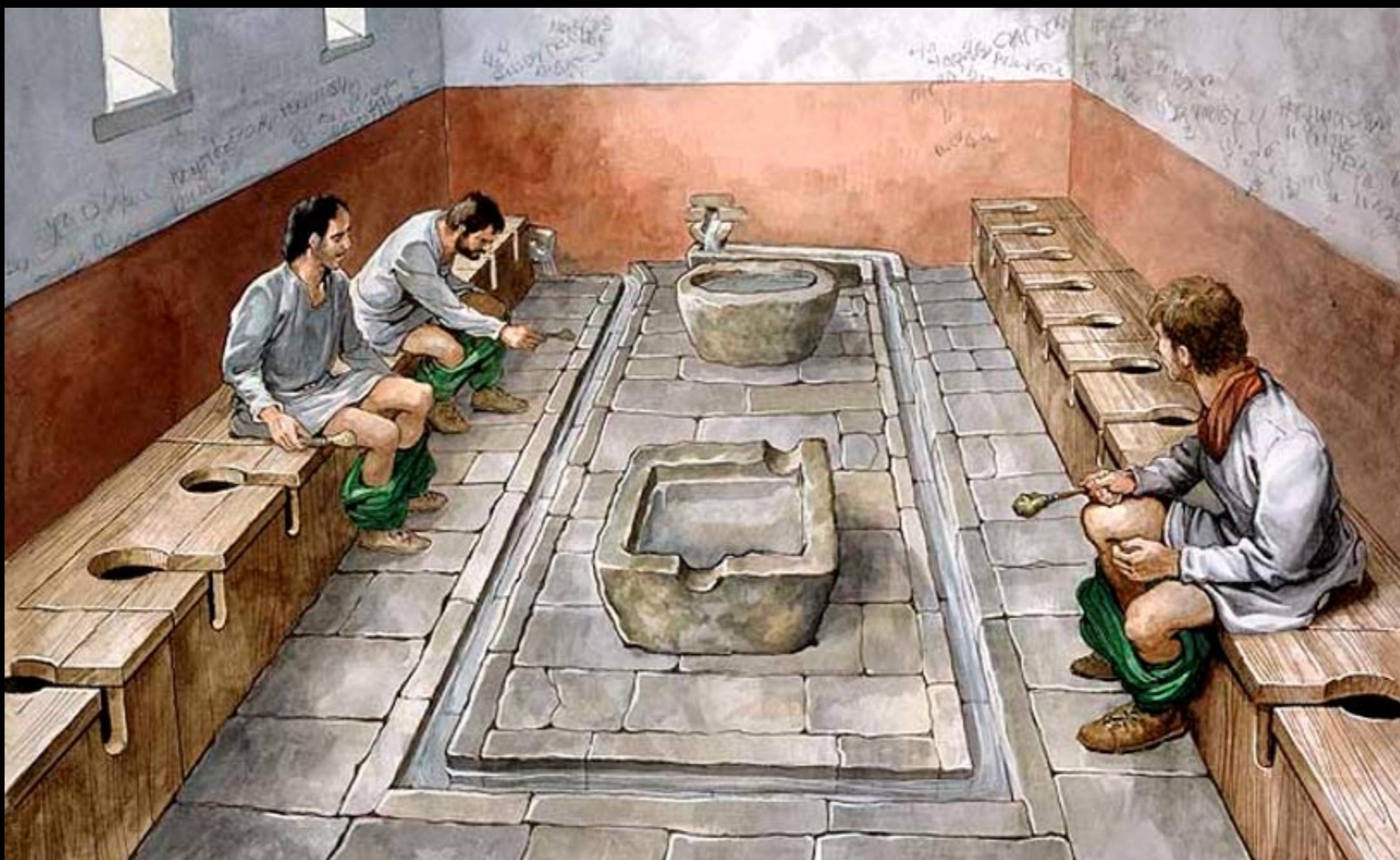
Let's talk about privacy



and toilets....



Roman toilets

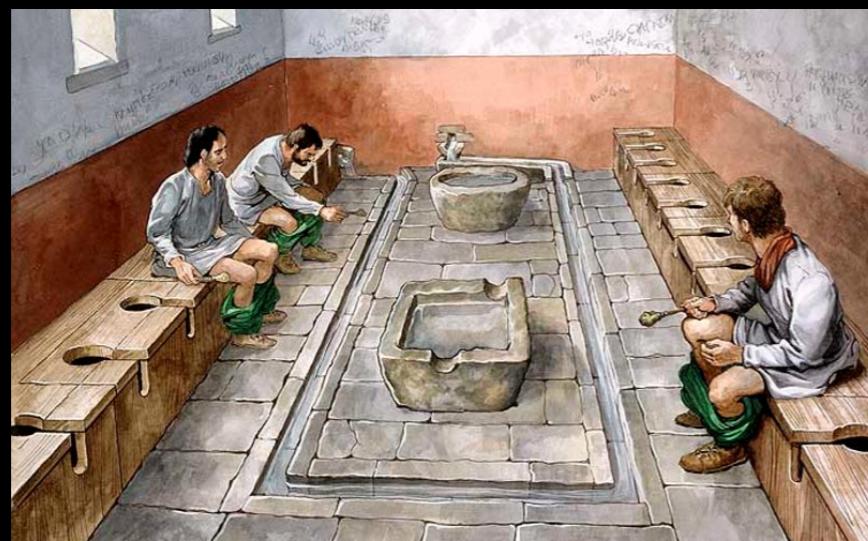


VS

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.

