**2.1.1 Alert: Phishing Warning!** 

**Personally Identifiable Information**

1) Complete the table below:

|  |  |  |
| --- | --- | --- |
| **Website or Application** | **PII Collected** | **How the information is used (Will they share it? With whom? Will they keep it forever?)** |
| Surveys completed after making a purchase | age, race, ethnicity, geolocation, socioeconomic status | To track the trends of people like you |
| <https://www.collegevine.com/> | Age, geolocation, career interests, socioeconomic status, race, ethnicity, gender. | CollegeVine uses this information to calculate the change of acceptance into certain colleges, as well as recommending the user certain colleges that might fit their career interests, academic profile, and location. |
| <https://open.spotify.com/> | Listening habits, name, system information, other social media | Spotify uses this information to tailor recommendations based on your listening habits, as well as using social media to find friends of yours that use the service. The application uses system information for hardware acceleration as well as accessing your file system to download and import music. |
| <https://www.youtube.com/> | Viewing habits, age, interests | YouTube uses this information to tailor video recommendations, similarly to Spotify. The service also asks the user for their intereests (on newer accounts) when they create their account to give the service a baseline of information on a user’s interests. |

2) What similarities and differences did you see in your table versus your partners table?

Reflection Question Answer:

What are cookies? A delicious snack/dessert……..or something else?

Reflection Question Answer: Cookies are small pieces of information about your browser that a web server saves. Cookies are primarily used for user convenience, for example: choosing the dark theme on a website. Without cookies you would have to manually change the website from its default theme to its dark theme.

**Exploitation of PII**

3)

Reflection Question Answer: The simplest way to prevent an individual with malicious intent in the situation described in the Unit 2 Problem, would be to clear the browser history on the university computer. Other options such as cryptography would also protect your message.

Malware: Malware is software intended to damage a system or take partial control over its operation

Keylogger: A keylogger is a program that records every keystroke made by a user

Rogue Access Point: A rogue access point is a wireless access point that gives unauthorized access to secure networks.

Free Wi-Fi & Pineapple: Something amazing or nefarious? Free Wi-Fi is both a blessing and a curse. To join a free public Wi-Fi network without any protection like a VPN is a dangerous decision to make. Not only could a fake network be set up by a malicious actor to siphon information from your device, but information sent over legitimate networks can be intercepted by malicious actors and used for nefarious purposes. Free public Wi-Fi, however is a great convenience and is something many people rely on for access to the internet, at a library for example, one can use a computer free of charge, which is fantastic as it gives people opportunities to use a computer that they wouldn’t have otherwise, one must however take into account the danger of entering personal information on networks such as these.

**Conclusion**

1. Storing information online facilitates convenience for users, streamlining the process of using many sites through the use of cookies that can recall user preferences on websites, making the user experience quicker and more efficient.
2. Convenience online comes with a cost, that cost being potential loss of data to malicious actors, cookies can be abused to store user information that breaches privacy.

1. Being selective about the information you give to sites, and which sites that information is given to, as well as being mindful of sending personal information over public networks are effective methods for protecting oneself online. The use of a Virtual Private Network can also be effective under the right circumstances.