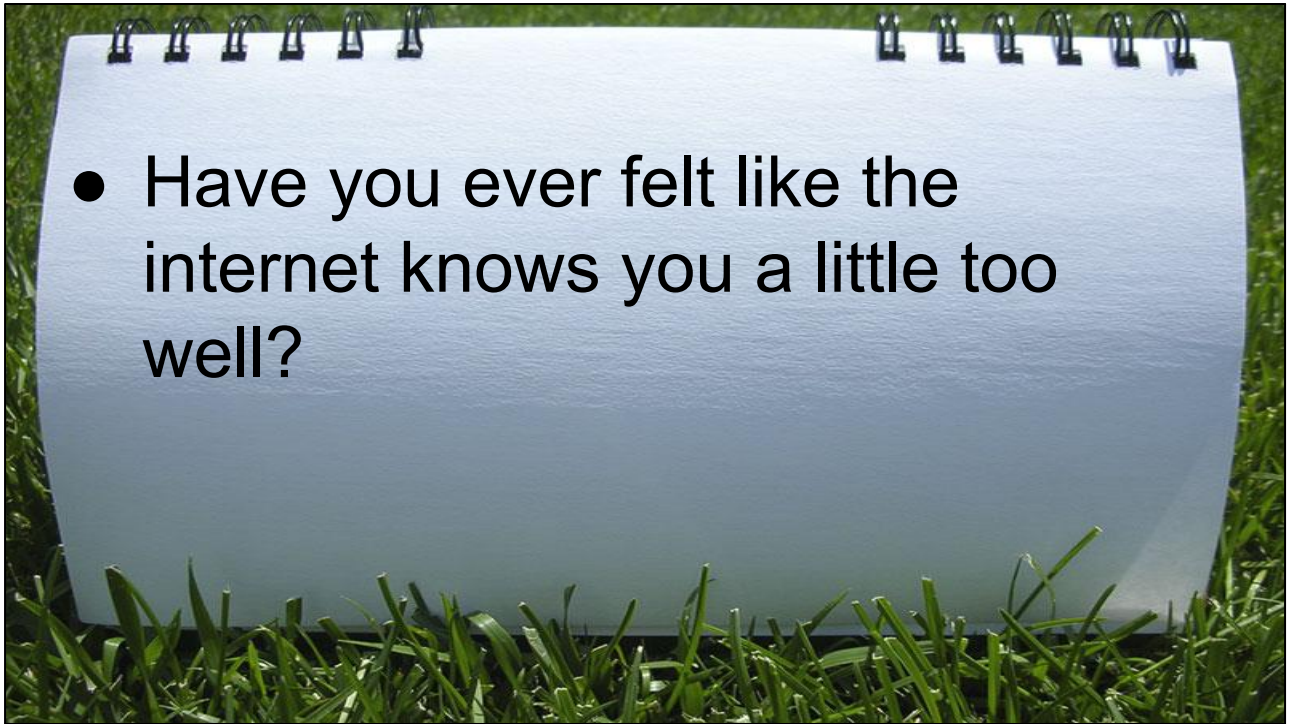





Digital Advertising & You

How digital advertisers get to know you, and what you can do to mitigate your risk.



Solicit examples of what promoted material felt creepy. As examples are shared, ask "How do you think they knew that?"

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- Do you read privacy policies and terms of service agreements before clicking “I agree”?

Discussion of what is regularly in these agreements, and what you might look out for if you're doing a quick scan. Briefly demo Alison's suggestion: "Terms of Service; Didn't Read that rates TOS based on a number of criteria and assigns them a grade"

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- How do internet cookies work?

Crowd source student answers to arrive at some understanding, read definition, watch short video on how they work, ask Eric Hellman for graphic from Week 16 video lecture on how cookies meet up in the same place.

Tools

- Privacy Badger
- Lightbeam
- 1Blocker
- Terms of Service; Didn't Read
- Social media settings

Demo tracker blockers