Practice Exercise - Your Data Profile Page

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**What is a data profile?**

A data profile is captured data that can identify you somehow. This could be the digital footprint of your browser, the locations logged by your devices or facial recognition on cameras.

A person’s (online) data profile can be controlled online by using certain tools such as a VPN or exclusively accessing the Internet through the TOR network. Each of these tools will make it much harder to identify you as a person, based on data anonymously gathered on the websites you visit.

**What kind of data do you produce every day?**

GPS-Location (phone), website ‘check-ins’, Rejsekortet “check-ins”, Payments with debit-card including the use of Mobile Pay.

**How much of these data are "public”?**

Of the sources mentioned in the above every-day-use section, none of the information is actually public unless the sources have been hacked and the information has been leaked. However, on social media sites such as Facebook or the more professional LinkedIn, we all have a public profile that usually can be found through a simple google search on a person’s name.

On Facebook, you’re capable of customizing the amount of information available on your public profile to a certain degree. Profile picture, cover photo, and name will always be the lowest amount of information present to the public. However, this is not to say that other information about you on Facebook can’t be found anyway. Other friends might not have been equally protective of their data, i.e. images or posts where you are tagged.

**Who has access to which types of data about you and your behavior?**

Friends and family have access to images, statuses and other defining data on social media. However, it is also possible to make only certain information available to a select group of people. As an example phone number, e-mail and address can be hidden from the majority of your network, but made visible to close friends and your parents.

Besides a person’s network, the websites and/or companies you visit and utilize tools from can access most data about the user and could, if they so desired, create a qualitative analysis based on this data. This data is sometimes also shared with third-party companies and used to serve more relevant advertising to the user.

**What can be learned from these data about you?**

It depends on how and who the data is processing in regards to the data structure. Patterns can be created to estimate home and work locations if this is not public already.

Personal preferences can easily be derived from internet behavior, and is largely used in the commercial sector in regards to marketing and targeting analysis

| What have you done today? | What type of data has been produced? |
| --- | --- |
| Opens Skype app on his Smartphone | * Sends messages * Online activity * Opening/closing of app, date & time * Skype might be able to see other apps he has opened |
| Reddit | * Visited subreddits * Google analytics * Links clicked * Referral system * Reddit Enchancement Suite |
| Imgur | * Referral page - what site did he view a picture from Imgur on? * Time spent looking at the picture * Connection to Reddit |
| Youtube - watched videos | * Google Analytics * If he watched any videos * Relevant videos, suggestions on recent search * How much of the videos beeen watched |
| E-mail - opened mails (Gmail) | * Google Analytics * Email viewed (not necessarily exhaust) * Link or domain redirected to (ie. <http://i.imgur.com/qjGgQZA.png>) * Password, contacts, registered personal information (age, name, address) |
| G2A (Game buying site) | * Cookies * Registers the site through which you connect to the site - in this case through Gmail (see the imgur link above https://id.g2a.com%23/rating&source=gmail) * What subsections of the site you visit |
| Getsync - (data sync site) | * Registers the site through which you connect to the site - in this case through Gmail (see the imgur link above https://id.g2a.com%23/rating&source=gmail) |
| Instagram - Scrolled through the feed, but was not active in commenting, liking or posting. | * Video viewed * (How long a user viewed a video) |
| Facebook - Grupper, beskeder. | * Your registered information (age, name etc.) |
| Google | * What you searched for * Where you searched from * Which suggested website you chose to visit |
| DR | * How long you’ve spent on a particular article * Facebook data collection |
| Nemlig.com | * Product searched for * Product viewed |
| Firstgrade | * Product viewed |
| Netflix | * Which movies you have seen, processes this data into which movies you would like at the site. * Connected to your email account, email address * Device logged in to the account |
| Netbank | * Cpr-number, personal information, (NemID) |
| Called Lån&Spar | * Recorded conversation * Computer that can read the numberpad presses (CPR number) |
| Google Play | * Apps on your device * Your location * Apps chosen to update |
| Soundcloud | * Location * Contacts * Device used * Artist listened to |
| Arrived at ITU | * Video security footage |
| LearnIT | * Cookies, your password and username, registered email |
| Paid with card | * Device paid through * Bank gathers company information * Your location |