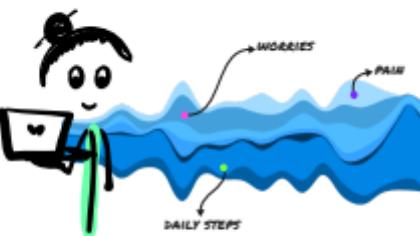


THE PERSONAL DATA TRAIL

ON ANY GIVEN DAY, WHEN WE INTERACT WITH DIGITAL DEVICES, WE LEAVE BEHIND A TRAIL OF DATA.



A BIT CONFUSING, RIGHT?
LET ME EXPLAIN HOW THIS
TRAIL OF DATA WORKS WITH
THREE EXAMPLES

BROWSING HISTORY
ACTIVITY TRACKING
PREGNANCY TRACKING

BROWSING HISTORY



EVERY TIME WE VISIT
A WEBSITE WE
GENERATE DATA



THE URL WE VISIT
AND HOW WE GOT THERE

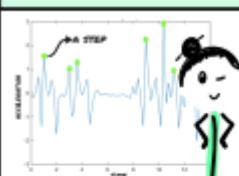
- FOR EXAMPLE:
- WE TYPED THE URL
 - WE FOLLOWED A LINK

THE ID OF OUR DEVICE
THE DURATION OF OUR VISIT
THE DATE AND TIME

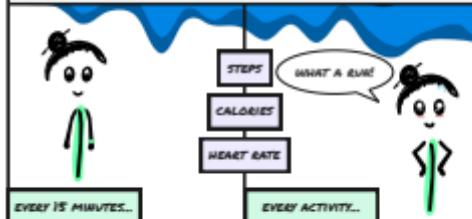
ACTIVITY TRACKING



THESE DEVICES HAVE
SENSORS THAT
MEASURE HOW WE
MOVE IN SPACE



THIS MEANS THAT
WITH EACH STEP WE
TAKE WE GENERATE
DATA



PREGNANCY TRACKING



EVERY TIME WE USE
THE APP WE GENERATE
DATA

SOME WE GENERATE
EXPLICITLY AS WE
REFLECT AND REPORT

DUE DUE DATE
OUR MOOD
OUR GENDER
OUR SYMPTOMS
OUR SLEEP
OUR FOOD INTAKE
OUR AGE
THE DATE AND TIME
THE ARTICLES WE READ
THE TIME WE SPEND
SOME WE GENERATE
IMPLICITLY AS WE USE
THE APP