

# 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

THESE SENSORS CAN BE USED TO INFER OUR ACTIVITY



THIS MEANS THAT  
WITH EACH STEP WE  
TAKE WE GENERATE  
DATA



## PREGNANCY TRACKING



EVERY TIME WE USE  
THE APP WE GENERATE  
DATA

