THE 8-DAY DATA DETOX KIT

Do you feel like your digital self is slipping out of control? Have you let yourself install too many apps, clicked "I agree" a few too many times, lost track of how many accounts you've created? Perhaps you feel you're not as in control of your digital life as you'd like to be.

Don't despair! This data detox is designed just for you. By the end of the 8-day program, you'll be well on your way to a healthier and more in-control digital self.

TOXIC DATA BUILD-UP

If we think about what one or two pieces of data tell others about us, it may not seem that big of a deal: Who cares if I'm a big fan of Beyoncé, have a nerdy passion for trains, or harbor a crush on Chris from Accounting?

The problem lies in what's happening with all of these pieces of data: relentlessly collected across all our devices, services, and accounts and eagerly analyzed, shared, and sold. In aggregate over time, intimate digital patterns emerge: our detailed habits, movements, relationships, preferences, beliefs and secrets are laid bare to those who collect and capitalize on them.

As you follow this 8-day data detox, you'll get a glimpse into how and why this is all happening, and take practical steps to reduce your "data bloat"—a toxic build-up of data that can lead to uncomfortable consequences in the longer term.

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SO, START YOUR DETOX TODAY!

Everyone has a reason to care about their toxic data build-up. Have a look at some reasons below. What's yours?

☐ I find ads creepy.

☐ I'm worried my data will affect my credit score or lead to higher insurance premiums.

☐ I'm concerned that the news I see online is altered based on my online activities.

☐ I don't like the thought of all my online searches being recorded (especially the really personal ones!).

☐ I don't understand how my apps know so much about me.

☐ I wish I felt more in control of my life online.

☐ I don't like not knowing what information about me is recorded.

☐ I'm embarrassed about those old photos online.

☐ I'm scared someone will steal my identity and open accounts in my name.

☐ I'm disturbed by reports about profiling.

☐ I don't think companies should be making money off my personal information.

☐ Of course I have something to hide— no-one's really that boring (or perfect!).

THE DETOX

Each day of the 8-day plan will only require a small amount of your time. All you'll need is the devices you use (laptop, smartphone, tablet) and access to the Internet. Each day will have a different focus, and end with a daily Data Detox Challenge that takes you that bit further—if you're up for it!

So get going and start your data detox today!

DATA DETOX KIT

DAY 1

DISCOVERY

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DAY 1: DISCOVERY

Congratulations on starting your data detox! You're on your way to gaining more control of your digital self. Today is all about getting real, and this means assessing the damage. Today starts with the question: Who are you online, to others? Let's get started!

WHO ARE YOU ONLINE, TO OTHERS?

Of course, you might already search yourself on Google once in a while, just to check up on what's out there; but have you ever thought about how your search results might not be the same for others when they search your name? This is the hidden workings of the search engine in action. So:

STEP 1: MAKE A FRESH START

To see what your online self "looks like" to other people, your browser needs to be cleaned.

❶ Open your browser.

❷ Log out of all your email and social media accounts.

❸ Clear your browser history and cookies:

Firefox: *Preferences* > *Privacy* > *History* > *Clear recent history* > Time range: *Everything*
Chrome: *Settings* > *History* > *Clear browsing data*
Safari: *Safari* in the top menu bar > *Clear history* > *All history*

Now you're ready to see your search results as someone else might—let's get searching.

STEP 2: START YOUR SEARCH

❶ Go to a search engine. (Start with Google, and then try some others, such as DuckDuckGo or Startpage.)

❷ Take a few minutes to search your name. (If you have a name that's very common, add an additional piece of identifying data about you, such as your work, city, or where you went to school.)

Find anything surprising?

ASK: IS GOOGLE YOUR BFF?

Does Google know you better than anyone else?

❶ Check the Google products you use. What do they tell Google about you?

❷ Check the box on the right if you also share this information with your real-life BFF.

GOOGLE PRODUCTS YOU USE	SHARE WITH BFF?
☐ Chrome: *where you are, what you're interested in, type of computer/phone*	☐
☐ Search: *what you're curious about, what you don't know*	☐
☐ Cloud: *all the photos on your phone, reminders, notes, plane tickets*	☐
☐ Docs: *what you're working on with your colleagues*	☐
☐ Forms: *which events you're going to, when*	☐
☐ Youtube: *your interests, guilty pleasures, what you're learning to do*	☐
☐ Gmail: *communication with friends, family, banks, doctors, school, lawyers*	☐
☐ Translate: *emails, letters, words you don't know*	☐
☐ Hangouts: *conversations with friends, lovers, colleagues*	☐
☐ Maps: *where you've been, when, how often, where you went from and to*	☐

If you've checked most (or even all) of the boxes on the left.... it looks like Google is the BFF you didn't know you had.

Want to see what Google sees?

- Sign into your Google account.
- To see your entire search history, go to https://www.google.com/history/
- To see all your data (bookmarks, emails, contacts, Drive files, profile info, your Youtube videos, photos, and more) go here: https://www.google.com/takeout
- Don't forget to sign out again!

DAY 1 DATA DETOX CHALLENGE

How many times do you hear the word "Google" used as a verb? Keep a tally over the course of the week.

Well done! You've made it through the first day of your data detox, and taken an important first step towards your new digital self! Day 2 will move the focus to your online social life.

DATA DETOX KIT

DAY 2

BEING SOCIAL

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DAY 2: BEING SOCIAL

Most of us connect with friends just as much through social media and chat apps as in person; and we create a lot of digital information in the process. Since social media is a major contributor to data build-up, this is a good place to start detoxing. Today begins with a brief look at Facebook, then moves on to the detox.

IS FACEBOOK YOUR BFF?

Yesterday you asked yourself if you're actually closer to Google than to your best friend. Today you'll ask the same about Facebook! To get a sense of how much Facebook knows about you:

❶ Install the Chrome browser if you don't already have it (https://www.google.com/chrome/).

❷ Search for "What Facebook Thinks You Like Chrome Web Store." This should bring up the link to the What Facebook Thinks You Like tool on the Chrome Web Store.

❸ Select *Add to Chrome*, then click on the icon in your browser and follow the instructions.

DETOX!

Ready for some cleansing?

FLUSH OUT PUBLICLY AVAILABLE DATA

How intense do you want to make your data detox? Try out the changes below for some deep cleansing of your publicly available data on Facebook and Twitter. Check off each step when it's done!

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❶ Basic Privacy Settings: Facebook

Log in to Facebook, and go to *Settings > Privacy*.

☐ Turn off *Location*.

☐ Select *Friends* for *Who can see your future posts?*

☐ Select *Friends* for *Who can look you up using the email address/phone number you provided?*

☐ Select *No* for *Do you want search engines outside of Facebook to link to your Profile?*

Now go to *Settings > Timeline and Tagging*

☐ Select *Only Me* or *Friends* for *Who can see posts you've been tagged in on your timeline?* and for *Who can see what others post on your timeline?*

❷ Basic Privacy Settings: Twitter

Log in to Twitter and go to your profile picture > *Settings > Security and Privacy*

☐ *Photo tagging* > check *Do not allow anyone to tag me in photos*

☐ *Tweet privacy* > check *Protect my Tweets*

☐ *Tweet location* > uncheck *Add a location to my tweets*

☐ *Discoverability* > uncheck *Let others find me by my email address*

Great job! You've just reduced your toxic data load!

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DAY 2 DATA DETOX CHALLENGE

Today's challenge is to practice the fine art of decluttering: deepen your detox by minimizing what's already stored on the platforms you use. Start slow, with just one account. You might find that once you start tidying up, you won't want to stop!

Begin by un-tagging and/or deleting a few photos or posts. Choose ones that you wouldn't miss anyway and set your own bar: 10 photos, 20 posts—you decide how many to start with, and as you get more comfortable you can set yourself higher challenges. How many photos, posts, or comments can you live without? Great; now add four more to that number and get going :)

Congratulations! You've cracked Day 2 of your data detox—and your data build-up just got reduced! Tomorrow, you'll take a closer look at how you navigate the Internet.

DATA DETOX KIT

DAY 3

SEARCHING, SURFING, SHOPPING

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DAY 3: SEARCHING, SURFING, SHOPPING

Your browser is your portal to the Internet, and if you suspect it's a big contributor to data build-up, you're right! Let's find out why, and then get detoxing.

HOW DO THEY KNOW IT'S ME?

There are a few different ways you're unique on the Internet, and this is how websites and trackers are able to recognize you online (which can be surprisingly often—some trackers, like Google analytics and the Facebook Like button, are present across the Internet).

One of these "unique-ifiers" is your browser fingerprint. When you visit a website, trackers in the website can see a lot of different things about your browser. Taken together, this often forms a unique or near-unique pattern: a browser fingerprint.

To see what a tracker sees, go to https://panopticlick.eff.org/, and click "Test Me." Save your results —you'll need them later!

DETOX!

It's now time to start detoxing your phone. You'll now detox your browser. Pick either Chrome, Firefox or Safari to work with. By the end of today's detox, you should be blocking a lot of information from trackers, and this in turn should make your browser less unique (because there's less information to create a "fingerprint" from).

THE DEVIL'S IN THE DEFAULT PRIVACY SETTINGS

No browser's default privacy settings are actually private by default, but luckily this can be changed.

A NEW BROWSING YOU

Chrome, Firefox and Safari all offer a "private browsing" mode. These change the settings of your sessions so that when you close the browser, the following are deleted from it: website, search, web form and download histories, as well as cookies and temporary files. Otherwise, these things tend to stick around and get shared. Try it out:

❶ **Chrome:** "New Incognito Window". This is only possible per-session: right-click on the browser icon and select *Open a new window in Incognito mode*.

❷ **Firefox:** Firefox's version of this is called "Private Browsing."
  • To set "Private Browsing" permanently, go to: *Preferences > Privacy >* select *Use custom settings for history >* check *Always use private browsing mode*.
  • Per-session use: right-click on the browser icon and select *Open a new private window*.

❸ **Safari:** "Private Browsing".
  • To set "Private Browsing" permanently, go to *Preferences > General > Safari opens with:* select *A new private window*.
  • Per-session use: In the browser's top menu, go to *File >* select *New Private Window*.

BROWSER BOOSTERS

You're now ready to install some specific extras, otherwise known as "add-ons and extensions." This is so quick to do that by the time you're finished asking "what add-ons and extensions?" it will already be done... (For the record, add-ons and extensions are mini-programs for your browser that do something extra).

Install the following three add-ons and extensions in either Firefox or Chrome (none are currently available for Safari):
  • To Block trackers: **Privacy Badger**
  • To clean your browser history and cookies with one click: **Click 'n Clean**
  • To make sure connections with websites are secure where possible: **HTTPS Everywhere**

SEE IF YOUR DETOX IS WORKING

You should already be able to see some detox results! Revisit https://panopticlick.eff.org/ with the browser you've just taken through detox. Click "Test Me," and compare the new results with your previous ones. Have they changed?

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Exciting! You're done with Day 3 of your data detox... with a browser that's fresh and clean and ready to go. On Day 4, you'll move on to detoxing your smartphone.

DAY 4

CONNECTING

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DAY 4: CONNECTING

Your smartphone is a prime producer of runaway data, and Day 4 is all about helping you rein it in. First we'll take a look at how and where data is created and collected; and then we'll start the detox!

WHO IS YOUR PHONE TALKING TO?

Your phone craves connection, constantly—with or without your participation. It's also really not picky about what it connects to: mobile networks, Wi-Fi networks, and other devices (Bluetooth) —it wants everything, all the time, everywhere, and will connect over a number of different bands of the radio spectrum. Your phone's approach to existence is to broadcast constantly on every available open channel: "I'm here, Me, Over Here! Meeee!"—and to try and connect to whatever signals make sense to it.

There's a great app called Architecture of Radio that allows you to see some of the devices and signals around you... it's a bit like wearing sneaky night-vision goggles. Install it and explore, or watch the demo here: http://www.architectureofradio.com/

Is your phone communicating much more than you expected?

DETOX!

STEP 1: DOES EVERYBODY NEED TO KNOW YOUR NAME?

Is your phone shouting your name to the Wi-Fi network of every café, office and apartment you visit (or even just walk past)? At some point, you probably "named" your phone (most iPhone and iPad users' devices are named after them by default). When you pop into a Wi-Fi zone without locked-down settings, "Mary Smith's Phone" is what's visible to everyone on the network. The first step of today's detox is changing the name of your phone to something less personally identifying, yet still uniquely you. Change it now!

STEP 2: CULTIVATE YOUR PHONE'S INDEPENDENCE

You can easily reduce how much data your phone broadcasts: just switch off Wi-Fi and Bluetooth when you're not using them (This will also make your battery last a lot longer—bonus!).

STEP 3: CLEAN UP YOUR MOBILE BROWSING

Transform your browser into a less data-clogged version of itself:

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❶ First choose a mobile browser that either allows for its settings to be changed, or offers a "Private Browsing" mode. On Android, *Firefox* is a good choice; for iPhone users, *Firefox* and *Safari* are both good options. (For more on choosing browsers, go to https://myshadow.org.)

❷ For a thorough cleanse, go through the following steps, checking them off as you go:

☐ Change to a privacy-enhancing search engine such as DuckDuckGo or Startpage (these limit profiling by neither collecting nor sharing data with third parties).

☐ Delete your browser history (to limit access to your history by third party trackers).

☐ Set permissions for cookies.

☐ Select Tracking Protection (Firefox) / Do Not Track (Safari).

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DAY 4 DATA DETOX CHALLENGE

On many mobile devices, every Wi-Fi network you connect to can see a list of all the other networks you've connected to in the past. Many network names include location clues or details we might not want to share with others. Think airports, cafés, hotels, offices and so on. Do you really want everyone to know where you've been?

This may seem innocuous, but if (for example) you're secretly interviewing for a job, do you want your current employer to know that you recently visited their competitor's offices? Go through the stored Wi-Fi networks in your phone, think about what you consider personal or private, and delete names you'd rather not have your smartphone blabbing about to every Wi-Fi network it connects to.

You did it! Day 4 of the data detox is done and your phone is now ready for a rejuvenating app cleanse... which is what Day 5 is all about!

DATA DETOX KIT

DAY 5

MAKING CHOICES

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DAY 5: MAKING CHOICES

Your apps produce just as much excess data as your phone, if not more, and today is all about the app cleanse. You'll feel so light afterwards, you'll wonder why you've never done this before.

YOUR APP CHECK-UP

We all go through periods of overindulgence when it comes to apps: "Just one more...it's free... what's the harm?" And that can be tons of fun—but now it's time to take stock.

Do you know how many apps are on your phone? Take a guess, and then grab your phone and count them. (Yes, including all those apps that came with the phone.) Is the number higher than you expected? How exposed are you to data collection?

0 - 19	Low exposure
20 - 39	Moderate exposure
40 - 59	High exposure
60 or more	Very high exposure

The more apps you have, the more your data builds up, and the more companies have access to it. In today's detox, you'll have the chance to (finally!) get rid of some of that excess app bloat that's been clogging up your phone. If you've ever been scrolling through your apps and wondered "How the heck did that get on here?!?" This step is for you. Let's get started!

DETOX: APP CLEANSE!

It's important to do an app cleanse once in a while—especially when it comes to apps that you never use, and apps that collect waaaay more data than they should.

STEP 1. SHOULD IT STAY OR SHOULD IT GO?

To decide which apps to keep and which to get rid of, you need to take a critical look at what you have. Start with three apps, and ask the following questions:

❶ Do you really need it?

❷ What data does it have the ability to collect?

❸ Which company or group is behind it? Do you trust them with your data? What is their business model? What are their privacy policy and track record?

❹ What benefits are you getting in return for your data? Are they worth the trade-off?

❺ Is there a better alternative out there?

As you answer these questions, you'll be better positioned to decide if the app should stay... or if it should go.

STEP 2: THE APPS YOU CAN'T LIVE WITHOUT

If you've decided an app is worth keeping, you can still make sure it's not vacuuming up more data than it needs in order to function. On iPhone you can selectively limit permissions under Privacy. On newer versions of Android, go to *Settings > Apps*, and set permissions for each app individually.

STEP 3: THE APPS NOT WORTH KEEPING

Removing apps can be a powerful way to detox your digital self. If apps aren't there to collect data in the first place, they can't collect it and sell it to other companies! Delete the apps you don't use, or that are too data-greedy—they're just contributing to your data bloat.

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DAY 5 DATA DETOX CHALLENGE

Try something new: Find an alternative to Skype or Facebook Messenger, and convince a friend or colleague to try it out with you. Good options include Jitsi Meet and Signal.

And you're done! With Day 5 under your belt, you're ready to move to Day 6, which takes a deeper look at tracking and profiling.

DATA DETOX KIT

DAY 6

WHO DO THEY THINK YOU ARE?

DAY 6: WHO DO THEY THINK YOU ARE?

In the past five days of detox, we've looked at what and how data is collected through our phones, browsers, social media, apps and the Google products we use; but we haven't had a really good look at why. Day 6 is about exploring that question.

FACEBOOK, GOOGLE AND YOU: MORE THAN JUST FRIENDS?

We use the Facebook platform, we use Google products; and we've seen how much data these companies collect through those things alone. But Facebook and Google might be even more intimately involved in your online life than you think. A tool called Lightbeam can help show you how:

❶ Open Firefox.

❷ Go to *Tools > Add-ons > Extensions >* search for *Lightbeam >* click *install*.

❸ Follow the instructions.

Surf the Internet for a few minutes, and go back to Lightbeam. Which trackers are bigger than others? How central are Google, Facebook, and Twitter? This offers a good snapshot of how central these companies have become to our online worlds.

"GOOGLE THINKS I'M A MIDDLE-AGED MAN. WHAT ABOUT YOU?"

Your browsing behavior, search history, the contents of your emails... it all adds up to detailed profile, and it's all held in one place: Google. On Day 1, you saw how much data Google collects about you. Now get a glimpse of who Google thinks you are, by going to:
https://www.google.com/settings/ads/anonymous

And this is just a part of all the information Google has. How accurate is your Google profile? And why does it matter?

PROFILES ARE NOT JUST FOR SHOWING YOU ADS

Profiling is personal, and why you care about your data being used is also personal. Sometimes "innocuous" or "banal" data can have bigger consequences. Have any of the following things happened to you or anyone you know?

First time driver? Looking for a car insurance? Paying more than your friends?
Car Insurer Admiral worked on an app that would use your Facebook posts to link your personality traits to your driving style. Do you use "!!!!" and the words "Always", "Never" and "Maybe"? According to Admiral, you have an overconfident personality and under this system would not be eligible for a safe driving discount. In the end, Admiral was forced by Facebook to scrap the plan just hours before launch, as it was deemed to break Facebook's privacy rules.
https://www.theguardian.com/technology/2016/nov/02/admiral-to-price-car-insurance-based-on-facebook-posts

Wondering why you get some specific ads but not others?
Did you see the recent headline "Facebook Lets Advertisers Exclude Users by Race?" Based on your hometown and language, Facebook gives you an 'Ethnic Affiliation' tag—which ProPublica found can be used to exclude entire groups from advertising campaigns.
https://www.propublica.org/article/facebook-lets-advertisers-exclude-users-by-racet

Tired of seeing those diaper ads?
Trying to avoid ad targeting on Facebook is hard! If you're pregnant, this is valuable information for marketers: your spending patterns and interests are about to change. Read this story about Princeton sociology professor Janet Vertesi, who decided to try and hide her pregnancy from Facebook.
http://www.huffingtonpost.com/2014/04/30/janet-vertesi-hide-pregnancy-internet_n_5235447.html

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DAY 6 DATA DETOX CHALLENGE

Today's challenge is to request your data profile from a data broker. In the U.S., Acxiom is one of the biggest. To get your profile from them:

❶ Go to https://aboutthedata.com

❷ Scroll to the bottom to "See and Edit Marketing Data about You" > "Click Here" > request your data.

❸ Once you've received your profile: How accurate is it? Think about each piece of data: how did it get into the hands of Acxiom? In addition to being collected from online activities, data can also be bought, or freely acquired, from many different sources such as postal forwarding, voter registration databases and other institutions and companies.

Note: any additional information you provide to Acxiom during registration, along with edits to your information, can be used by Acxiom.

Great job on Day 6! Tomorrow, you'll start looking toward the future...

DAY 7

CREATING A NEW YOU

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DAY 7: CREATING A NEW YOU

After six days of data detox, you might have already decided how you want to manage your data in the future. Perhaps you want to radically reduce your data toxins, or perhaps you just want to limit the damage. Either way, it's up to you to choose your own strategies based on what works for you. Have a look at the four strategies below. For today's detox, try out some of the things you haven't yet done!

CLEANSE

Less is more! Data that's not created can't be collected, analyzed, stored or sold. This strategy is based on the premise that the less data we produce, the better.

☐ Delete three apps you no longer use.

☐ Delete your browser history.

☐ Turn off location settings on your phone.

☐ On Facebook, delete your home town and where you went to school.

☐ On Twitter, delete location information from your tweet history.

☐ On Twitter, deselect *let others find me by my email address/phone number.*

BE TRICKSY

Hide in the crowd! Confuse companies with noise. This strategy involves creating a lot of "wrong" information so that those collecting it don't understand what's correct and what's not.

☐ Change your timezone on Twitter.

☐ Install Adnauseum.

☐ Install TrackMeNot.

☐ Break your routine: leave your phone at home or the office when you go out.

☐ On Facebook, "Like" random things.

☐ Use a VPN when you log into your accounts.

☐ Swap a shop loyalty card or transport card with a friend, just for the day.

ORGANIZE

Manage multiple online personas by separating different social networks, interests, behavior, information and identities into different "compartments."

☐ Use different browsers for different online activities (e.g. use Chrome for anything Google-related, Firefox for searches and visiting websites, Tor Browser for anything highly private or personal, etc).

☐ Limit apps' access to content on your phone by adjusting app permissions.

☐ Use different search engines (e.g. DuckDuckGo, Searx, Disconnect).

☐ Use different chat apps for different social groups.

☐ Use an alternative map app, such as Open Street Maps.

LOCK IT DOWN

Your devices, your rules! Create barriers and restrict access and visibility. This strategy aims to keep your data safe from prying eyes.

☐ Put a mega-super-password on everything (and don't forget to put one on your phone!)

☐ Install a good password manager such as KeePassX.

☐ Back up your pictures and files on an external hard drive.

HOW DID IT GO?

Did any of these strategies speak louder to you than others? Or perhaps a mix would work best? Keep these strategies in mind as you start preparing to take your detox skills with you into the future.

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DAY *7 ULTIMATE* DATA DETOX CHALLENGE

Since you're so close to the end of your data detox, Day 7 offers a challenge to beat all challenges: Create an alternative identity, making use of all the strategies above. Have some fun with it!

❶ Before you start, make sure to clean your browser (as you did on Day 1).

❷ Create a new you: Imagine your new identity, choose a platform, and create a new account. Here are some tips to get started:

• Cleanse: Don't fill in all the fields when you register.

• Play: Use a fake name and fake photo.

• Organize: Use a different/new email address, and think carefully about how you use it and who you're connecting to.

• Lock it down: Use a VPN to hide your location, and use a strong password.

Almost there! On to Day 8, where you'll look at how you can turn your detox into a sustainable lifestyle.

DATA DETOX KIT

DAY 8

SO...
WHAT NEXT?

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DAY 8: SO...WHAT NEXT?

Congratulations—you've made it through a whole week of data detox! Hopefully you're feeling digitally lighter and a little more in control. But perhaps you're also feeling unsure about how you'll take your new digital self forward.

Today we arrive at the most important part of the detox: keeping your new habits fresh. A good detox can only be maintained with a healthy, balanced digital lifestyle, so it's vital to create a follow-up plan that works for you. Otherwise, that excess data bloat will only accumulate.

SET GOALS

Think back over the last seven days. What worked for you? What can you imagine integrating into your daily life? Your ongoing Data Detox Challenge will be to set aside a few minutes every week or month to clear out the data that's been building up.

The following list is designed to help you turn your data detox into routine habits. What are your goals for the next few months?

KEEP IT TIDY	ONCE A WEEK	ONCE A MONTH
Clear your browser history.	☐	☐
Delete your cookies.	☐	☐
Delete apps you no longer use.	☐	☐
Un-tag yourself from posts and pictures.	☐	☐
Clear your Wi-Fi history.	☐	☐
Pay with cash instead of a credit card.	☐	☐
SET BOUNDARIES		
Restrict tagging on social media.	☐	☐
Create strong, unique passwords for your accounts.	☐	☐

KEEP IT FUN	**ONCE A WEEK**	**ONCE A MONTH**
Break your routine: Leave your phone at home once in a while.	☐	☐
Swap a shop loyalty card or transport card with a friend.	☐	☐
On Facebook, tag yourself in random photos or "Like" random things!	☐	☐
Change timezones in your social media accounts.	☐	☐
KEEP IT ORGANIZED		
Set boundaries on your social media use.	☐	☐
Limit permissions for your apps.	☐	☐
Use different search engines for different things.	☐	☐
Use different browsers for different things.	☐	☐

Remember that progress on this step—like all habits—doesn't need to happen all at once. Do what you can, and then do more when you're ready. Set reminders for yourself to check in on a regular basis! The important thing is that you make time for it, and keep going.

SHARING IS CARING

A last note, but an important one: Try to get your friends and family on board. It's a crucial part of making your new digital lifestyle work, and their actions online matter. Every time they tag you, mention you or upload data about you, it adds to your data build-up, no matter how conscientious you've been! So you've really got two challenges for the next few months: To do regular mini-detoxes (i.e. turn your new habits into a lifestyle), and to share your data detox skills with others. (Pro Tip: The easiest way is to give give them their own data detox kit!)

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CONGRATULATIONS ON YOUR NEW, FRESH, DIGITAL YOU!

In this data detox kit you'll also find some small stickers to pass along your Data Detox experience.

WELL DONE ON COMPLETING EIGHT DAYS OF DATA DETOX!

For more, go to https://myshadow.org.

DATA DETOX KIT

APPENDIX

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WHERE TO FIND THE SETTINGS YOU NEED FOR YOUR DETOX

ANDROID There are many different versions of Android around and you might have to dig around a bit to find a particular setting. This is a great opportunity to get to know your phone even better!

- Settings: *Wireless & Networks*, *Users* and *Google*.
- To detox your browser: Open Firefox, click on the menu and go to *Settings*.
- To delete your Wi-Fi history: Go to *Settings* > *Wi-Fi* > *cog icon* > *saved networks* > long press on a Wi-Fi network and select *forget this network*.
- To delete apps: Apps that are built into Android or built in by the phone manufacturer (HTC, Samsung, Nokia) can't be deleted.

IPHONE

- Settings: *General* and *Privacy*
- To detox your browser: Go to *Settings*, look for *Safari* and change your settings.
- To delete your Wi-Fi history: The only current option on iOS is to forget all networks, including your home and work networks, and you'll be asked for the Wi-Fi password again when you try to reconnect. Go to: *Settings* > *General* > *Reset* > *Reset Network Settings*.
- To delete apps: Apps that are built into iPhone can't be deleted.

EXTRA INFORMATION

ADNAUSEUM An add-on that clicks on every ad in your Chrome or Firefox browser, making it difficult for advertisers to create a coherent picture. https://adnauseam.io/

ALTERNATIVES When you use a tool, your data land ups with the company that owns that tool. The only way to really keep your data out of corporate hands is to use alternative, free and open

source tools instead. Curious about alternative, non-commercial apps and tools? Head over to myshadow.org/appcentre.

ALTERNATIVE SEARCH ENGINES If you use Google search, your search history is stored by Google. But Google is not the only option. There are a number of non-commercial search engines available, such as DuckDuckGo, Searx, Ixquick and StartPage, that don't collect or share their users' personal information. These search engines also don't provide personalized search results; they show everyone the same search results for a given search term without logging your search activity data or selling it to others.

THE MYTH OF THE "FREE APP" A "free app" is almost never truly free. In return for each app you install, the app's parent company gains access to your data which can then be sold on to someone else, or used to track your behavior patterns and identify general trends, which can also then be sold to research institutions or governments. If you've ever wondered how most apps can make enough money to survive, your data is the answer.

PASSWORDS It's really important to have a strong, unique password for each of your online accounts. If you use the same password for everything, a leaked email/username and password from one platform could be used to log in to your other accounts!

TRACKERS Trackers owned by third party companies sit behind the scenes in most of the websites we know, collecting a wide range of data: the websites we visit and where we click, our searches, our IP address and our browser fingerprint; all adding to our data build-up without our knowledge.

TRACKMENOT A browser extension for Chrome and Firefox that creates random searches for you in the background. The idea is that your actual search queries get lost in a cloud of false information. https://cs.nyu.edu/trackmenot/

VPN When you browse the Internet using a secure VPN, your data is protected along the way. Find out more about VPNs here: https://securityinabox.org