

DIGITAL NORM

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DIGITAL FOOTPRINT

WHAT IS A DIGITAL FOOTPRINT AND HOW TO MANAGE IT?

A digital footprint can be defined as the accumulation of all kinds of activities we perform on the internet. This covers a wide range from what we share online, to the websites we visit, the comments we leave, and the applications we use. There are two basic types: **passive and active digital** footprints. An active digital footprint consists of content we create consciously (for example, what we share on social media), while a passive digital footprint consists of data collected in the background during our online activities, usually without us realizing it (for example, navigation information collected through cookies).



Which one yours??????



- The importance of digital footprints stems from the fact that almost all transactions and interactions take place online today. These traces can be important in terms of personal security and privacy, as the data collected about individuals can carry risks such as identity theft and fraud. At the same time, it plays an important role in professional life. In the recruitment process, employers evaluate the online reputation and digital presence of candidates. Therefore, the management of our digital footprint becomes increasingly important in modern life.



- Managing our digital footprint helps us protect our online privacy and keep our online reputation under control. This includes regularly reviewing the privacy settings of our social media accounts, being mindful of the content we share online, and closing accounts we no longer use. The content we share on social media platforms in particular forms a significant part of our active digital footprint, and therefore we must be aware that any information and images shared on these platforms may have long-term consequences.



- Managing our passive digital footprint is mostly a matter of the settings of our web browsers and online services. For example, managing cookies, regularly clearing browser history and using anonymous browsing features can help us keep our passive digital footprint under control. Such measures allow individuals to protect their privacy by limiting the amount of data collected online.

WHAT IS A DIGITAL FOOTPRINT?

- Digital footprints are the sum of the traces and data you leave in the virtual world. These traces expand with every interaction, every click and every share you make online. Digital footprints are divided into two main categories: passive and active.

ACTIVE DIGITAL FOOTPRINT

- Active digital footprints are the traces you intentionally leave online. This results from conscious digital activities such as sharing on your social media accounts, blog posts, comments, and participation in online forums.

PASSIVE DIGITAL FOOTPRINT

- Passive digital footprints are traces left by users without them realizing it. This includes data collected in the background, such as the websites you visit, the search engines you use, your online shopping habits, and even your IP address being recorded.

Why is a Digital Footprint Important?

- The importance of a digital footprint stems from the fact that it covers a large portion of our online presence today and how this information can be used.

Personal Security and Privacy

A digital footprint is important for personal security and privacy. The traces you leave online can be used by malicious people, increasing risks such as fraud and identity theft.



- Digital Footprint in Professional Life
In professional life, employers and recruiters can use digital footprints when evaluating candidates' online reputation and professional presence. Therefore, managing your online reputation can have a significant impact on your career.

HOW IS A DIGITAL FOOTPRINT FORMED?



A digital footprint is a data trace that is created and collected as a result of all kinds of activities carried out by internet users online.

This occurs through conscious actions such as sharing on social media platforms, comments on forums, purchases on online shopping sites, websites visited and queries on search engines used, as well as passive data collection methods such as cookies, IP addresses and device information that users do not have direct control over.

These digital traces, which are divided into two main categories: active and passive, reflect users' online behaviors, interests and preferences, and make individuals' presence in the digital world clear.

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- **How to Manage Your Digital Footprint**
Managing your digital footprint is one of the keys to protecting your online privacy and shaping your professional image.
Managing Privacy Settings
Constantly review and update your privacy settings on social media platforms and other online applications. By controlling who can see what, you can prevent your posts from ending up in unwanted hands.

- **Sharing Digital Content Carefully** Be mindful of what you share online. Avoid sharing personal information, sensitive photos, or content that could harm your professional reputation.

- THANK YOU VERY MUCH FOR WATCHING...
- MULTUMESC FOARTE MULT
- OBRIGADA

