



# MY DATA AND PRIVACY ONLINE

A toolkit for young people

## Children's data and privacy online: a brief for parents

- ❖ Children experiment with new technologies, often ahead of adults. They may **encounter risks before we know** about them.
- ❖ Children's activities are increasingly subject to **new forms of data collection and surveillance** by all kinds of companies and by the state (including school, health, police, etc.).
- ❖ The digital environment is getting more complex, and we don't know the **long-term consequences of a 'datafied world'**.
- ❖ Our research shows that children **care about their online privacy** and try out tactics to keep control over their devices and personal information.
- ❖ But children's tactics aren't always successful, and children who act as if they don't care about their privacy may not understand **the potential for harm**.
- ❖ There is **no 'magic' age of competence** but children do learn more about privacy as they grow older, and they want to know more.
- ❖ Children **struggle to grasp** the relation between privacy, data, and online activities. They **focus on data they know they give**, not the data that are taken automatically or inferred. They doubt that companies collect or profit from their data, saying it is 'none of their business.'

- ❖ Children's **media literacy** – especially their critical knowledge of the digital environment – plays an important part in how they can understand, manage and safeguard their privacy.
- ❖ Children hear about interpersonal privacy in e-Safety lessons, but they do not hear about **institutional and commercial** uses of their data.
- ❖ Our online toolkit at **www.myprivacy.uk** – collected with children's input and guidance – explains what they need to know.

**An online privacy toolkit with resources and games that you can use together**

<p><b>Online privacy: what's the issue?</b> We share a lot about ourselves online, why does it matter?</p>	<p><b>Who has my data?</b> Sometimes apps collect information that's unexpected. See what apps collect about you and how.</p>	<p><b>Who is tracking me?</b> Who gets your data and how do they use it?</p>
<p><b>What are my rights?</b> As a child, you are entitled to extra protection. See what rights you have.</p>	<p><b>What can go wrong?</b> Things might sometimes go in unexpected directions. See what might go wrong - now or in the future.</p>	<p><b>What do children ask for?</b> We spoke to many children across the country. See what questions and suggestions they have.</p>
<p><b>How to protect my privacy?</b> There are a lot of things you can do to protect your privacy. Find out more.</p>	<p><b>Where to get help?</b> This is where you can report problems and seek help from trained professionals.</p>	<p><b>Watch and play Privacy can be fun!</b> Watch some videos and play games.</p>



## Use myprivacy.uk resources to talk to children about . . .

### ❖ The internet collects data that we may not mean to share

The apps and devices we use automatically collect information (what device we're using, our location, what we watch, or click or search for). Over time, this information (our 'data') gets more detailed, and it may be online forever. When companies, advertisers, even future employers use it, this may be helpful, but it may be unfair or harmful.

### ❖ How can our data be used?

Our data can be copied, analysed, stored, combined with other data, shared and sold to others – advertisers, companies, governments. Some companies who track us are 'data brokers' – their business is to buy and sell our data. They collect data from lots of sites and group ('profile') us with other people like us. In this way companies can work out things about us that we haven't shared.

### ❖ What can go wrong?

We often think that we have nothing to hide but when data are combined, the result can be a precise picture of who we are - where we live, our family, what we value, what worries us, our opinions and problems. We already know that algorithms may use this in discriminatory ways. Too often, personal data (address, passwords, date of birth, photos, bank account) is leaked.

### ❖ How can children protect their privacy online?

Privacy is something to think about every time we use the internet. There are lots of things we can do to protect our privacy: know what we are agreeing to; learn what data our apps and devices collect and share about us; protect our passwords and tighten our privacy settings; clean our devices and online profiles; know what to share and know our rights – including how to get data corrected or deleted.

