POPS™

STUDENT WORKBOOK!

PRIVACY ON PATROL SQUAD

Foundation for Technology and Privacy Outreach

The POPS curriculum is available to download for free at onlineprivacymatters.org

If you would like to receive the printed student and teacher packets for your school and/or are interested in scheduling a workshop for educators on student online privacy and safety, please contact **pops@onlineprivacymatters.org**

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ABOUT:
Foundation for Technology and Privacy Outreach is dedicated to increasing the public's awareness of advances in technology, online privacy, and identity issues to ensure that fostering innovation and the promotion of consumer privacy becomes – and remains – a top priority for current and future generations.

ACTIVITY

Who's Who

Sometimes we share information about ourselves that we don't think is that personal. However, when you put one or two pieces of this information together, they can be linked, making it easy to figure out who the person is.

In this activity, try to figure out who the person is with just a few pieces of information they provided:

First name:
Taylor
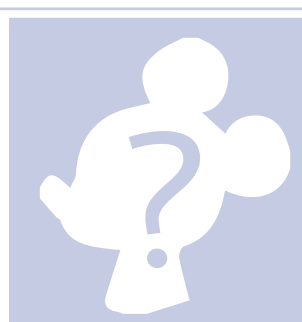**Gender:**
Female
Hobby:
Singing
Who am I?:
_ _ _ _ _ _ _

Email:
asgard@superhero.com
Username:
avenger123
Hobby:
Who am I?:
_ _ _ _ _ _ _

First name:
Mickey
Address:
Orlando, FL
Hobby:
Who am I?:
_ _ _ _ _ _ _
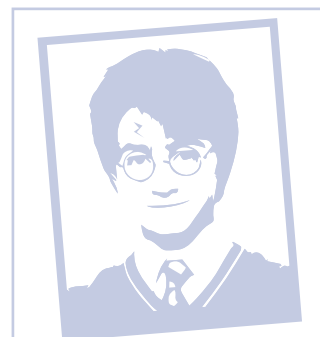
School:
Hogwarts
Sport:
Hobby:
Who am I?:
_ _ _ _ _ _ _

THINK BEFORE YOU SHARE!

Be careful when you give out any information about yourself online. Even when you think you are not providing PI, you may be providing just enough information for someone to figure out who you are, when you don't care for anyone to know.
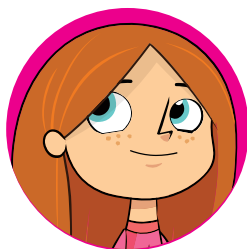
DID YOU KNOW?

Did you know that your photos, videos and voice recordings that you upload are considered PI? Think before you post and make sure you have your parent's permission!

POPS **PRIVACY ON PATROL SQUAD**

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ACTIVITY 1

Superhero Identities

⏱ 15 min

Instructions:

Solve the cryptogram below. **HINT:** Figure out the superhero identities from the solver help list and fill what you find into the answer key.

Answer key:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Cryptogram:

"
14 5 1   15 9 13   3 2 13   2 13 9 5   5 8   14 5 1 9

5 6 7   23 3 5 9 14 •   20 5   6 2 15 3   14 5 1

12 7 5 6   19 23   9 19 10 2 3 ,   13 25 13 7   6 2 13 7

7 5   5 7 13   19 23   6 15 3 17 2 19 7 10 •
"

Solver help:

Clark Kent = S _ _ _ _ _ _ _
23 1 24 13 9 11 15 7

Steve Rogers = _ A _ _ A _ _   A _ _ _ _ _ _ A
17 15 24 3 15 19 7   15 11 13 9 19 17 15

Tony Stark = I _ _ _   _ _ _
19 9 5 7   11 15 7

Scott Summers = C _ C _ _ _ _
17 14 17 4 5 24 23

Diana Prince = W _ _ _ _ _   W _ _ _ _
6 5 7 20 13 9   6 5 11 15 7

Bruce Banner = H _ _ _
2 1 4 12

ACTIVITY 2

Creating Your Own Usernames & Display Names

⏱ **10 min**

Instructions:

Now it's time to work on creating some unique, fun and memorable usernames and display names.

FORMULAS:

Pets Name + Your Lucky Number
i.e. noodles08, daisydog16

_____

_____

Hobby/Passion + Favorite Sport Player's Jersey Number/ Your Lucky Number
i.e. runner19, tapdancer11, horses09

_____

_____

Adjective + First Name
i.e. ArtisticAnnie, TalentedJohn, SillySam, MagicMax

_____

_____

Role Type + Adjective
i.e. missyellow, mrawesome, queenfancy

_____

_____

Super + Adjective + Boy/Girl/Man/Women
i.e. superfastboy, superstronggirl /supergoofyman

_____

_____

Role Type + Adjective + Animal
*i.e. princebravetiger, queenfancyfox, kingbravebear*

_____

_____

Make your own by mixing and matching the formulas above:
i.e. tinybearexpert, rowdyrabbitempress, sillyllamaleader

_____

_____

TIPS

- **Do not** use your full name
- **Do not** use your last name
- **Do not** use a celebrity's name
- Be **creative**
- Make it **unique, but easy** to remember
- Keep it **simple**
- Consider its **impact**.
(You may not be able to change it and everyone will see it!)

ADJECTIVES	ANIMALS	ROLE TYPES
Fancy	Koala	Duchess
Daring	Leopard	Duke
Cute	Kangaroo	Prince
Fast	Giraffe	Princess
Frilly	Tiger	Queen
Goofy	Owl	King
Happy	Penguin	Baron
Loud	Rabbit	Countess
Magic	Dolphin	Captain
Peachy	Wolf	Chief
Pretty	**Bear**	Coach
Quiet	Cheetah	Earl
Smarty	Croc	Emperor
Silly	Turtle	Empress
Sporty	Llama	Leader
Strong	Lion	General
Sunny	Monkey	Knight
Tiny	Eagle	Master
Wacky	Horse	Miss
Brave	Pony	Mister
Clever	Mouse	Mr
Kooky	Fox	Pioneer
Rowdy	Elephant	**Expert**
Shy	Snake	Major
Speedy	Dog	Sage
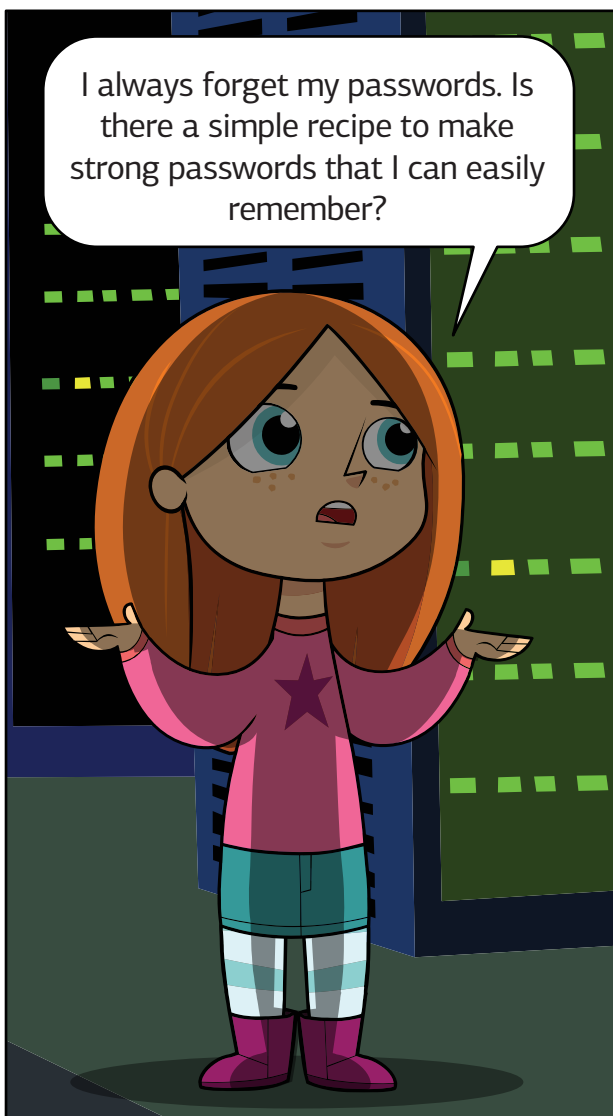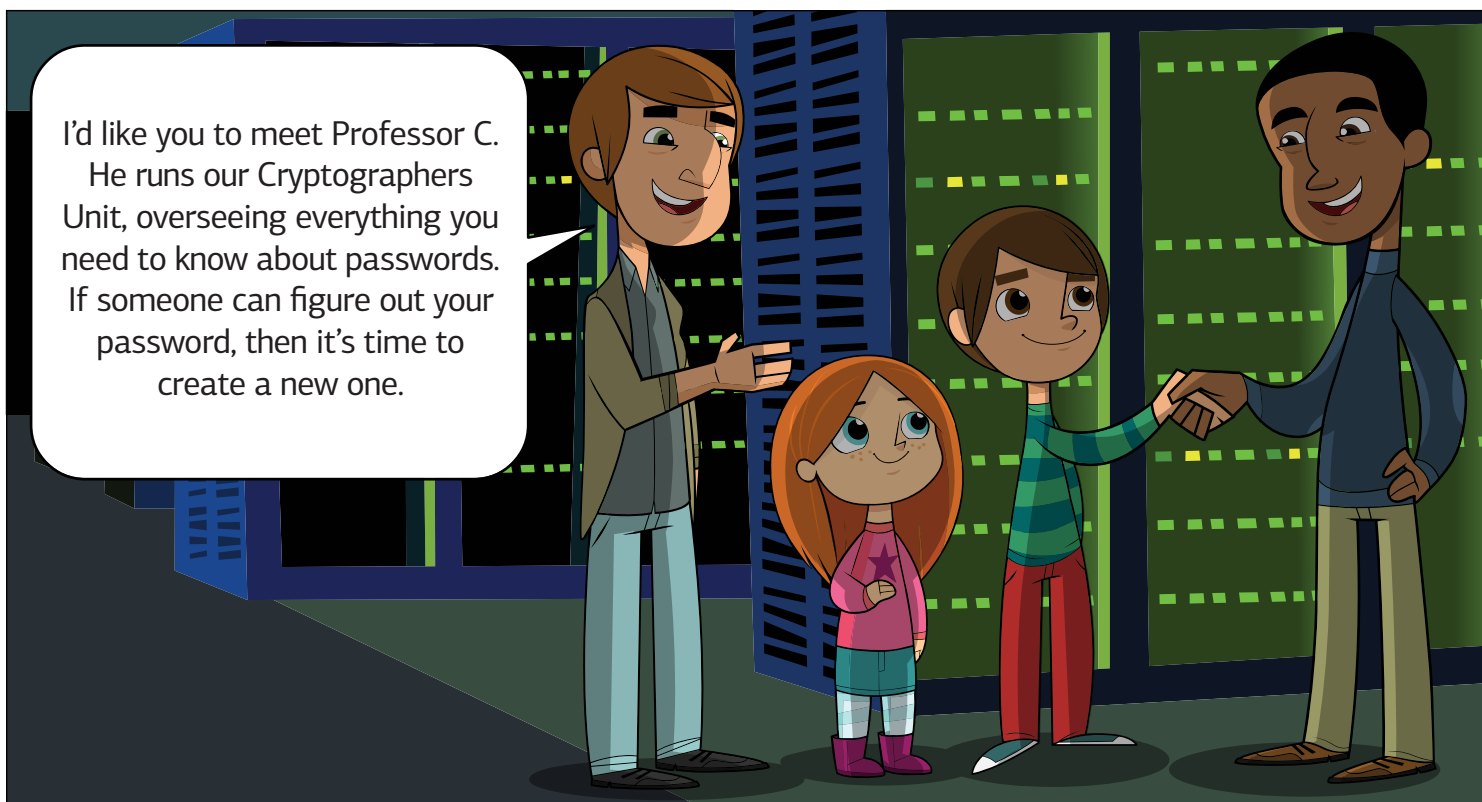
ACTIVITY

How good a detective are you?

⏱ 15 min

PASSWORD MATCH
Look at the two columns of words - one column is a fictional character and the other column has their "secret password". Draw a line from the character to their password.

Create a better password for each character using a phrase instead.

CHARACTER	PASSWORD
Snow White	Coldhands
Superman	Africanbanana
Elsa	Undersea
Mickey Mouse	Avengers
Frankenstein	Kriptonyte
Ariel	Minnie
Tarzan	7dwarfs
Iron Man	Nailhead

Snow White *SheAteTheWholePoisonedApple*

Superman -----------------

Elsa -----------------

Mickey Mouse -----------------

Ariel -----------------

Tarzan -----------------

Iron Man -----------------

RECIPE FOR A PERFECT PASSWORD
Choose a food, movie, or song that is special to you. Create a password that is made up of at least 8 characters. Add some capital letters, numbers and symbols. Underneath the password, write the sentence that will help you remember the password.

Examples:
Password: **cicimfBIlv2**
Sentence: Chocolate ice cream is my favorite But I like vanilla too
Password: **J&Jwuth2fw**
Sentence: Jack and Jill went up the hill to fetch water

Make special passwords out of the phrases below or try your own:

I hate broccoli and peas but love French fries

My mother is the best cook in the whole wide world

May the force be with you on this great day in the galaxy

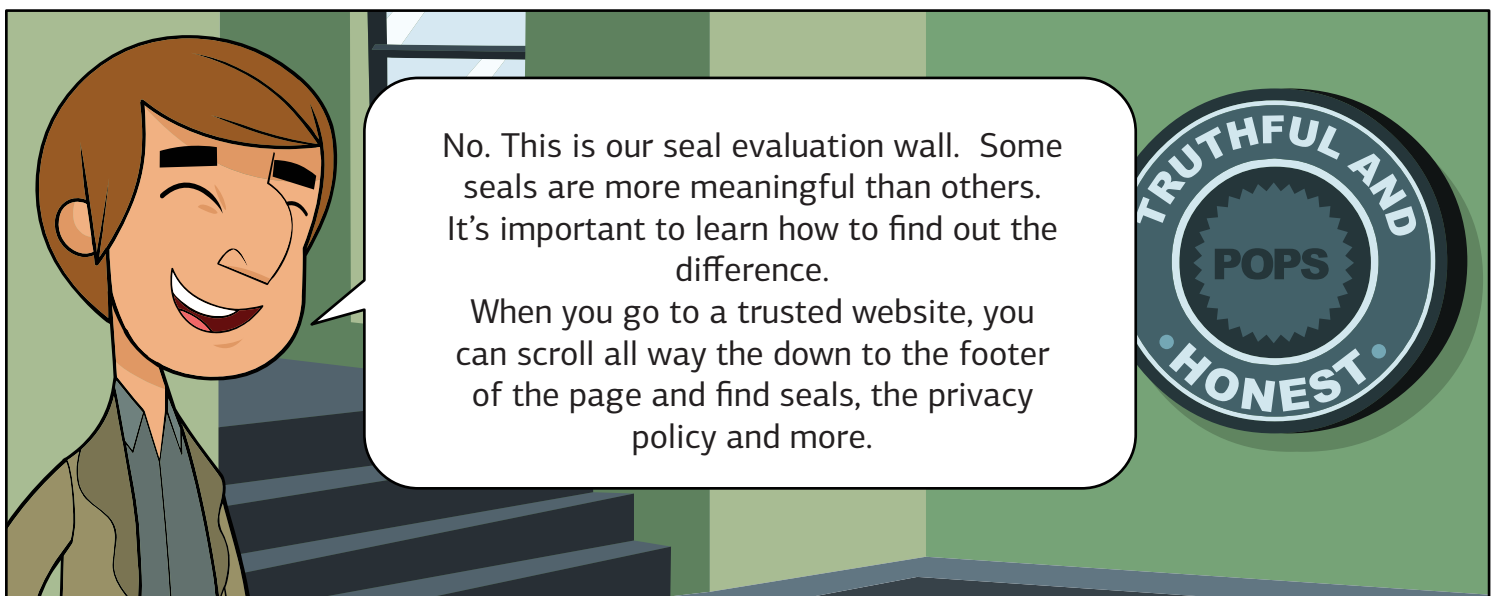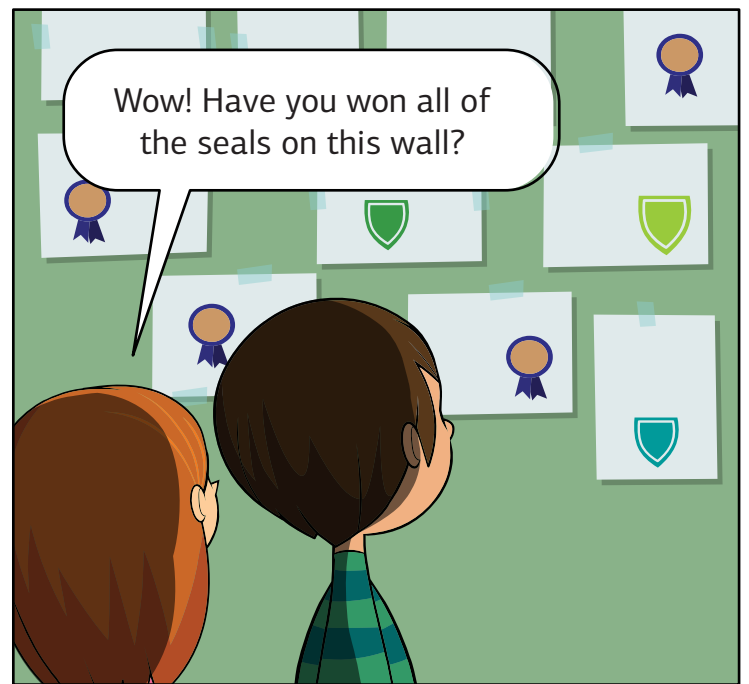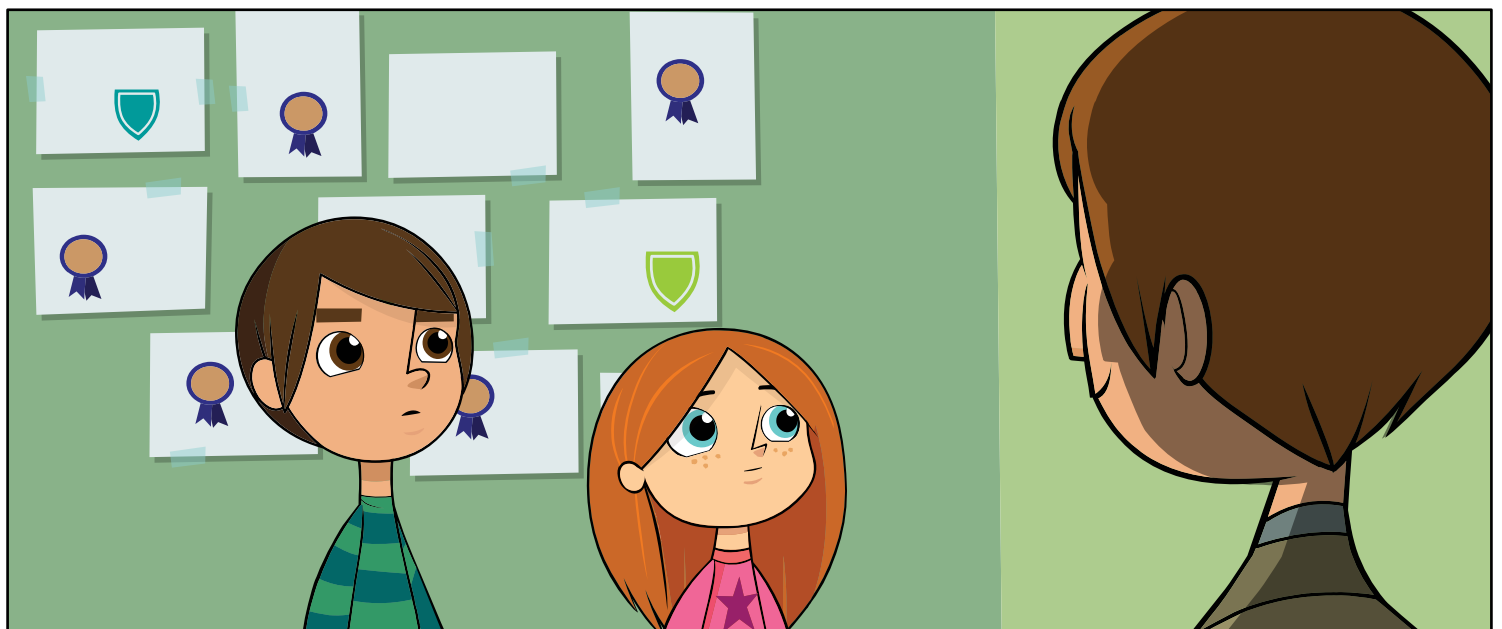Let it go Ilsa I am frozen

Password: -----------------
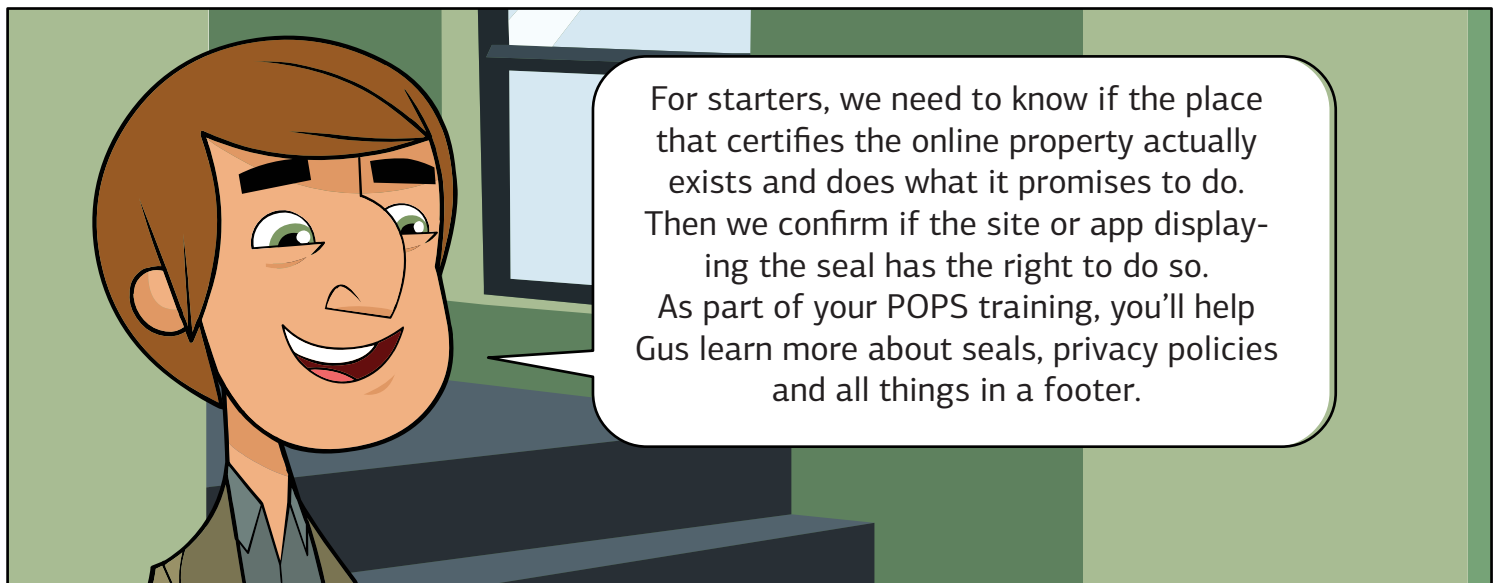
Sentence: -----------------

Password: -----------------

Sentence: -----------------

Password: -----------------

Sentence: -----------------

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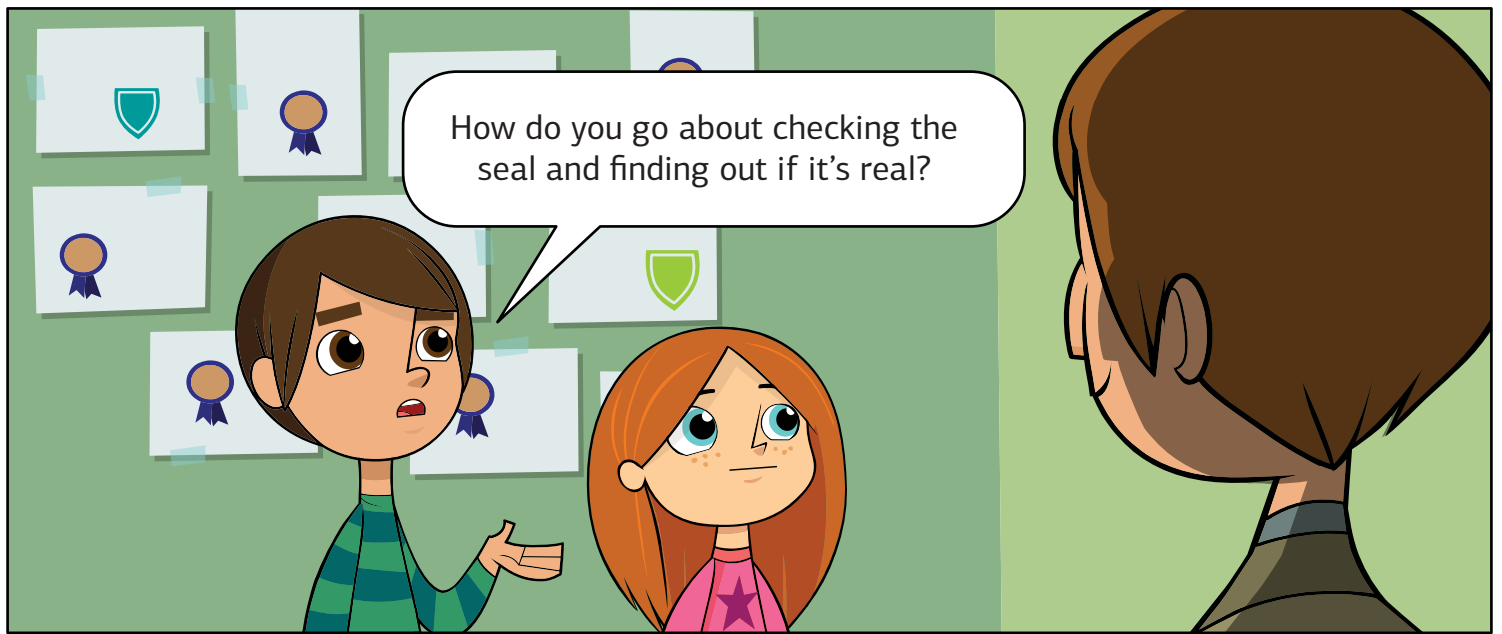
Steps to Understanding Footers

⏱ 15 min

You just found out about a contest online where you can win a trip and backstage passes to see your favorite band. An opportunity not to be missed! In order to enter, you have to submit a video of you singing and/or dancing a song from this band. You ask your parents for permission if you can enter your video.

They first want to know who is the company sponsoring the contest.
Where do you look to provide them with that information? (choose all that apply)

☐ a. About Us
☐ b. Terms of Service

Your parents then want to know how you can trust this company since they have never heard of them before. What may help ease their mind? (choose all that apply)

☐ a. They won an award
☐ b. They have a seal verifying they are COPPA compliant

They then ask you what this company will do with the video you submit. Will it be made public for others to see and will it have your name on it? Where can you find that information? (choose all that apply)

☐ a. Terms of Service
☐ b. Privacy Policy

Do you think it is important to get your parent's permission for entering this contest? Please explain.

_____

_____

_____

_____

Know *What's* **Inside**

Works With Internet
This app requires an Internet connection to function.

Personal Information
This app collects personal information

In-App Purchasing
This app offers items for in-app purchasing.

Web Browsing
This app allows web browsing from within the app.

Related Apps
This app shows information about related apps.

Social Networks
This app connects to social media such as Facebook or Twitter.

Ads
This app includes in-app advertising.

Anonymous Info
This app collects anonymous usage information.

Privacy Policy
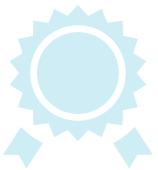The complete privacy policy is available here.

*Special thanks to Know What's Inside, part of ACT | The App Association for the above graphics used as an example of one of the many trusted logos in the online privacy arena. Find out more at knowwhatsinside.com.

ACTIVITY 2

Seal Sleuth / TRUE or FALSE

🕙 10 min

All seals on websites and apps mean the same thing?

☐ TRUE
☐ FALSE

An award is not a seal.

☐ TRUE
☐ FALSE

A site or app is safe to play on because they have a seal.

☐ TRUE
☐ FALSE

A parent approved or parent choice award means your parent will also approve of it.

☐ TRUE
☐ FALSE

You should be able to click/tap on the seal(s) or award(s) the company has received to confirm they are still valid.

☐ TRUE
☐ FALSE

CREATE YOUR OWN SEAL

If you could give away your own online seal of excellence, what would you call it?

_____

What are 3 things you would make apps, sites and games do in order to get your seal.

1. _____

2. _____

3. _____

DID YOU KNOW?

The first seal appeared in Mesopotamia in the 6th millennium BCE. "Sealing" an object was used to lock doors and chests, telling you if your privacy had been violated. Over time, monarchs, emperors, nobles and clergy devised them to rule or conduct their business. Seals could protect property and secrets, identify and certify ownership, confirm legal matters and validate important documents.

Mesopotamian limestone cylinder seal and impression—

Digital Footprint Facts (True or False?)
Instructions:

Mark the correct box for the following statements whether they are True "T" or False "F".

⏱ 5/10 min

- [T] [F] Every time you log on to a website you are leaving a piece of your digital footprint.
- [T] [F] What you do online can be seen by people you don't know.
- [T] [F] Someone can find pictures you post online, copy/download them and repost them.
- [T] [F] Whatever you post online can be taken down if you don't like it.
- [T] [F] It's okay for your parent to post a picture of you without tagging or mentioning your name.
- [T] [F] It's not okay to post online that you are going away on vacation with your family.
- [T] [F] Children as young as 2 years old have a digital footprint.
- [T] [F] A potential employer can check your profile and make a judgment about you.
- [T] [F] Hobbies are not okay to post online.
- [T] [F] Your digital footprint can follow you around your whole life.
- [T] [F] You can manage your footprint by changing privacy settings.
- [T] [F] You shouldn't bother to read privacy policies as they are all the same.
- [T] [F] Some sites and apps will market to you based upon the information you post online.

Thumbs Up, Thumbs Down
Instructions:

Choose thumbs up if ok to post, choose thumbs down if not a good idea to post on a social network

	👍	👎
Your full name	👍	👎
Your address	👍	👎
Your phone number	👍	👎
Your date of birth	👍	👎
A picture of you and your best friend	👍	👎
Your eye color	👍	👎
Your social security number	👍	👎
Your email address	👍	👎
A video that has nudity	👍	👎
A video of you playing with a dog	👍	👎
A picture of a friend making an obscene gesture	👍	👎
A blog written by you with your opinion of the President of the United States	👍	👎
Gossip about girls in your class	👍	👎
Posting answers to a homework assignment	👍	👎

MAKE YOUR MARK

Pick a name out of the newspaper and google that person.

Did you find any personal information or otherwise in poor taste information about the person?

Google yourself or your parents. Is there anything online that one might regret?

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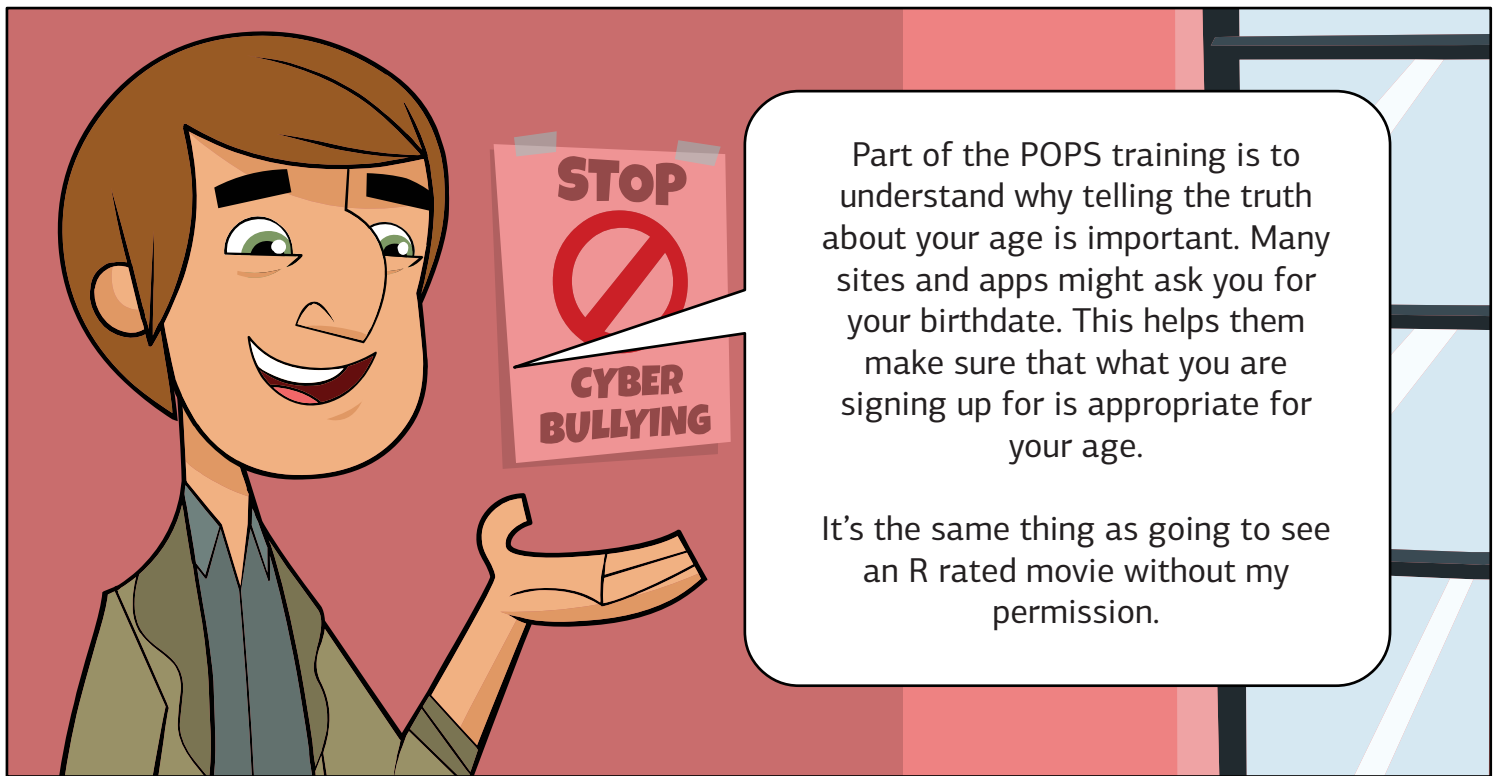
Envisioning Your Digital Footprint
Instructions:

5/15 min

Fill in the foot with things you would be proud to see as part of your digital footprint in 10 years. Use words or draw pictures. For example, a picture of yourself winning the spelling bee, how you felt the day you graduated, etc..)

POPS *PRIVACY ON PATROL SQUAD*

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ACTIVITY

POPS Personality Test

⏱ 15 min

Q: Pete and Penny were at home playing on the family computer. They see that their mom was still logged into her email. Penny clicked in the inbox to reveal her grandmother had been sharing embarrassing pictures of Pete when he was younger to some of their family and friends. While Pete goes off to complain to his mom, Penny forwards the email to Pete's best friend for a good laugh.

What should Penny have done?

- ☐ A. Logged out of her mom's account as soon as she saw it was open.
- ☐ B. Even though she noticed it was logged in, Penny shouldn't have been reading other people's emails.
- ☐ C. Replied to her grandmother pretending to be her mom, telling her to stop sharing such embarrassing photos.
- ☐ D. Have Pete write a nasty email reply saying how embarrassed he is that these photos are being passed around.

Q: Pete has gained the highest score on a leaderboard and left the game half way through when Penny sits down to use the tablet.

Should she:

- ☐ A. Continue the game and keep the high score.
- ☐ B. Try to get him to lose his score.
- ☐ C. Go get Pete or her dad so that the score can be saved and log out properly.
- ☐ D. Shut their game down (even though that means he'll lose all his points).
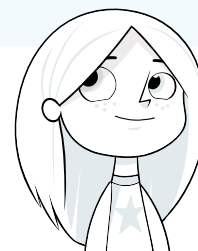
Q: Penny's BFF is at the school computer chatting with friends online under an unrecognizable display name and writes something funny about a girl in their class. Right after she posted it, she got called away and forgot to log out. Penny came into the computer lab and sits down at the computer her friend was using. She sees everything her friend wrote.

What should Penny do?

- ☐ A. Tell her friend to not have been mean and say sorry.
- ☐ B. Pretend she didn't see what her friend wrote and walk away.
- ☐ C. Log out for her friend and tell her not to forget next time.
- ☐ D. Forward the message to more people (since most people will find out about it anyway).

Q: Pete and Penny's dad has been on their family tablet watching YouTube videos, then moves on to doing other things around the house. Shortly after, Pete takes the tablet to also watch some videos. He sees his dad forgot to log out.

Should he:

- ☐ A. Continue to watch his videos and take the opportunity, signed in as his dad to comment on a few.
- ☐ B. Watch the videos he wants to watch without making any comments.
- ☐ C. Log his dad out and watch videos anonymously.
- ☐ D. Tell his dad he forgot to log out.
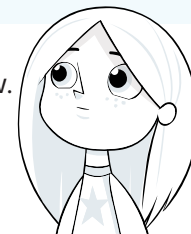
SCORES

0-2: You are really sneaky online and don't respect other people's privacy.

3-5: You don't mean to hurt anyone's feelings, but make a few mistakes along the way. It's really tempting to play pranks sometimes and you can easily fall for that temptation. Think before you act and how your actions may affect others! Always remember to treat others how you want to be treated.

6-9: For the most part you do a good job of keeping a good digital footprint, but there is still room for improvement!

10-12: You are always happy to help your friends and family and know how to be a responsible online user!

Q1: A=3,B=2,C=0,D=1 / **Q2**: A=1,B=0,C=3,D=2 / **Q3**: A2=,B=1,C=3,D=0 / **Q4**: A=0,B=1,C=3,D=2

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LESSON 7

Geolocation: *Tag, you're it! The good and the bad*

ACTIVITY 1

Geotagging

⏱ 15 min

Make the connection to what is okay to post with geolocation and a status comment. Adding a status comment to the picture can provide too much PI.

Circle 💚 or ❌

1

School field trip to the zoo last week!
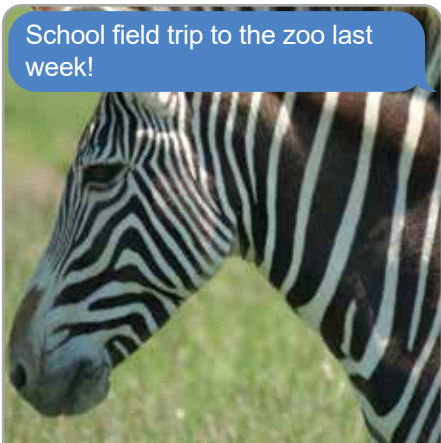
📍 *Columbus Zoo, Columbus, Ohio*

❌ 💚

2

I'm proud to be a big sister!!!!! Welcome Sophia to this world.

📍 *Methodist Hospital, Houston, TX*

❌ 💚

3

At our house celebrating my grandpa's Bday.
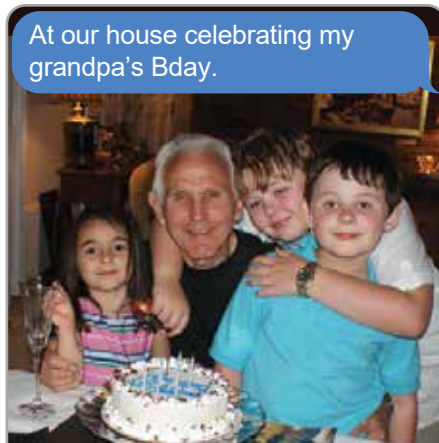
📍 *555 Smith Rd., Chicago, Illinois*

❌ 💚

4

FAMILY VACATION! We are across the world in Bali, Indonesia! It's so cool here!

📍 *Monkey Forest Road, Ubud, Bali*

❌ 💚

5

Made masks at our school's annual Family Fun Day!

📍 *Fort Island School, Memphis, TN*

❌ 💚

6

Dinner time. BEST PIZZA EVER!!! YUM!

📍 *Scotto's Pizzeria, Akron, Ohio*

❌ 💚

ACTIVITY 2

Practice Being a Satellite

⏱ 5/15 min

Your smartphone or tablet tracks you in two ways. The first is through the GPS (Global Positioning System) chip in the device. The U.S. Department of Defense sent 24 satellites up into space to orbit the earth. Your receiver locks on to the satellites. It needs to be connected to at least three satellites to get your 2D position (latitude and longitude) and 4 or more to collect your 3D position (latitude, longitude and altitude).

In the activity below, use the coordinates (latitude and longitude) to find the locations of the landmarks on a map of the US.

If your phone doesn't have GPS, it can use information from nearby cell towers to pinpoint your location.

HINT: Latitude = North / South   Longitude = East / West Altitude = Height

TIP: For more information on how GPS and geolocation work visit: http://www8.garmin.com/aboutGPS/

Find the locations on the map using the coordinates below and match them to their corresponding landmarks

Coordinates (GPS locations) http://www.gps-coordinates.net/

	LATITUDE	LONGITUDE	ALTITUDE
1	LAT: 40.689249	LON: -74.0445	ALT: 2.0 MTS
2	LAT: 39.94961	LON: -75.150282	ALT: 9.0 MTS
3	LAT: 37.819929	LON: -122.478255	ALT: -97 MTS
4	LAT: 21.344507	LON: -157.974891	ALT: 0 MTS
5	LAT: 43.879102	LON: -103.459067	ALT: 1703 MTS

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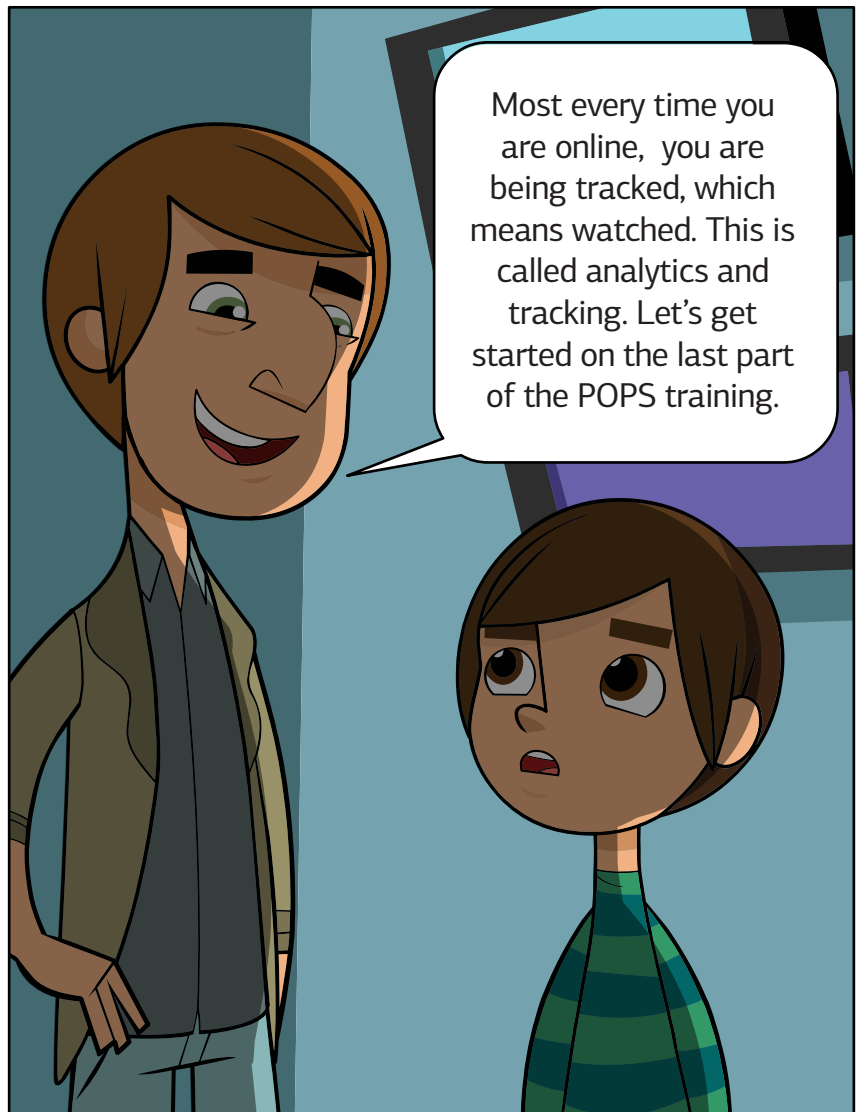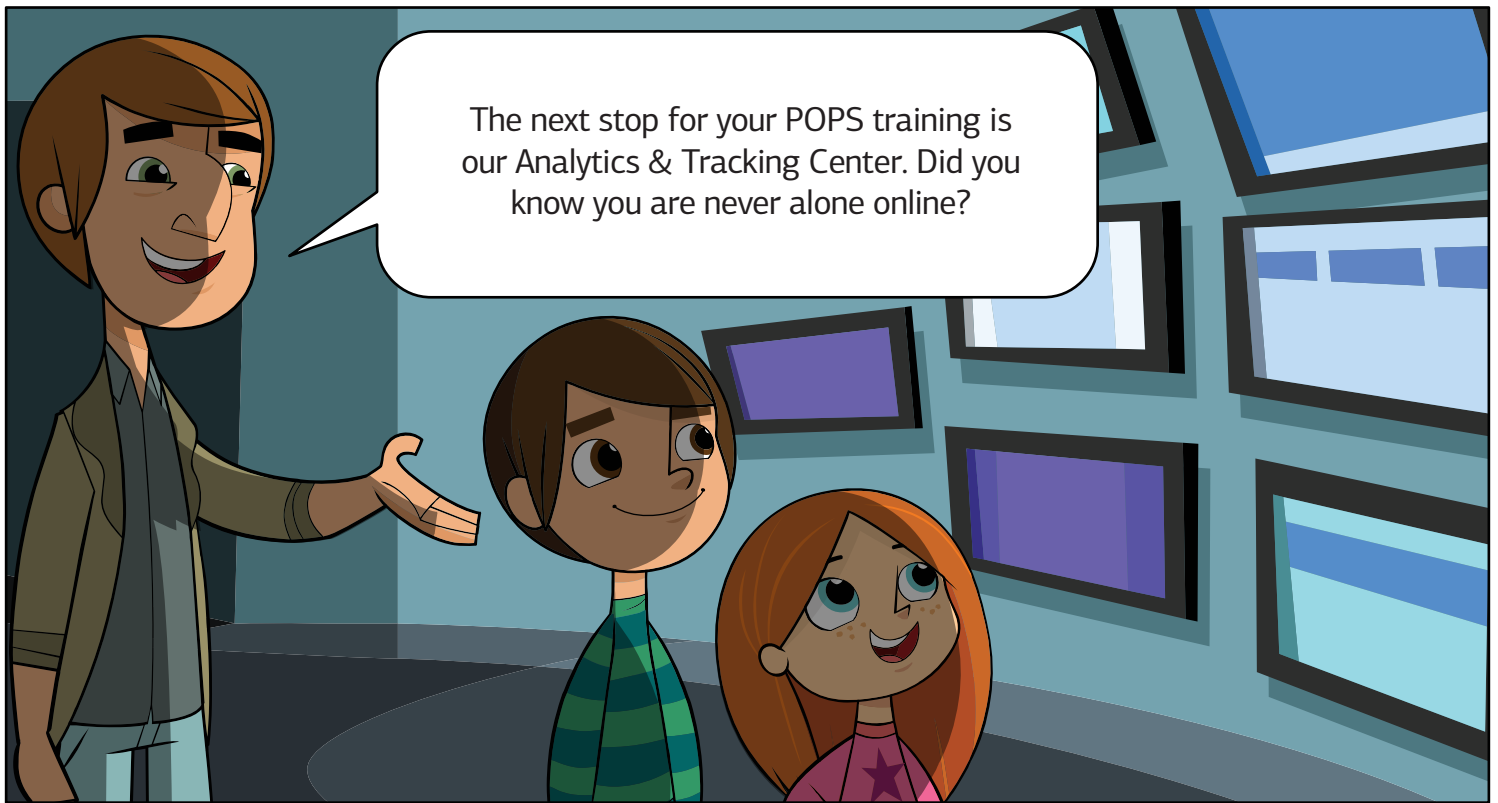
ACTIVITY
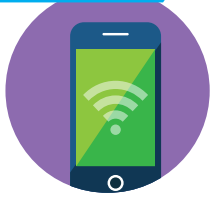
IP Address (True or False?)

⏱ **15 min**

Instructions:
Mark the correct box for the following statements whether they are True "T" or False "F".

[T] [F] Your IP address can track your exact location.

[T] [F] Your computer is assigned an IP address that never changes.

[T] [F] It would be impossible to use some online sites and games without allowing cookies.

[T] [F] Ad networks only use first-part party cookies.

[T] [F] Cookies help remember things in your shopping cart.

[T] [F] IP address stands for "Internet Privacy" address

[T] [F] We wouldn't be able to connect to the Internet without an IP address

How?

3rd party DNS resolves domain name vs IP address
www.com=192.168.33.178

Your Computer is assigned   Your ISP   Their ISP   www.com

1   **2**

www.com   **SEND**   COOKIE

an **IP address**   gives you access   to the World Wide Web,   and their ISP connects you to   the Online Property
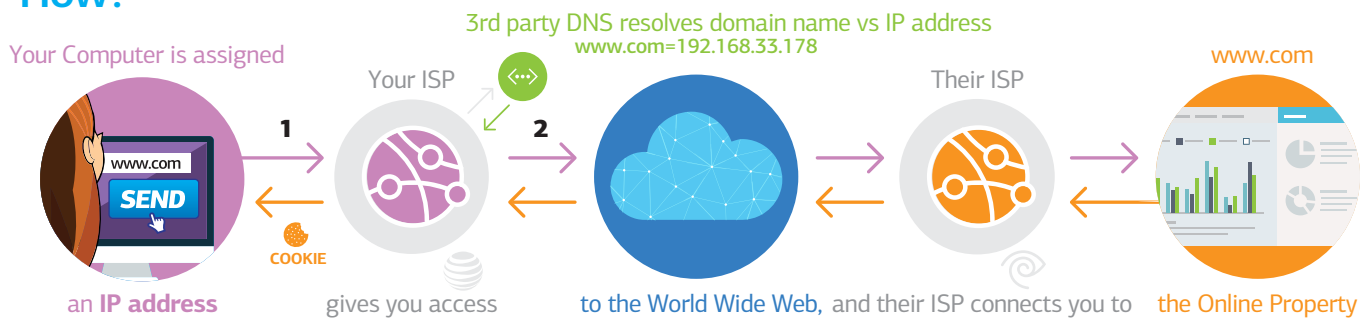
Your computer is hooked up to the Internet, one way or the other. When you go online for email, to shop or chat, your request has to be sent out to the right destination, and the responses and information you want need to come back directly to you.

An IP address plays a significant role in that.
You and your computer actually connect to the Internet indirectly: You first connect to a network that is
1) connected to the Internet itself and **2**) grants or gives you access to the Internet.

How to Control Cookies and Tracking

Just like cleaning your room- we need to clean and tidy our devices. Get in the habit of clearing your cookies and checking your preferences on a regular basis to make sure you are not giving away more than you should be to create a privacy risk!

*By going to settings, you will find all of your apps on the device and should be able to adjust almost any apps privacy and security settings there.
For example-
Settings > Safari > Privacy & Security

WHERE TO CLEAR YOUR BROWSING DATA

Edge > (...) menu > Settings > Clear browsing data

Safari > Preferences > Privacy

Firefox > Preferences > Privacy

Chrome > Preferences > Settings > Show Advanced Settings > Privacy > Clear browsing data

IOS devices (iPhone, iPod, iPad)*
     Settings > Privacy

Android devices (Phone or Tablet)
     Chrome Menu > Settings > Privacy
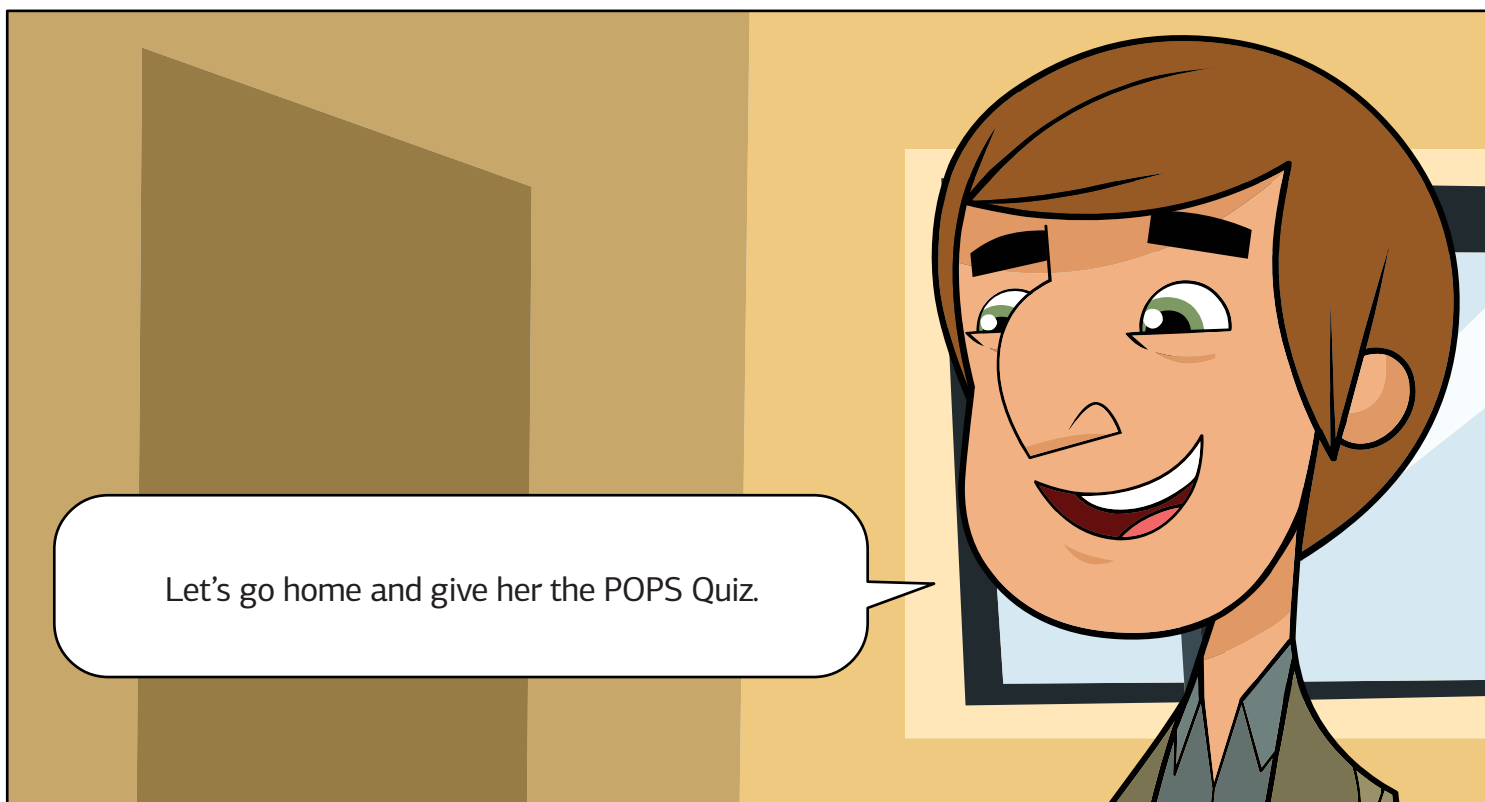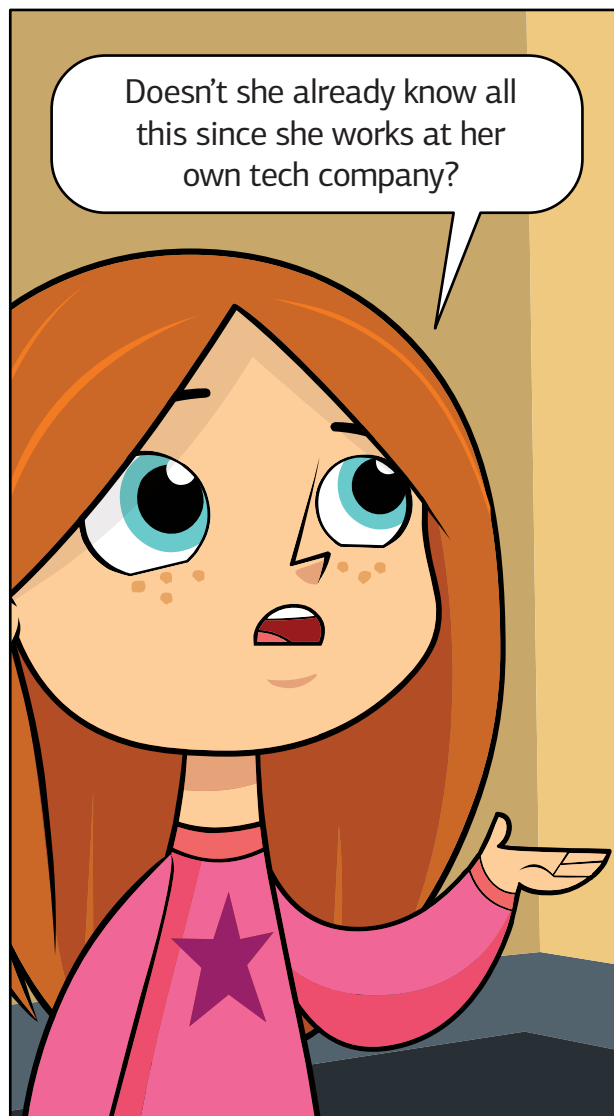
ACTIVITY 1

"Hey Kids, Now you are part of **POPS**.
Go give your parents the **POPS Quiz**."

⏱ 10 min

POPS Quiz

How much do you know about online privacy? Take the quiz and find out.

1. What is considered to be personal information (PI) online that would legally require kids under 13 years old to get permission from their parents if they provide to an app, site or game under the Children's Online Privacy Protection Act (COPPA)?
a. First name
b. Uploading photos or videos
c. Last name
d. Email address
e. Option B, C and D
f. Option A and C

2. The Children's Online Privacy Protection Act (COPPA) only protects children under 13 years old.
a. True
b. False

3. Creating a username or display name makes you totally anonymous online.
a. True
b. False

4. What should you include when creating a strong password?
a. 8 Characters
b. Some capital letters and numbers
c. At least 1 symbol
d. All of the above

5. What's the best formula for creating a strong password you can actuallly remember?
a. Use your pet's name with a number
b. Your birthday
c. Your street address
d. Make a phrase from food, a movie or song that is special to you

6. What you do online can be seen by people you don't know.
a True
b False

7. Someone can find pictures you post online, copy/download them and repost them.
a. True
b. False

8. You sign up for a new online account or contest. Will it be made public for others to see and will it have your name on it? Where can you find that information?
a .Terms of Service
b. Privacy Policy

9. Just because a site has a privacy policy does that mean your privacy is protected?
a. Yes
b. No

10. What is a digital footprint?
a. An impression you find in the sand at the beach
b. A footprint made by a dog after walking in paint
c. Details left behind after you have been surfing on the Internet
d. A letter sent to another person

11. If geolocation is turned on...
a. You get better TV reception
b. Your location is traceable to others online
c. You can always find your way home
d. You can send messages faster

12. Some sites and apps will market to you based upon the information you post online.
a. True
b. False

13. Why might a website "track" you?
a. To help you keep track of where you have been on the site
b. To help make your user experience better
c. To gain information about what you are doing on the site
d. To send you relevant/tailored messages and ads.
e. All of the above

14. What's the difference between a chocolate chip cookie and an online cookie?
a. Online cookies have fewer calories
b. An online cookie lets the website owner know where you have been on the website
c. Both taste delicious
d. Both need baking in the oven.

ANSWERS: 1) E 2) A 3) B 4) D 5) D 6) A 7) A 8) B 9) B 10) C 11) B 12) A 13) E 14) B

Scoring guide:

12-14 correct answers = CONGRATULATIONS! You are a POPS Star!

9-11 correct answers = Almost a perfect score. Take another tour with Penny and Pete and see if you can understand where you went wrong.

5-8 correct answers = OOPS! Penny and Pete need you to keep learning how to protect yourself online. Try reading the POPS Guidebook.

0-4 correct answers = UH OH! It's time to read the POPS Guidebook from start to finish and learn about online privacy.

POPS **PRIVACY ON PATROL SQUAD**

Foundation for Technology and Privacy Outreach

A **Analytics**
Analytics for websites, apps, games and other online services is the collection, measurement, analysis and reporting of how people are using these online services. The goal is for a company /developer to gain knowledge of how their users are interacting and using their game, app or website. For example, how long are you on a certain page, where do you click, where do you decide to sign out or leave the game, etc.

Avatar
An avatar is an icon or figure representing a particular person.

B **Behavioral Advertising**
Behavioral advertising is a form of online targeted advertising that follows the user around. For example, a person is on a website looking at shoes then goes to another site to play a game and sees advertisements for the same shoes she was looking at before. This is a technique used by online advertisers to present targeted ads to consumers by collecting information about their browsing behavior.

C **Contextual Advertising**
Contextual advertising is a form of targeted advertising for advertisements appearing on websites, apps, games or other online services. The advertisements themselves are selected and served by automated systems based on the identity attributes of the user and the content displayed. For example, a website for girls between the ages 8-10, may see specific ads for a new bracelet making kit or a new line of dolls, where a website for boys may have ads for robot and airplane making sets.

Cookies
Data stored in the user's computer or device by a website, app, game or other online service being visited. Every time the user loads let's say a website, the browser sends the cookie back to the server to notify the website of the user's previous activity. Cookies provide a way for these online services to recognize a user and keep track of their preferences. Quite a bit of personal data may reside in the cookie files in your computer. Some cookies are placed there by "third-party" advertisers to monitor the user's Web surfing habits and are generally considered an invasion of privacy. To change settings, look for the cookie options in your browser in the Options or Preferences menu.

COPPA (Children's Online Privacy Protection Act)
The Children's Online Privacy Protection Act (COPPA) was passed by Congress in 1998. COPPA required the Federal Trade Commission (FTC) to issue and enforce regulations concerning children's online privacy. COPPA was designed to protect children under age 13 and place parents in control over what information is collected from their young children online. Sites, apps, games and other online services that are directed to children under 13 years old need parental consent before collecting personal information from children under 13. The COPPA rule also applies to general audience sites and apps that know they are collecting personal information from kids. Usually kids are asked to provide their parents email when registering on a site / app in order for the service to provide notice of its data collection needs and to get the proper level of parental consent.

D **Data**
Data is information or facts organized in a special way. Data can exist in a variety of forms -- as numbers or text on pieces of paper, facts stored in a person's mind or digitally transmitted, processed and/or stored in electronic memory. Data is limitless and present everywhere in the universe.

Digital Footprint
A digital footprint is the data, trail, trace or "footprints" that are left behind by users on the Internet or other digital services. It includes the online places you visit, emails you send, and information you submit to online services. For example, posting pictures in a social network, commenting on a blog or being tagged in someone else's photo or post.

Display Name
Display names are public facing and can be different than the username which is used at login. A display name is what is displayed to others, whether it be an on a game leaderboard, virtual world or forum. You should not include personal information (PI) when creating a display name.

F **FERPA**

The Family Educational Rights and Privacy Act (FERPA) was passed in 1974. Under FERPA, a school may not generally reveal personal information from an eligible student's education records to a third party without written consent. However, there are a number of exceptions to this rule, which the Department of Education has laid out. FERPA gives parents certain rights with respect to their children's education records. Generally, schools must have written permission from the parent or eligible student in order to release any information from a student's educational record. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level.

Footer

The footer is usually treated as its own section at the bottom of the web page and contains certain information like a privacy policy, terms of service, seals, copyright and contact information.

G **Geolocation**

(GEOgraphic LOCATION) Geolocation is the physical location of an object and/or person in the world, which may be described by longitude and latitude or by a more identifiable venue such as a place, city or street address.

I **Identity**

Your identity is who you are, the way you think about yourself, the way you are viewed by the world and the characteristics that define you.

Internet Service Provider (ISP)

An organization that provides services for accessing and using the Internet. Examples of ISP's are AT&T, Time Warner and Verizon.

IP Address

A unique number provided by the Internet Service Provider (ISP) that delivers the Internet connection to your computer. Examples of ISP's are AT&T, Time Warner and Verizon. Without the IP address, email providers, websites, apps, and games online that you interact with, wouldn't know where to send the information you asked for.

L **Log in / Log out**

The process of connecting or disconnecting from an account you may have on your computer, website, game, app or other digital services. For example, you log in to check your email and should logout when you are done.

O **Online Seals of Approval**

Online security and privacy seals help users make an informed trust decision about websites, apps and other online services. Seals can normally be found in a website's footer, privacy policy or at the bottom of an app. Each seal program has different guidelines and may include an audit and specific certification requirements to be met. Some seals signify that the company is being honest with what they collect from their users and consumers and what they do with that information.

Just because the company has a seal it does mean the site is safe or will not share your personal information. You must read their privacy policy to understand what they are doing with your information. Understand what the seal is actually for and confirm the seal is authentic and still valid. When visiting websites, apps and games for kids, look for any of the FTC approved Safe Harbor Seals to make sure the property is COPPA (Children's Online Privacy Protection Act) compliant.

Online Tracking

Tracking is the act of following or looking at what someone is doing online.

P **Password**

A password is a word, group of words or string of characters used to prove your identity in order to gain access to a protected resource, website or an app.

Personal information (PI)

PI is any piece or collection of information that could potentially identify a specific individual or that can be used to distinguish one person from another. The Children's Online Privacy Protection Act (COPPA) defines PI to include any of the following: first and last name; a home or other physical address including street name and name of a city or town; online contact information; a screen or user name that functions as online contact information; a telephone number; a social security number; a persistent identifier that can be used to recognize a user over time and across different websites or online services; a photograph, video, or audio file, where such file contains a child's image or voice; geolocation information sufficient to identify street name and name of a city or town; or information concerning the child or the parents of that child that the operator collects online from the child and combines with an identifier described above.

Privacy

Privacy is being able to do things without other people watching you or knowing what you are doing.

Privacy Policy

A privacy policy is a statement or a legal document that reveals some or all of the ways a company gathers, uses, releases, and manages a customer or user's data. It fulfills a legal requirement to protect a customer or client's privacy.

T **Tagged**

Attaching a label to something specific for the purpose of identification. For example, tagging a photo with specific names of the people in it.

Terms of Service / Terms of Use

The Terms of Use/ Terms of Service (TOS) are the rules a person must follow in order to use an online service. The TOS may change from time to time, and it is the responsibility of the online service provider to notify its users of any such change. A website or app that provides only information or sells a product often does not have TOS. However, all websites, apps, games and other online services that store personal data for a user do.

Two-Factor Authentication (2FA)

Two-factor authentication is a security process to login to an account in which the user provides two forms of identification, sometimes spoken of as something you have and something you know. One of which is typically memorized, such as a security code/password and also something that the user has on them, i.e. a piece of information only they should know or have immediately to hand - such as a physical token.

U **Username**

A username is the unique account name or account ID one uses to log into an account.

POPS
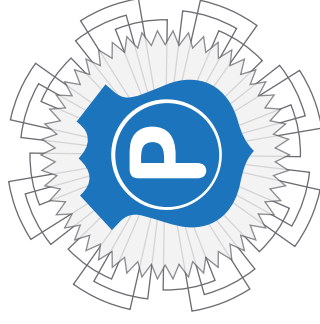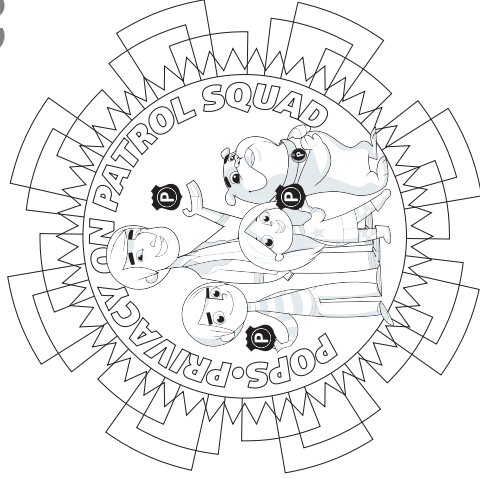## PRIVACY ON PATROL SQUAD ®

CERTIFICATE OF COMPLETION

Congratulations! You are a POPS Star.

THIS CERTIFIES THAT

_____

has completed the POPS basic training.

_____
Teacher

_____
Date

Foundation for **Technology** and **Privacy Outreach**

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NOTES:

STUDENT
WORKBOOK!

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