POPS™

PRIVACY ON PATROL SQUAD

TEACHER'S GUIDEBOOK

for teachers, librarians, parents, and media specialists.

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.

Foundation for
Technology and
Privacy Outreach

Privacy on Patrol Squad (POPS)
The POPS lessons are designed to introduce students to the concepts of online safety, data privacy and cyber security.

The curriculum has been developed for school children in grades 2-5, however, we find even adults are learning from this too! The lessons and accompanying activities have been devised to be interactive and interdisciplinary in order to be incorporated into any school's curriculum. The curriculum can be implemented in a day, week or over the course of a semester. Each activity challenges students to develop critical thinking skills to make informed choices while interacting online.

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PRIVACY ON PATROL SQUAD
introduces students to *Penny*, *Pete* and their trusty guide, *GUS*,
as they face daily decisions about their online behavior.

◎ OBJECTIVE *Understand what's considered personal information (PI) online and when you may or may not want and/or need to share it.*

⏱ 20/30 min

☂ WHY THIS MATTERS Kids need to understand, like learning to look both ways when crossing the street and not talking to strangers, to not share their *personal information (PI)* online without getting the proper parental consent.

Websites, games and apps routinely collect PI. When children under 13 years of age are asked to provide any PI online, a law called the Children's Online Privacy Protection Act (COPPA) requires a child to get their parent's permission and let the parent know what PI they are collecting. Schools also need to comply with *COPPA*, in addition to *FERPA* and other state privacy laws. As educators, we have a responsibility to comply with these regulations and make sure we first know what information is being collected and what they are doing with that information, even when kids are engaging with educational learning apps.

📖 Vocabulary: *COPPA • FERPA • Personal Information (PI)*

❓ ASK   5 min

Today, we are starting your Privacy on Patrol Squad (POPS) training. Before we dive into this first lesson, I want you to imagine you are at the mall and someone you didn't know came up to you and tells you how much they like your shirt. Then asks for your name, what school you go to and where you live.

❓ Raise your hand if would you provide him with that information? If you didn't raise your hand- why not?

Now let's say you are in your favorite store and they are giving away a free gift if you sign up for their rewards club. To sign up, they ask for your full name, email and mailing address.

❓ Would you give it to them if you were not with your parent? Why or why not?

❓ Would you ask them why they need that information or just quickly sign up to get the free gift?

❓ Why do you think they want your information?

They may want to market other products to you, follow/track your buying behavior, sell your information to another company, etc.
In this lesson, we are going to talk about your "PI"- personal information.

❓ What information about yourself is considered personal?

Full name, where you live, email address, phone number, pictures and videos of yourself

✔ EXPLAIN   5 min

Personal information (PI) is any piece of information used on its own or with other information that can identify, contact or locate someone. Some examples of PI would be your name, email address, phone number, mobile device id, plus pictures and videos online of you. Even if you do not provide your name, but other small pieces of information about yourself, it can be used to create a much more detailed portrait of who you really are.

Did you know there are laws to protect you and your parents' information online? Just like you are supposed to wear your seatbelt in the car, these laws are set-up to protect your PI. One is called, **COPPA**, which stands for the **Children's Online Privacy Protection Act.** Another law you probably have not heard about is called **FERPA**. FERPA was set-up for schools to protect your personal information, including your school records. We are now going to play a game. Take a look at your activity sheet.

▶ ACTIVITY   15 min   *PROVIDE STUDENTS WITH HANDOUTS

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. (Note: This can be done together as a class or individually)

✔ ANSWERS   Who's Who?
- Taylor Swift
- Thor
- Mickey Mouse
- Harry Potter

⏭ WRAP UP   1 min

Sometimes it's okay to provide your PI online, but find out why they are asking you to provide that information and what are they doing with it. If you are on a site or app that's appropriate for your age and they collect any PI, they should be asking for your parent's email to notify them and get their permission. We'll talk about that more in another POPS lesson.
In the mean time, just like you wouldn't give a stranger you meet at the park or the mall your personal information without your mom or dad's permission, you need to do the same online.
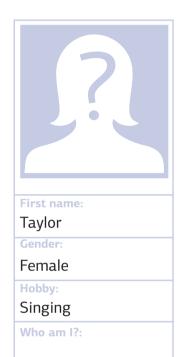
ACTIVITY

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	**Email:** asgard@superhero.com	**First name:** Mickey	**School:** Hogwarts
Gender: Female	**Username:** avenger123	**Address:** Orlando, FL	**Sport:**
Hobby: Singing	**Hobby:**	**Hobby:**	**Hobby:**
Who am I?: _ _ _ _ _ _	**Who am I?:** _ _ _ _ _ _	**Who am I?:** _ _ _ _ _ _	**Who am I?:** _ _ _ _ _ _
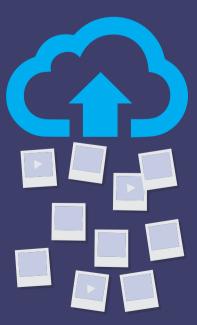
THINK BEFORE YOU SHARE!

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!

◎ OBJECTIVE — *To understand what's a username, display name and how their use is helpful in protecting our identity*

⏱ **20/25 min**

☂ **WHY THIS MATTERS** — Usernames, display names and avatars are ways in which we can establish an identity online that also protects your privacy and online identity by not revealing your real name and image.

📖 Vocabulary: *Identity • Personal Information (PI) • Username • Display name • Avatar*

✔ EXPLAIN — 2 min

As we spoke about in our last POPS lesson, we want to be careful of how much and what type of PI we share online. Sometimes lots of little pieces of information we share when put together can be linked, making it easy to figure out who the person is.

We need to make sure we are protecting our **identity** online so we are not tracked/followed everywhere we go. In this lesson we are going to talk about creating **usernames**, **display names** and **avatars** that can help protect our online identity.

Usernames and display names allow you to be referred to in another way other than your first or full name. You can use a different username and display name for every account you create. You may use your special nickname, a superhuman identity or even a hobby that you identify with.

In some cases, you will get to create an avatar or choose and/or upload an image to also represent your identity on that site, game or app. That avatar or generic image should act as a costume or mask that a superhero uses to protect what they look like.

❓ ASK — 2 min

❓ **If you met a stranger, would you tell them your full name? Why not?**

   Same rules should apply online as they do offline.

❓ **Why do some sites, apps and games make you create a username and a display name?**

   Sometimes a username is used as a display name, but not always. Some brands, like a toy company or a large entertainment company (i.e. Disney) makes you create a username, acting as a login credential, and password to login, then you create different display names for each property on the site. The display name, sometimes known as a screen name, is how others see you on an app, site or game.

▶ ACTIVITY 1 — 10 / 15 min — *PROVIDE STUDENTS WITH HANDOUTS*

Superhero Identities
This activity will help your students understand that usernames and display names need to act as their secret identity online to keep them safer.

▶ ACTIVITY 2 — 5/ 10 min — *PROVIDE STUDENTS WITH HANDOUTS*

Creating your own username and display names
This activity will help your students come up with creative, unique and privacy enhancing usernames and display names.

✔ ANSWERS — Superhero Identities

CRYPTOGRAM:

   "You are the hero of your own story. Do what is right, evenwhen no one is watching"

SOLVER HELP:

   Clark Kent is *Superman*
   Steve Rogers is *Captain America*
   Tony Stark is *Iron Man*
   Scott Summers is *Cyclops*
   Diana Prince is *Wonder Woman*
   Bruce Banner is *Hulk*

⏩ WRAP UP — 1 min

Superheroes all need a secret identity to fight crime and at the same time protect themselves from publicity and unwanted attention. By not sharing their real names, they can keep themselves safer and still manage to do their thing. Creating a username or display name is sort of like making a secret identity online. When your display name is publicly shared it can help protect you but always remember that the site, app or game that you signed up for knows who you are; having a secret identity doesn't mean that you're totally anonymous.

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ACTIVITY 1

Superhero Identities

🕐 15 min

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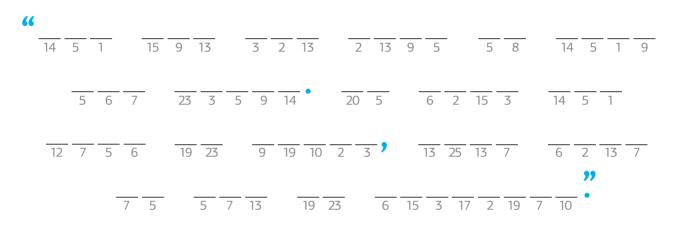
Solve the cryptogram below. **HINT:** Figure out the superhero identities from the solver help list and fill what you find into the answer key.

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
  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

🎯 OBJECTIVE — *Learn how to create safe, reliable and strong passwords that you will be able to remember.*　⏱ 30 min

🌂 WHY THIS MATTERS — Passwords are not going away anytime soon. If kids don't learn basic password management skills for the apps, sites and games they use, we're setting our kids up for long term failure from a security perspective. The security skills kids learn today are extremely important as passwords (in some form) will most likely be used by them throughout their lifetime.

📖 Vocabulary: *Password • Private • Identity*

✔ EXPLAIN　2 min

Passwords help us to be **private**. A password is a word, group of words or string of characters used to prove our **identity** in order to be let in to a device, website, app or game that needs you to sign in for account access.

The use of passwords is known to be ancient. Passwords were required in ancient times to gain access to certain areas or rooms. Those wishing to enter an area were required to supply a password and guards would only allow a person or group to pass if they knew the password. Today, usernames and passwords are commonly used by people to log in to a computer, device and/or gain access to a website, email, apps and games.

✔ Your password is personal to you and should be easy to remember but difficult for someone else to figure out or guess.
Passwords should be kept secret. Since it's not good to use the same password everywhere you go, in today's lesson, I'm going to give you a few easy ways to make strong passwords you will remember.

❓ ASK　2 min

❓ **Do any of you currently have accounts that need a password?**
❓ **Why do we need passwords? Are some passwords better than others?**
❓ **What happens when you forget your password?**
❓ **Is it okay you share your password with your best friend?**
❓ **Is there anyone you can or should share your password with?**
❓ **True or false: The best password is my birthday or my phone number?**
❓ **Which one would make the best password and why?**
   a.   My name and my birthday
   b.   My favorite character in my favorite movie?

▶ ACTIVITY 1　15 min　　***PROVIDE STUDENTS WITH HANDOUTS**

How good a detective are you?
In order to create a safe and strong password, you should think of something that only you know. It could be a special word or phrase, name of your favorite character, movie or song. Take a few minutes to complete the activities on the handout.

✔ ANSWERS

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

⏭ WRAP UP　5 min

Ask your students to share just one of the passwords they created for the characters by writing them on the chalkboard / whiteboard in the front of the room. Highlight a few of them that are strong examples.
Remind students the next time they create passwords, to use a phrase like they did in class and that they should only share their passwords with their parents.

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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◎ OBJECTIVE *Understand the importance of the privacy policy, terms of use, certifications/seals and other information about the companies you are engaging with and where to locate such information.*   ⏱ 30 / 45 min

⚓ WHY THIS MATTERS **We need to teach kids to develop habits of precaution when engaging with sites, apps and games.** This is just like learning to buckle your seat belt in the car. Just because a website or app has a privacy policy, this doesn't mean they are protecting their users privacy and not sharing their information. Just as we teach kids how to read nutrition labels and where to find the copyright and publisher information in a book, kids need to learn how to locate similar information on websites, apps and games.

📖 Vocabulary: *Copyright • Data • Footer • Online Seals of Approval • Personal Information (PI) • Privacy Policy • Terms of Use / Terms of Service / Terms & Conditions / COPPA*

✓ EXPLAIN   5 min   **NOTE:** It may be helpful if you are able to pull up a website and project it in front of the class as an example to use while going through the intro explanation (i.e. www.petrasplanet.com, a website you often use in your classroom, or a site your students are all familiar with.) If no Internet is available you can use fig. A for explanation purposes.

In this lesson, we are going to learn about understanding what's inside the apps, sites and games you interact with. It's like reading the ingredients label on the food you eat. To find this vital information on websites and apps, we must look at the **footer** of a website, the listing in the app store or in the preferences/settings section when using an app.

About Company and Contact Information

When you go to a friend's house to play for the first time, I bet your parents want to know where you are going, who will be there and would want to speak with and know your friend's parents or the supervising adult. The same should apply online. Playing a game or hanging out on a social network is like going to a friend's house, only it's virtual.

In the footer of a site you should be able to find out information about the company that owns the site or game you are on and where they are located. You should be able to find out if there is a way to reach a person at the company other than sending an email. Other information you may be able to see is who works at the company and their role. You should question engaging with companies that do not make all of this information available.

Terms of Use/ Terms of Service / Terms & Conditions

When you go to the playground or pool, there are normally rules you have to follow (i.e. no pets allowed, no running, kids under 15 must be accompanied by an adult, no glass containers, etc.). Usually, there is a big sign that has all the rules written out for everyone to see. Sometimes there is someone on duty like a playground monitor or lifeguard, but that is not always the case. If there is no lifeguard on duty at the pool, you will see a sign that says, "Swim at your own risk!"

Everyday we follow rules whether it's at the pool, playground, in class or at home. When we are online, there are also rules and sometimes signs about playing at your own risk. We can usually find these rules in the Terms of Use/ Terms of Service / Terms and Conditions. Sometimes there may even be a special pledge or terms you need to read and agree to. Read these terms to see what is required of you and the rules you should play by.

Privacy Policy

When you go on a school field trip, your parents/guardian will receive information about where you are going, how you are getting there and in most cases, they need to fill out a permission form to give you permission to go.

Sometimes when you go on a website, app or game online they may also need your parents permission since they may be collecting **personal information (PI)** about you. You can find out what the company is doing with your information by reading the privacy policy. A privacy policy shares what information (i.e. email address, gender, age, location, etc.) is collected, managed, shared and used. Just because a company posts a privacy policy, that does not mean they protect or keep your information private. It is important to read a privacy policy to find out for what purposes your PI is being collected.

Online Seal of Approval/Certification

You are all familiar with receiving grades for the work you do in school, tests you take and at times special recognition for when you do an outstanding job.

Websites, apps and games can also be "graded" and recognized for their work. Just like you may prove you know your spelling words for the week by taking a quiz, online companies want to prove they follow the laws and are truthful and honest with their users information, privacy, money and more by going through a special test or process to declare that their online property is in compliance with all laws and best practices. If they pass, they will be given a "seal" that is usually provided by a group who investigates and makes sure that the website or app is in fact truthful and honest.

Unfortunately, anyone can make up a seal and post it on their website so it is important to know what you are looking at, what the seal represents, when was it given and who oversaw the certification.

Awards

You may receive a special award at the end of the school year or trophy for the sports team you played on. It's hard work to receive an award or trophy. Now imagine you had to pay to apply for an award or trophy. Not everyone in your class or friends could afford to apply. So the winners may not really be the best or fully deserve it.

In general, awards given to apps, sites and games online, require a company to pay to submit their properties for a chance to win. So when you see an award on a site or app, look at what that award really means. Did they pay or apply for it? Or were they chosen because they truly are the best in their category? You can look at the award site and see the criteria for applying and application requirements.

Copyright

Last but not least, at the bottom of the footer you should be able to find the copyright information. A copyright is a form of protection given to the authors or creators of "original works of authorship," including literary, dramatic, musical, artistic, online sites, apps, games and other intellectual works. If someone else wrote it and you want to make copies or distribute their work, you would need to get the proper permission by contacting them.

❓ ASK   5 min

Just because the app or website has a privacy policy, does it mean they are not collecting anything from you?

No.

How do you know if you can trust an app, site or game?

There are signs of dangerous apps, just like there are characteristics in people to avoid. If an app doesn't have a privacy policy or doesn't provide contact information, the developers are either inexperienced, sloppy, or hiding something. Look at their privacy policy and see what they are collecting from you, what they do with that information and if they share it with anyone else. Be careful if they block kids from under 13 signing up. If you create an account and lie about your age saying you are older than you really are, you will be treated as an adult without any special privacy protection.

How can you tell if a seal or award is authentic and not expired?

Try clicking on it and see if it leads you to a certification or award page. Read what the certification or award means. Sometimes, companies pay for awards for marketing purposes, which may not mean they are safe or protecting your information.

▶ ACTIVITY 1   5 min   *PROVIDE STUDENTS WITH HANDOUTS

Steps to Understanding Footers
Help students realize they may need to utilize what they find in a footer to get their parent's permission to interact with different sites, contests, games and apps.

▶ ACTIVITY 2   10 / 15 min   *PROVIDE STUDENTS WITH HANDOUTS

Seal Sleuth
Reinforce that students understand the significance of an online seal.

✔ ANSWERS

Know what's inside:
a), a) b), b)

Seal Sleuth:
False, True, False, False, True

▶ ACTIVITY 3   15 min

What can you find?
Give your students an opportunity to actually look at the small print in the footer, what's in a privacy policy and identifying real seals.
Have your students check out sites like CommonSenseMedia.org, KnowWhatsInside.com and KidVuz.com to find age appropriate sites and apps to review.

TIP: Some of the authentic seals your students should hopefully come across may be: PRIVO Privacy Certified, TRUSTe (they have a general seal and a kids privacy seal), CARU, ESRB Privacy Certified or Kid Safe + (make sure it has the "+", for their other seals are just given out and do not officially certify the companies for COPPA compliance)

⏱ WRAP UP   1 min

We must take responsibility for what happens to our personal information. It is important to learn what happens to our information once you push the send button! The footer is the place to find out information about the actual company you are engaging with, what they are doing with your information, and if you have any control over your information and how to reach the company if you need assistance.

PETRA'S PLANET NEWS MEMBERSHIPS GIFTS STORE PARENTS SAFETY HELP LOGIN

FREE Virtual World for Kids

PETRA'S PLANET
Stay curious.

PLAY NOW!

LOTD #18

Hello all fashionable explorers!

I don't know about you but I'm really looking forward to spring and summer. I want more sun! I know it's way too early but I got my summer outfit already done! Check it out!

Read More

Petra's 3rd Audio Book takes us to Sri Lanka!

Hi Explorers!

My third audiobook called 'Petra on the Path of Buddha' talks about my adventures in Sri Lanka! It's a book where I meet a monk and take care of an orphaned baby elephant!

You can find the book on Audible.

Read More

The 2nd Petra audiobook is out!

Hi Explorers!

My second audiobook is out now and it talks about my exciting adventures in Senegal! It's a book where I make a new friend, Awa Diouf and meet her family. And of course we dance a lot!

You can find the book on Audible.

Read More

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PETRA'S PLANET
Stay curious.

dramaforun

PRIVO® PRIVACY CERTIFIED

COALITION FOR QUALITY CHILDREN'S MEDIA
APPROVED BY KIDS FIRST!

PRIVACY   TERMS & CONDITIONS

ACTIVITY 1

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—

◎ OBJECTIVE   *To understand how your digital footprint is established and how it can impact your reputation.*   ⏱ 20/30 min

☂ WHY THIS MATTERS   It's impossible these days not to have a digital footprint. Today's students are digital natives growing up with the Internet as an integral part of their lives and a digital footprint naturally comes with it.

Kids need to understand that their digital footprint remains with them and evolves as they expand their use online. A digital footprint can have a definite impact on one's life. This important lesson will help kids to grow into responsible digital citizens.

📖 Vocabulary: *Digital Footprint • Tagged • Social Media*

✓ EXPLAIN   2 min

We're going to talk about your **digital footprint**. Your digital footprint tells others where you have been online, who you've been with and where you have explored. Your digital footprint includes all your social activities online, your browsing history, your online subscriptions, photo galleries and videos — esentially anything you post online or is posted about you online.

Every time you post a picture or make a comment online you are taking a step in the online sand of time. What is posted by you or about you will be a permanent statement about you. Whatever you do online it is important to know that you're leaving a trail that can follow you throughout your life. **Remember:** Think before you post!!!!

❓ ASK   5 min

❓ **How do we leave digital footprints?**
> i.e. google searches, posting videos & photos, parents or friends tagging you in photos or posts, etc.

❓ **Who could look at your digital footprint over time?**
> College recruiters, potential employers, someone you have a crush on, your parents, grandparents, etc.

❓ **Do your parents, siblings and/or friends have Facebook, Instgagram or other social media accounts? Are you ever tagged in their photos? How does this affect your footprint?**

❓ **Do any of you have a social media account(s)? If so, what are some things you may share or do on these accounts that others can see?**

❓ **For those of you who own a mobile device, have you ever looked at your privacy settings?**

▶ ACTIVITY 1   15 min   *DIVIDE YOUR STUDENTS INTO GROUPS AND GIVE EACH GROUP A PACK OF SORTING CARDS PROVIDED BELOW. For multiple use, laminate the sheets BEFORE you cut the individual sorting cards*

To Post or Not Post
Have your students put the cards into three categories:

1. *Too much information DON'T post;*
2. *Information is ok, DO post*
3. *MAYBE - depending upon the circumstance (need to have valid reasons for putting in the Maybe pile!)*

Depending on time, have a group leader from each table share their group's findings and if there are differences, have a class discussion.
If you are limited with time, you can go around to each group to hear their reasoning and make sure they understand what is okay to post.

> **NOTE:** This should trigger a conversation amongst your students about what is appropriate and what is not.
> What are the things they would be satisfied to see in 10 years as part of their digital footprint?

▶ ACTIVITY 2   *PROVIDE STUDENTS WITH HANDOUTS*   5 / 10 min

Digital Footprint Quizzes & Research
Start to understand what elements contribute to your digital footprint.

▶ ACTIVITY 3   *PROVIDE STUDENTS WITH HANDOUTS*   5 / 10 min

Envisioning Your Digital Footprint
Help students think forward of how their digital footprint may look like in the future.

▶ WRAP UP   1 min

Wherever you go and whatever you do online you leave a footprint that others can follow. No matter what you do, you're going to leave a trail behind when you're online. This digital footprint never goes away so be really careful that you never do anything that you may not be happy with later. Remember, in years to come when you want to win an award, get accepted to college or land your dream job, your school or employer will be able to search information online to see what kind of person you are and what you even did last summer.

Party invitation with directions to your house

Your first and last name to an online petition being sent around

Only your first name in an online chat room

A picture of your dog and his name

A picture of your house with geolocation turned on

A silly picture where you and your BFF are tagged

Comment on a blog post you read about the benefits of exercise
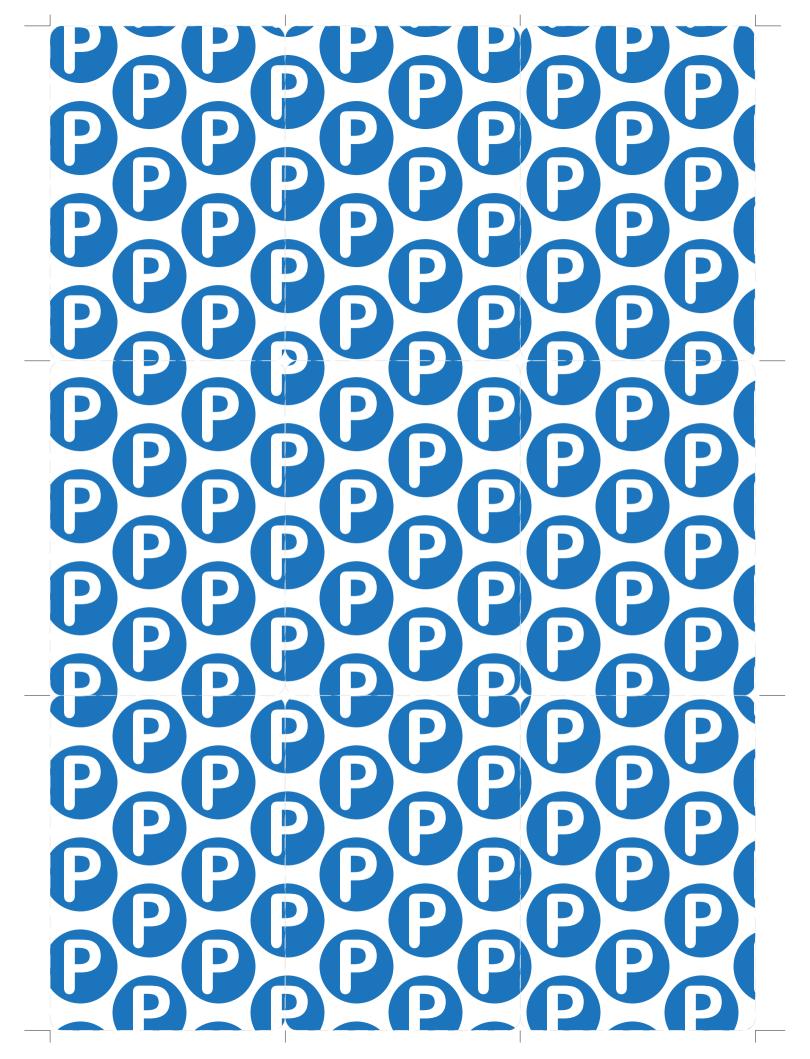
A picture of your soccer team without tagging anyone

A picture of your favorite food

A picture of your brother in the bathtub

A comment about the nasty fight you just had with your best friend

An old photo of your parents getting married

A comment about your best friend starring in a play

Picture of your whole family making funny faces on a family trip

Your phone number

Your email address

Video of your friends dancing

Picture you and the trophy you just won in front of your school

ACTIVITY 1

Digital Footprint Facts (True or False?)

⏱ 5/10 min

Instructions:

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

- [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?

POPS PRIVACY ON PATROL SQUAD

Foundation for Technology and Privacy Outreach

ACTIVITY 2

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..)

◎ **OBJECTIVE** — *Convey the importance of providing your proper age online and basic rules of using a shared computer/device to protect your identity and digital footprint.*   ⏱ 10/15 min

☂ **WHY THIS MATTERS** — If children are using the same device as their peers, siblings or parents it is important to understand the pitfalls of accidentally being logged in as someone else. It could result in exposure to inappropriate content and real world problems. Children need to be truthful about their age to receive age appropriate content and advertising.

📖 Vocabulary: *Behavioral Advertising • COPPA • Log in • Log out • Online Tracking • PI*

✅ **EXPLAIN** 5 min

In a previous lesson, we spoke about the need to protect your identity online and being careful about not sharing too much **personal information (PI)**. To protect our PI we sometimes need to have our secret identity, but that does not mean we lie about who we are and pretend to be older and/or someone else.

Under a law called the **Children's Online Privacy Protection Act (COPPA)**, if you are under the age of 13, you need to get your mom or dad's permission to share any PI online and where you may be able to connect with others.

I'm assuming most of you in this room would need to get your parent's permission if you wanted to go to the mall with your friends or play with a new kid that just moved in down the street. Your parents care about you and want you to be safe. I'm sure there are many things they give you permission to do, once they know you are safe. You need to look at going online as the same thing.

So, for example, if you are signing up for a special video contest or want to join a social network where you can add friends, posts, upload and share photos and videos, save your score to a leaderboard, etc., the property you are on will need to get your parent's permission. How do they do this? They usually need you to provide them with your parent's email address or print out a permission form for your parents to send back in.

There are some sites and apps that do not let children create accounts and will block you from doing so. It may seem annoying you cannot join, but understand they are just trying to protect you under the COPPA law. These sites and apps may be collecting and sharing information of their users to advertisers and marketers. They may be able to track your moves online and sell your information to other companies. They can get in trouble if they let you create an account. Lucky you, there are so many other sites and apps out there just for kids that are fun and rewarding. By law, you will have to wait until you are a certain age to gain access to the sites and apps that block you. Age requirements vary but the COPPA law requires children under the age of 13 to gain parent permission before entering a site that collects personal information from you. Have fun and explore the many cool places designed especially for kids online.

❓ **ASK** 5 min

❓ **What are the consequences of lying about your age online?**

Companies can treat you like an adult and follow your every move online. You can receive behavioral advertising and unwanted ads. You can also end up somewhere with online predators. Lying about your age is against the law. When people start to look at your digital footprint, they will see you may have lied about your age and broken the law.

❓ **How many of you know your parents or guardian email?**
❓ **Do you know why it's important that you know their email address?**

When websites, apps and/or games ask you for your PI, they will then need to get your parent's permission for you to create an account and engage with them. They will need to ask you for your parent's email address so they can send a notice and/or seek permission. Just like asking permission to play with a friend down the street or go on a special field trip at school, you need to get your parent's permission to engage with these sites, apps and games if companies collect any personal information from you. It's the law!

✅ **EXPLAIN** 5 min

The next part of this lesson we are going to talk about the importance of making sure you **log out** of your accounts when on a shared computer or device and/or are not signed in as someone else by accident.

If you forget to log out of your account when you are done at a website, it can be easy for someone else to steal your account or pretend to be you.

You also need to be careful about not using someone else's account by accident. For instance, you and your brother have a subscription to a gaming portal. You forget to log out one afternoon and your brother comes onto the device and starts to play. He doesn't realize he is playing as you. He ruins your high score record.

Another example is when you want to go on to YouTube or search for something in Google. If you are using a device that your parents or another grown-up may use for their email or social accounts and forget to log off, you may be treated as an adult. Next thing you know, you will be seeing advertisements on YouTube that are not appropriate and you have no desire to see. Things you clicked on may start to follow you. For example, if you look at a new pair of shoes online it is very possible that when you go to a different website or page, those shoes will keep showing up as ads wherever you go online. That is called **behavioral advertising** and **online tracking**. We'll talk about that in more detail in another lesson. Before we move on to the activity, remember this important tip- "***Always log in as yourself and...always log out when you're done!***"

▶ **ACTIVITY 1**   **15 min**   ***PROVIDE STUDENTS WITH HANDOUTS**

POPS Personality Test
OBJECTIVE:
Let students think of what they would do in scenarios of being on a shared device or computer
and finding that the person before them did not log off.

▶ **WRAP UP**   **1 min**

To protect our PI we sometimes need to have our secret identity, but that does not mean we lie about who we are and pretend to be older and/or someone else. There are consequences to aging up. When you go to sign up for something online, make sure you know your parents email address in case you need to get their permission.
Last but not least, remember - Be YOU – logging in and logging out!

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.
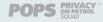
SCORES

🏆

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

🎯 **OBJECTIVE**   *Understand what geolocation/geotagging is and how it may compromise your privacy.*   ⏱ **30 min**

☂ **WHY THIS MATTERS**   Having geolocation enabled can be both beneficial and potentially harmful because it can identify your exact location. Students should understand when geolocation is important and when it compromises your privacy and safety.

📖 **Vocabulary:** *Geolocation • Geotagging / Geotags • Privacy*

✅ **EXPLAIN**   **2 min**

We're going to talk about why it's important you know how to have control over your **geolocation** settings on your computer, devices and individual accounts. How many of you know what geolocation/**geotagging** means? **IDEA:** Write definition on board in front of class

"It is the physical location of an object and/or person in the world, which may be described by a place, city or street address, determined by information provided by an online device."

Geotags make it very easy for friends, relatives, parents, teachers, law enforcement, and thieves to know exactly where you are. When you upload a picture, if the geolocation device is not turned off, then anyone can find out the exact location of where the photo was taken. You can usually turn off geolocation in the settings area of your device. Pictures posted on social media are open to many people, some of who may not be your friends. Using Geolocation to let others know your whereabouts should be used with caution.
The big problem with geotagging is that most people don't even realize they are sharing their location data.

❓ **ASK**   **5 min**

❓ **What do you use on your computer/device that offers or needs to use geolocation?**
> Your camera, Find My iPhone/iPad/iPod, map/directions, profile check in, status updates and more.

❓ **When is geolocation beneficial?**
> Directions so you do not get lost. Help find a lost or stolen device. Weather and emergency alerts.

❓ **When is it not beneficial/not safe?**
> When you share the location of your house when posting photos online that could be seen by strangers. It could be used to target specific advertisements for your area.

❓ **So what if you don't want to transmit your location data? How do you turn it off?**
> Go to your preferences and account settings. Look at the privacy and security section. It may differ on each device and app.

▶ **ACTIVITY 1**   **PROVIDE STUDENTS WITH HANDOUTS*   **5 min**

GEOTAGGING / Thumbs Up or Down
OBJECTIVE: Let students 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.   1 💚   2 💚   3 ❌   4 ❌   5 ❌   6 💚

▶ **ACTIVITY 2**   **PROVIDE STUDENTS WITH HANDOUTS*   **10 min**

Practice Being a Satellite
OBJECTIVE: Let kids understand how geolocation/geotagging works.
ANSWERS: 1. Statue of Liberty National Monument New York, NY, United States. **2**. Liberty Bell, 6th St, Philadelphia, PA 19106, USA. **3**. Golden Gate Bridge, California, United States. **4**. Pearl Harbor, HI 96706, USA. **5**. Mount Rushmore National Memorial 13000 S Dakota 244, Keystone, SD 57751, USA

▶ **ACTIVITY 3**   **PROVIDE STUDENTS WITH PAPER OR USE BLACKBOARD TO MAKE LISTS*   **5/10 min**

Allow or block
OBJECTIVE: Let students make the connection to what they currently use on their computers and devices and the role of geolocation.
INSTRUCTIONS: Brainstorm and make a list with your class some sites and apps that your students currently use and if they should allow or block the site/app from accessing their geolocation.
NOTE: many of the sites and apps kids use (i.e. Facebook, Instagram, Snapchat, vine, Twitter, YouTube) legally do not allow children under 13 to register.

⏸ **WRAP UP**   **1 min**

Geolocation has many positive uses in our lives. For example, if you get lost or are traveling you can use your GPS to help find directions or find out where you are. However, it can also help strangers and others you do not want contact with to find you. Take care when you are tagging photos or posting online to see if your location is collected. When a website or app tries to access your location you could select 'no' or 'block'. Sometimes geolocation is automatically turned on- so be sure to check your preferences and settings. That way, it will make it more difficult for strangers and advertisers to pinpoint your location and find out where you are.

LESSON 7

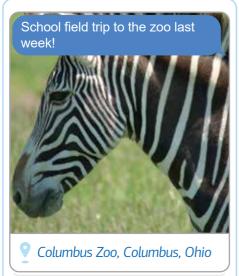*Geolocation:* Tag, you're it! The good and the bad

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.
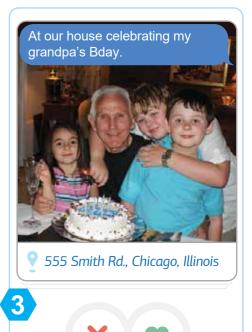
Circle 💚 or ❌

---

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*
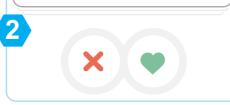
❌ 💚

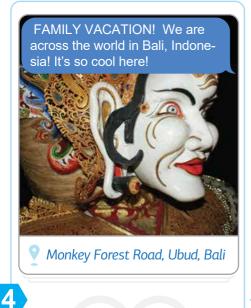COPYRIGHT 2016

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

◎ OBJECTIVE   *To know what an online cookie is and to understand how they are used for online tracking and analytics.*   ⏱ **10 min**

WHY THIS MATTERS   Kids need to understand that even though they may be physically "alone" while on a device and not explicitly giving apps, websites and games access to their geolocation data, they may still be leaving a trail that's easily followed by those who connect the cookie crumbs of data left behind while "surfing" on the Internet. To understand how to manage these online cookies one must learn what an IP address is and how it is assigned. **TIP:** To find out more about IP addresses, visit www.whatismyipaddress.com.

📖 Vocabulary: *Analytics • Behavioral Advertising • Cookies • IP Address • Tracking • Preferences • ISP*

✓ EXPLAIN   **5 min**

IP Address

With a show of hands, how many of you have written a letter to someone else and put it in the mail? In order to send it, we need to add our return address on the envelope so the person receiving it knows whom it is coming from and how to respond back. The same goes for our actions online. But instead of having a physical address to your home, we have an IP address assigned to our computer and devices. The IP address is 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.

❓ ASK   **5 min**

❓ **Can someone find exactly where you are by knowing your IP address?**

No, but they can figure out your city, state and country. As we learned in Lesson 1, small pieces of PI you provide, linked with your IP address, can open the door to privacy risks.

❓ **Does anyone know what the "IP" stands for?**

Internet Protocol

> **TIP:** If you and/or your students have access to computers/devices in the classroom, take a quick minute and bring up the website www.whatismyipaddress.com to all look at what their IP address is and the location information shown on the homepage map.

✓ EXPLAIN   **5 min**

Analytics

Most websites, apps and games want to know who is visiting their property. They want basic information that is known as "analytics".

> **TIP:** You may want to write the definition up on the board for your entire class to see:
> *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.*

With just your IP address, they can figure out the general location as to where the users are located. But, most companies will want to know even more about the users and so they also implement something called cookies.

Cookies

With a raise of hands, how many of you like cookies? Have you ever heard of an online cookie? Online cookies are very different than the cookies we eat.

Online cookies can be used by companies to collect, store and share bits of information about your online activities and track your behavior across sites, apps and games. There are different types of cookies you should be aware of.

1. First-Party Cookies: Placed by the site, app or game you visit. Cookies help store your favorite lists, help hold your online gaming scores, and track your progress.

2. Third-Party Cookies: Someone other than the site, app or game you are visiting places them. For example, you read something online about soccer and an advertising network could use a cookie to note your interest in soccer and add it to your browser profile. Later, you may see ads and coupons to save money on soccer equipment on other sites you visit.

❓ **When are cookies and tracking helpful and convenient?**

Cookies remember items in your shopping cart, your login name, your preferences- like always showing the news and weather in your hometown, an educational app or game can track your progress, etc.

❓ **When are cookies and tracking creepy and harmful?**

When you are served behavioral ads. Data collected by cookies can be combined to create a profile of your online activities- like what pages and content you've looked at, when you visited, what you searched for, and whether you clicked on an ad and then keep trying to sell you that product.

❓ **How can you control cookies?**

By going to the preferences / settings in the Internet browser, device and apps you use. See tip section on the student activity sheet for more details.

▶ **ACTIVITY 1**   ***PROVIDE STUDENTS WITH HANDOUTS**
5 min

True or False
OBJECTIVE: Make sure students understand the role of an IP address and cookies.

✔ **ANSWERS**

1. False
2. False
3. True
4. False
5. True
6. False
7. True

⏭ **WRAP UP**   2 min

It's important we don't forget that we are never really "alone" online. Whether our IP address is being tracked, cookies are being used, or sometimes, on a kid site or app, there may be live monitors watching your every move to help keep the environment safe.

You have learned about the pros and cons to tracking and cookies. Don't forget to check your settings/preferences when you get home on your computer and/or devices to check your own privacy settings. You can even show your parents how to check their privacy settings!

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   **2**   **www.com**

1   COOKIE

an **IP address**   gives you access   to the World Wide Web,   Their ISP   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

◎ **OBJECTIVE**   *To give students the opportunity to teach online privacy skills to their parents and family members.*

⏱ **Dinertime Discussion**

🌂 **WHY THIS MATTERS**   Giving kids the opportunity to teach their parents and family members about technology is a great way to empower them. With the use of smartphones, tablets, computers and smart toys, kids today are more connected and tech savvy than their parents. Most adults use technology as a convenient tool to make life easier as opposed to today's kids who are embracing these tools as a way of life. Privacy concerns should be of upmost importance to kids and adults. This exercise allows for a two-way dialogue about online privacy and security with the conversation spearheaded by the student.

✓ **EXPLAIN**   2 min

It's now time take what you have learned and test your parents and family members. As a dinnertime activity, use these questions to quiz your family about how much they know about online privacy. You have the answers and a scoring guide.

▶ **ACTIVITY 1**   *PROVIDE STUDENTS WITH POPS QUIZ TO TAKE HOME. INCLUDE LETTER TO PARENTS/GUARDIAN.*
5 min

POPS Quiz
OBJECTIVE: Reinforce what the student has already learned by testing their parents and family members.
Put them in the position of teaching others.

✓ **ANSWERS**

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)?
e. Option B, C and D

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

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

4. What should you include when creating a strong password?
d. All of the above

5. What's the best formula for creating a strong password you can actuallly remember?
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

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

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?
b. Privacy Policy

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

10. What is a digital footprint?
c. Details left behind after you have been surfing on the Internet

11. If geolocation is turned on...
b. Your location is traceable to others online

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

13. Why might a website "track" you?
e. All of the above

14. What's the difference between a chocolate chip cookie and an online cookie?
b. An online cookie lets the website owner know where you have been on the website

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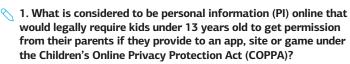
"Hey Kids, Now you are part of **POPS**.
Go give your parents the **POPS Quiz**."

⏱ **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

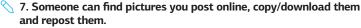**4. What should you include when creating a strong password?**
a. 8 Characters
b. Some capital letters and numbers
c. At least 1 symbol
d. All of the above

5. What's the best formula for creating a strong password you can actually 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
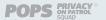c. Both taste delicious
d. Both need baking in the oven.

✏ **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

Dear Parent/Guardian,

You child has completed the Privacy on Patrol Squad (POPS) curriculum learning about online privacy and why it matters to EVERYONE. Your child has been asked to bring this "POPS Quiz" home and share the information learned with you!

The lessons your child has been studying have been designed to enforce the understanding that one's personal information should be shared on one's own terms with thoughtful choices. Your child has learned that personal data can be used to affect one's reputation and can be used to shape behavior and influence decisions and online experiences.

We hope you will use this opportunity to learn from your child so that keeping your personal information safe and secure online is a lesson learned for the entire family!

Good luck on your quiz and thank you!

The POPS TEAM

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

POPS·PRIVACY ON PATROL SQUAD

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.

NOTES:

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