



# Introduction to Digital Footprint and Digital Identity

**Digital Footprint:** Your digital footprint includes all traces of your online activity (Facebook, Instagram, Twitter, etc.).

**Digital Identity:** Similarly, to the way your name and ID make up your identity in the physical world, the collection of your online footprint make up your digital identity.



## Things You Need To Know About Your Digital Footprint:



**'Active Digital Footprint':** all the information a user shares online **purposely** (social media posting etc.)



**'Passive Digital Footprint':** traces of data left online or collected **without the user's knowledge** (shopping online will inadvertently provide your shopping preferences to the site).



Your digital footprint often **cannot be deleted**.



Universities and future employers will search for you online.



Your digital footprint can affect your digital identity and online reputation in general.