

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.

