

Personal data – Positive or Negative?



Primary Worksheet

Do you think these ways of using personal data are positive or negative? Why?

“My navigation app used my location and traffic data to show me the quickest way home.”

Positive Negative

Why? _____

“If I haven’t logged on to my gaming app in a while, the app sends me a notification to remind me to play.”

Positive Negative

Why? _____

“Shops keep sending me emails for new products I could buy.”

Positive Negative

Why? _____

“I see social media adverts telling me who I should follow.”

Positive Negative

Why? _____

“After I look at a product online, I see adverts for it everywhere.”

Positive Negative

Why? _____

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YOUR DATA MATTERS

Primary Worksheet

What type of adverts do you think Rosie might see, based upon her activity?



Rosie

Orders her favourite author's new book

Signs up for a charity run

Joins a social media group about vegetarian recipes
