



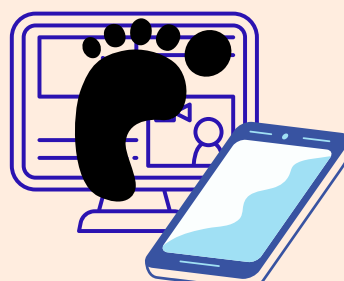
UP DILIMAN DATA PROTECTION OFFICE

ABOUT YOUR DIGITAL FOOTPRINT



WHAT IS A DIGITAL FOOTPRINT?

Your digital footprint is all the information you leave behind online, intentionally or automatically.



TYPES OF DIGITAL FOOTPRINTS



ACTIVE FOOTPRINT

Information you intentionally share online.

Examples: social media posts, online form submissions (surveys, quizzes, etc.).



PASSIVE FOOTPRINT

Information collected about you automatically while you're online.

Examples: IP addresses, apps collecting personal and device info, browsing history, etc.

WHY IT MATTERS

WHAT YOU DO OR POST ONLINE CAN AFFECT YOUR IDENTITY



LEAVES A TRAIL

Everything you do online adds to your digital story.



MAY SHAPE YOUR IMAGE

Others can get an idea of who you are from your online activity.



LASTS LONGER THAN YOU THINK

Old posts or even deleted photos can remain online, stored in backups, archives, or screenshots.



AWARENESS HELPS

Knowing your footprint lets you make smarter choices online.

SECURE YOUR DIGITAL FOOTPRINT

PROTECT YOUR PRIVACY AND STAY SAFE ONLINE!



WHAT TO DO

Use privacy settings to control who sees your content.

Review permissions and access across all platforms, apps, and services.

Be mindful of what you share and interact with online; even likes, comments and clicks leave a trace.

Keep track of your accounts and digital activity to stay aware of what data is shared.



WHAT TO AVOID

Avoid sharing sensitive personal info like passwords or ID numbers with untrusted or suspicious sources.

Avoid assuming that anything online is private.

Avoid ignoring updates or changes to privacy and security settings.

Avoid neglecting hidden traces, such as cookies, browsing history, clickstream data, etc.

privacy.upd.edu.ph