# Cybersecurity CyberSnack: Privacy /Data Analysis

| 15 minutes | **What You'll Need**: Images • Student Handout |
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## NICE FOCUS: Data Analysis

Learning Objectives

- Reflect on ways to be private and secure on and offline.
- Explain the consequences of developing a digital footprint.
- Discuss how companies use online tracking and analysis data and take a position for or against them.

## Activity Steps

1. **Show** the Car Sticker image #1. You can share your own or hold up or share the images provided.

2. **Say**: *What could you say about this image?*

   - *Answers will vary but dad, mom, daughter, and cat are part of the family.*
   - *Dad works with technology, mom likes yoga, daughter likes ballet, and the cat sleeps.*

3. **Select and show** Car Sticker images #2-6. Select as many as needed. Another option is to distribute the images to small groups and have the groups analyze and discuss.

4. **Say**: *What could you say about this image? What could you say about these images? Discuss what data you see and how it might be interpreted?*

   - *Answers will vary*
   - *Slide 2: Mom, dad, son, and daughter and fish. The family likes the beach and snorkeling and surfing.*
   - *Slide 3: Mom, dad, two sons, one daughter, and a dog and cat. One son likes football, and one son likes soccer*
   - *Slide 4: Mom, dad, son, daughter, and dog. Dad likes to grill. Son likes baseball and daughter like ballet.*
   - *Slide 5: Mom, dad, and 4 children. Son and daughter plus two toddlers; one son and one daughter. In addition, the family has a dog and a cat.*

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- ○ *Slide 6: Mom, dad, and 3 children. Daughter, son, and a toddler. In addition, the family has a dog and a cat.*

5. **Select and show Car Sticker image 7.**

6. **Say**: *What could you say about this image?*

   - ○ *Answers will vary but dad, mom, daughter, and two sons.*
   - ○ *Dad is in the military.*

7. **Select and show images of four Car Stickers- image 8.**

8. **Say**: *What could you say about these stickers?*

   - ○ *Answers will vary.*
   - ○ *Dad is in the military and in Iraq.*
   - ○ *Parking permit for West Village Apartments.*
   - ○ *Parking permit for the Example Company.*
   - ○ *One of the students is an honor student at Blank Middle School.*

9. **Say**: *Stick-figure stickers of your family might seem cute and a way to personalize your vehicle, but some authorities are warning that these popular decals could also give away personal information to potential criminals. This can be especially concerning when used along with other stickers that indicate information like your occupation, hobbies, and family names.*

10. **Show image 9.**



11. **Say**: *When all the data is analyzed potential information can be interpreted. What can criminals potentially learn about this family?*
    - • *Dad is out of the country*
    - • *The name of family members*
    - • *There is a small baby*
    - • *You might not have a dog*
    - • *Where the person works*

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- *Where the person lives*
- *Where the daughter goes to school*

12. **Say**: *This is information that is gathered and pieced together by information shared publicly. The same process of information gathering can happen online. Data mining is commonly defined as the process of using computers and automation to search large sets of data for patterns and trends, turning those findings into business insights and predictions. Data mining goes beyond the search process, as it uses data to evaluate future probabilities and develop actionable analyses.*

    *Data mining is the process of finding patterns in data.*

    *In 2003, the book* Moneyball *introduced data mining to a much broader audience through the story of a professional baseball team's analytics-driven approach to roster building. Now, with companies employing big data solutions in a growing variety of situations, data mining plays a critical role in countless industries.*

13. **Send** home **the family conversation starter** for this activity.

Consider a more detailed lesson on privacy and identity and scams with the Google / iKeepSafe **Identify Tricks and Scams Online Lesson Plan**

Other resources: Scams and Identity Theft | consumer.gov https://consumer.gov/content/scams-and-identity-theft