# Privacy Pursuit!
## Protecting Your Privacy

**Grades:**
## 4–5

**Teacher's version**

**Framework Topics:**
Privacy and Security, Ethics and Empathy

**Duration:**
1½ to 2 hours

**Overview:**
In this lesson, students review what the word "privacy" means in an online context and learn key privacy-related vocabulary. They explore different privacy risks and then learn practical techniques and strategies to manage and protect their privacy. Students then demonstrate their understanding of these strategies by illustrating them. Finally, students revisit material from earlier in the lesson and consider how their actions might put *other* people's privacy at risk.
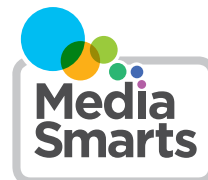
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# Learning Outcomes

## Students will understand the following key concepts/big ideas:

**Digital media are networked**
- Devices that are connected to the internet send information to each other

**Digital media are shareable and persistent**
- Once you post something, it can stay online or be shared with others forever and can be copied, altered, and used in ways you don't like

**Digital media have unanticipated audiences**
- Things that you do with devices connected to the internet may be seen by people you don't know about

**Interactions through digital media can have a real impact**
- Our actions and decisions online can affect our and others' privacy

## Students will learn the following essential domain knowledge:

**Privacy and Security:**
- Key vocabulary related to online privacy
- Privacy risks include scams, embarrassment, hurting people's feelings, cyberbullying, and threats to property or personal safety
- Taking proactive steps to manage your privacy can limit privacy risks
- Be careful what personal information you share online
- Privacy settings can control who sees what you post
- Passwords are an important tool to protect your privacy
- Some websites, apps, and services should be previewed by trusted adults, or not used by children at all
- Create pseudonymous usernames and avatars (i.e. ones that mask your identity) for online gaming
- Trusted adults are important resources for help-seeking before and after privacy risks occur
- Don't click on unknown links or download files from unknown senders

**Ethics and Empathy**
- What you do online can also affect other people's privacy

## Students will learn how to:

- Use: Manage privacy risks by proactively employing privacy strategies
- Understand: Identify the privacy risks of different devices, apps and online activities
- Engage: Make good choices about others' privacy

## Personal Data Protection Competencies

**Personal Data**
- I understand what is involved in the concept of personal data, defined as any data — whether or not it was made public — about an identifiable individual
- I know and understand the concept of pseudonymity and masking one's identity
- I can give examples of personal data that can directly identify individuals (civil/family status, photo of a student in the class, etc.) and technical data that can monitor the activities of a person and identify them (cookies, geolocation data, etc.)

**Understanding the Digital Environment**

- I know what the internet and its services are (social networks, mobile applications, the cloud, etc.)
- I know the key IT risks and the importance of digital security. I understand the need to ensure the physical and logical security of a digital environment
- I am careful to only share the personal data that is absolutely necessary to register for a service
- I know that there are ways to protect myself online

**Managing My Data**

- I know that, to use certain online services, my consent or consent of my parents/legal guardians is required
- I use procedures available to protect my personal data

## Preparation and Materials

Prepare to distribute either the full *Privacy Pursuit!* booklet or the following pages:

- Page 3: Scavenger Hunt
- Page 4: What is Privacy Anyway?
- Page 5: Game Time: Crossword
- Page 6: Why Worry About Privacy...What Can Happen?
- Page 7: Real Privacy Dangers
- Page 8: Game Time: Cryptograms
- Page 9: 11 Great Ways to Protect Privacy
- Page 10: Privacy Empathy
- Page 11: Game Time: Match-It
- Page 12: Game Time: Word Search

Prepare to distribute the glossary handout and review the *Glossary: Teacher's Version* backgrounder.

Review activity answers on pages 14-15 of the *Privacy Pursuit!* booklet.

## Procedure

**Privacy Scavenger Hunt**

Start by displaying or distributing page three and reading the instructions to the class. Have students individually complete the steps one and two of the "Scavenger Hunt" activity by listing internet-connected devices in their homes. When most of the students have finished (this should take just a few minutes) have them share with the class and make a class list.

Make sure to include:

- Tablets
- Phones
- Computers
- Smart speakers (e.g. Alexa)
- Smart TVs (TVs that can connect to services like Netflix without a separate app or device) or other appliances (e.g. smart thermostats or refrigerators)
- Smart toys (e.g. Mario Kart Live, Cloud Pets)
- Video doorbells

Ask students if they have done an activity like this before, in class or elsewhere. If so, ask them what things are on this list that were not last time, and which ones they put on the list before but did not include this time.

**What is Privacy?**

Next, display or distribute page four and read "What is Privacy Anyway?" to the class.

As a knowledge check, ask students:

• Has your idea of what the word "privacy" means changed after reading this? *(Confirm that they understand the idea of controlling what personal information is collected, used or shared, as well as controlling which audiences have access to it.)*

• Why or why not? *(Were they familiar with the concept of "personal information"? Do they feel they understand what it means?)*

• If so, how? *(What other meanings of "privacy" did students have? How were they similar or different?)*

Return to the idea of *personal information* and explain that it means *information that could be connected to you, or used to identify you*. List or write the following examples of personal information:

• Your name
• Your birthday
• Your fingerprints
• Your phone number (or your parents')
• Your email address

Remind students of the list of internet-connected devices from the previous step. What kind of *personal information* connected to you might they collect? (For instance, if you send an email on a computer or tablet, the device — or the apps on it — might record your email address; if you have fingerprint access enabled on a tablet or phone, it will record your fingerprints to make it work.)

Now display or distribute page 12 and have students do the word search activity. Next, distribute the glossary handout and, as a whole class, make a glossary of terms found in the word search and elsewhere in the lesson. (Use the backgrounder *Glossary: Teacher's Version* for reference.)

**What are Privacy Risks?**

Next, display or distribute page six and read "Why Worry About Privacy… What Can Happen?" to the class. After each item, ask prompting questions to extend understanding:

1. **Companies can track your online activities and build detailed profiles about you to send you highly targeted ads. Sometimes it's cool, but it can also start to feel creepy.**

   **Ask:** Does it feel "creepy" to you that they watch what you do online and use that to decide what ads to show you? Would you turn that off if you could? Why or why not? (Make sure students know that most online services do let you turn off ad targeting, though it's not always easy to do.)

   Some services, like the search engine DuckDuckGo, only use what you're doing right now (your most recent search) and don't remember anything about you between visits. Would that be less "creepy"? Why or why not?

2. **Information about yourself you'd prefer to keep private or that might not be true can be posted online by someone else and this can be really embarrassing or hurtful.**

   **Ask:** Can you think of a time when somebody shared something about you that you wish they hadn't? *(This doesn't have to be in an online context — it could be something like telling a secret, for example.)*

   How can we find out if it's okay to share something that was shared with us online? *(Introduce the idea of asking the person before sharing.)*

3.  **Things you post online today can stay there forever and can affect what friends, teachers, and even future employers think about you.**

    **Ask:** How many people's parents shared baby pictures of them on social media? How many would like all their friends to see those pictures now?

    How can we decide if something we are about to post might be embarrassing in the future?

4.  **As you grow up, you may change your mind, or feel or think differently about things you posted online when you were younger. You might want to erase what you posted, but then you find out you cannot.**

    **Ask:** Why is it hard to totally delete things you have posted online? *(Because people might have made copies that you don't know about.)*

    What are some ways that we can make it easier to delete online content? *(Make sure to mention that we can help each other by being responsible in how we share other people's content. If we don't make copies, there are fewer copies to be deleted.)*

5.  **Not protecting your privacy online can make you vulnerable to cyberbullies and can even risk your physical safety in the real world.**

    **Ask:** How might somebody use your personal information to hurt you, online or offline?

    How can we decide if something we're about to share might make us vulnerable?

6.  **Scammers can trick you into giving them information to get into your — and your family's — accounts and can even steal money. Lots of times these thieves can be hard to catch.**

    **Ask:** What are the signs that something might be a scam? *(When they're asking you to give out your personal information or click a link.)*

    What should you do if you think that something might be a scam? *(Talk to an adult you trust right away!)*

    Now display or distribute pages seven and eight. Read the "Real Privacy Dangers" scenarios to the class, then have students decode the advice to the characters on page eight. *(Review the answers on page 14.)*

    **Ask**:

    • Do you agree with this advice?
    • Why or why not? *(Prompt students about the need to think before you post content, talk to people online, or follow links in emails or messages.)*
    • What other advice might you give to Mei, Kamran, Quinn or Luke?



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Next, display or distribute page 11. Have students complete the matching columns activity individually by drawing lines between items in the two columns, then take it up in class. *(Review the answers on page 14.)*

Ask students if they have done an activity like this before, in class or elsewhere. If so, ask them how their answers are similar or different from the last time. Are there matches that were easier or harder to make this time?

**Assessment**

Display or distribute page nine. In pairs or groups, have students illustrate each one of "11 Great Ways to Protect Privacy." Those who finish the illustration project early can complete the crossword on page five.

When students have finished, you can display the illustrations in the classroom, the hall or the school library.

**Reflection/Closure**

Display or distribute page ten and read "Privacy Empathy" to the class. Then revisit the Mei, Luke and Kamran scenarios and ask students how their choices affected *other* people's privacy.

# Glossary (Teacher's Version)

**Apps**

Programs on a phone or tablet. Some examples of apps are games and social networks.

**Avatar**

A virtual "you" that you control in a game or a virtual world.

**Cookies**

Files that are saved to your computer by websites. They let the website remember things about you and about what you did on the website.

**Cyberbullying**

Being mean or cruel to someone else using a digital device.

**Download**

Copying a file or app from the internet to your device.

**Empathy**

When you think about how someone else is feeling or how they might feel if something happens.

**Hashtag**

A word or phrase with a number sign (#) before it. People use hashtags to make what they post easier to find.

**Internet**

(*Define "network" first.*) A *network* of computers around the world that most digital devices connect to. When you play an online game, watch a video online, or use a social network, you are connecting to the internet.

**Malware**

Programs that make your device do things you don't want it to. They can make it run more slowly or not work at all, steal your data, or give other people access to your device.

**Network**

A group of digital devices that are linked by two-way connections. The internet is a network that most digital devices are connected to.

**Online**

When you're using the internet, you are online. Things that don't happen on the internet are offline.

**Personal information or Personal data**

Things you post online, or that are collected by apps and websites you use that can identify you, including your name, address, date of birth, and photograph.

**Phishing**

When scammers try to trick you to get you to give them information about yourself or get access to your accounts or devices.

**Privacy policy**

An app or website's privacy policies says what it will do with the information it collects from and about you.

**Privacy settings**

(*Define "settings" first.*) Your choices about who will see the things you post on a website, social network or game. Changing your privacy settings changes the *default*. You can always choose to have a particular thing seen by more or fewer people.

**Profile**

Your account on a social network. It usually includes things like your name and things you've posted.

**Rules**

Just like we all agree on the rules when we play a game, having rules makes it easier to have fun when we're online and using digital devices.

**Safety**

Keeping yourself safe online means blocking people you don't know who try to contact you, being careful what you share about yourself and people you know, and telling an adult you trust if anything goes wrong.

**Settings**

Most apps and devices have settings that let you turn things on and off. Settings can also control the *default* on an app or device, which means what it does if you don't tell it to do anything else. For instance, you could use your phone's settings to turn off your microphone, or you could use the settings in your favorite game to turn off voice chat unless you choose to turn it on.

**Social network**

An app or a website that lets you share posts, photos, and videos with other people.

**Smart**

When something that isn't usually a digital device, like a toy or a TV, is connected to the internet we call it a "smart" device. That means that the people who made it can see and hear everything you do with it.

**Track**

Some websites and apps can get information about you even after you use them. Some of them track you across the internet to learn more about you.

**Website**

A place on the internet that you visit with a browser like Chrome, Safari or Firefox. A lot of social networks can be used either as apps or by visiting their website.

# Privacy Pursuit!
## Protecting Your Privacy?

**Grades: 4-5**

**Student handout**

Share your thoughts on this lesson with us!

# Glossary

Write down what each of these words means. If you're sure you know what it means, write it after "I know what it means." If you're not sure, write your guess after "I think it means."

**App**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Avatar**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Cookies**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Cyberbullying**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Download**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Empathy**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Hashtag**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Internet**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Malware**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Online**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Personal information or Personal data**
I *know* it means: ........................................................................................................................................
I *think* it means: ........................................................................................................................................

**Phishing scam**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Privacy policies**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Privacy settings**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Profile**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Smart device**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Social network**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Track**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................

**Website**

I *know* it means: ..............................................................................................................

I *think* it means: .............................................................................................................