

Digital Literacy Key Concepts

Digital Media Are Shareable and Persistent



**When you're online, you leave
"digital footprints."**

Everything you share is stored somewhere – even things that you think are temporary.

Other people can also copy and share it.

Websites and apps also track what you're doing there and save it. They use that info to build a profile of you to sell to advertisers.

Think of the data you generate each time you use a social network or search engine, or play an online game. Who is collecting that data and why?