



You and your data

The internet and digital technology make more of our data public. This raises questions about privacy. How do we use the digital world without risking our information and privacy? Imagine you want to learn German. You search for it on your phone and find an article and courses. The website asks to use your location, and you agree. Then, you see ads related to German learning. This is because of online data. When you use the internet, your devices and apps collect data about what you like and do. They follow you online.

Companies use our data to understand what we like. In the past, our information was mostly on paper. Now, it's online and more people can see it. We share many things online, like where we are, our travel plans, and photos. This is part of our 'digital footprint'. Companies track this to guess our interests and show us ads. They make money from our data. Digital marketing is growing because of this.

Can we protect our data? Sometimes, we choose to share our data, like our birthdays on social media. But our data can go further than we think. News about data breaches shows the risks of sharing online. Governments and organizations are working to protect our privacy. For example, the EU made a law about online data. But there's still much to do. We should know more about how our data is used and ask for better protection.



Adapted from:

<https://learnenglish.britishcouncil.org/general-english/magazine-zone/you-your-data>