

Data source: User

The digital world is a huge flow of data. But data doesn't just flow anywhere. It's collected by online retailers, banks, insurance companies and state institutions, and it gets looked at closely.



Surfing behavior

What users do online doesn't go unnoticed: Every click, every text entry, every upload is registered and stored.



Mobile phones and apps

Whoever installs apps on his or her phone also generates significant data flows. One's own private mobile becomes a wide-open book.

Technical data:

location tracking,
address book,
device information,
microphone



activities:

chats, messages,
music, fitness,
games, video

Social Networks

It's not just your profile data that reveals things about you; your activities and networks provide information about you as a person.



Online shopping

Online shopping is convenient – not just for you but also for the stores who get deep insights into your buying behavior.



Health

Fitness-tracking and sports apps collect data about your body step by step. This often offers a richer image than a doctor's visit!



Privacy at a glance



1. No provider is giving away its products.
2. Everyone is responsible for their personal data.
3. When sending pictures, files and texts: Beware, the Internet does not forget!
4. Use different and strong passwords to protect your data.
5. Watch out with the transmission of sensitive data, such as addresses or phone numbers.
6. Privacy is an important issue for the whole family.
7. Check app permissions and decide which required data is necessary at all.
8. Handle external data just as carefully as with your own data.
9. Current antivirus programs are an important device protection.
10. Protect your privacy in social networks with the settings options.