
WORKSHEET

Adapted from "Mapping your Data Self " on page 62 of the *Digital defense playbook: Community power tools for reclaiming data.*

Detroit: Our Data Bodies

Unraveling Your Data Web

Kelly Capatosto, MA., MPA
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This worksheet is adapted from *Our Data Bodies; Digital Defense Playbook*. Any use, reproduction or reference must include the original citation and attribution:

Lewis, T., Gangadharan, S. P., Saba, M., Petty, T. (2018). Digital defense playbook: Community power tools for reclaiming data. Detroit: Our Data Bodies

ACTIVITY: YOUR DATA WEB

What is a Data Web?

Also known as a "digital footprint," your data web consists of the various pieces of data that are being collected, transferred, and recorded in your daily life. These data do not necessarily have to be recorded in a digital format in order to be included in your data web.

Different types of data are recorded at different frequencies. For example your email address or birthday may be shared across many platforms on a daily basis, especially if these are tied into your social media. Other data points, like your fingerprint, are not used or shared as widely.

On the following page, take some time to consider various types of data that are being collected by different public and private entities. Next, you will complete a chart detailing some of the exchanges across your personal data web.

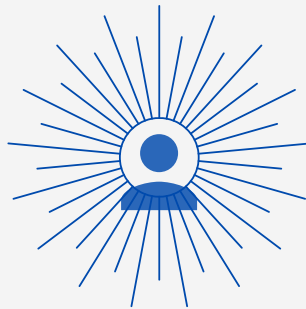
ACTIVITY: YOUR DATA WEB

What is Collected

- Social Security #
- License Plate
- Name
- Address (home, email)
- Networks/ Friends
- Location
- Face/Fingerprint
- Purchases
- Likes, views, and digital behavior
- Assets/ Finances
- Relationship Status
- Weight & Height
- Temperature
- Birthday

How is it Collected/ Stored?

- Phone
- Camera (phone, storefront, security, etc.)
- Self-Report
- Public Record



- Medical Record
- IRS
- Human Resources
- Parking Meter
- Interview
- Survey

Who Collects It?

- Family
- Social Media Orgs.
- Banks/ Financial Institutions
- Employer
- Government Agencies
- Schools
- Religious Groups
- Social Services
- Law Enforcement
- Community Orgs
- Hospitals/ Healthcare
- Landlord

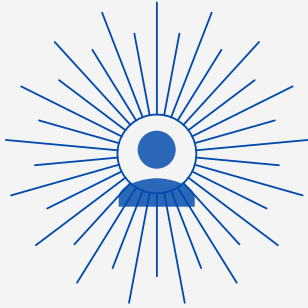
ACTIVITY (SAMPLE)



Fill out examples of your personal data web

What is Collected	Who Collects it?	How is it Collected?
Email address	Employer, social media	Log-in, authentication
Physical location	Cell phone service provider, university	Location data, registers with local institutions (university) wifi network
Facial ID	Tech Company	Phone Log-in
Address, shopping preference	Retail store, shipping company, 3rd party marketing firm	Information entered during online shopping purchase

ACTIVITY: YOUR TURN!



**Fill out examples of your
personal data web**

What is Collected

Who Collects it?

How is it Collected?

REFLECTION:

RESPOND TO 1 OR MORE OF THE FOLLOWING:

What types of data are collected most frequently?

Do you consent for all data to be collected? If not, can you opt out?

In what ways can data be used to profile?

Hint: consider use by law enforcement, landlords, banks, and employers.

Do you consider you data web when deciding where to enter your information online?

What thoughts or emotions does this activity evoke?

FOR QUESTIONS, COMMENTS, OR PERMISSIONS:
CONTACT KELLY CAPATOSTO AT KCAPATOSTO@GMAIL.COM