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.

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.

Technical data:
- location tracking
- address book
- device information
- microphone

activities:
- chat, messages
- music, fitness
- games, videos

For more information visit:
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