

DATA DETOX X YOUTH



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**TACTICAL
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#datadetox

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The Data Detox Kit is your guide to the world of your personal data.

Why does everyone keep talking about it? What does it look like? And how can you get a grip on it?

GET A GRIP ON YOUR DATA

...because it's running away

It may not seem like a big deal that companies know certain details about you. Who cares if you're a fan of Baby Yoda or that you watch more videos of cats than people?

The problem is what's happening with your data. **Over time, your online self takes on its own personality, with habits, likes, dislikes and secrets all of its own.** It can go rogue and end up in the hands of 'data brokers' – companies that make money from looking at your data.

Let's get started!



1

SHAKE UP YOUR APPS

Apps use precious gigabytes of storage and battery life, but they can also collect data – even when you're not using them. Getting rid of a few apps is a quick way to reduce your data traces and save on battery life and storage space, too. Bonus!

Try this activity to see if you're an app hoarder:

Hey!

If you don't have a smartphone, pair up with someone who does.

First, guess how many apps you've got on your phone (don't peek!)

APP NO:

Now count how many apps you actually have:

APP NO:

Hey!

If you're unsure about deleting an app, ask yourself, can you use it on a browser instead?

Ask yourself how many of those apps you actually need. Then go through and delete some of the ones that don't make the cut. Here's how:

Android: Settings → Apps → Select the app you want to uninstall → Uninstall

iPhone: Press down on the app you want to delete and select "Delete App"

2

DOES YOUR PHONE KNOW WHERE YOU'VE BEEN?

One of the most valuable types of personal data that you leave behind is your location data. Your whereabouts can reveal a lot about who you are, from something obvious like your age, to something more intimate like who your best friend is. Your apps may be constantly tracking and recording your movements without you even knowing, and this might give away more than you'd like.

Let's take a look at the ones you use the most.

For each app, think of whether or not it needs access to your location to work properly using the scale below.

Write down your top three apps

APP 1:

APP 2:

APP 3:

This app needs to know where I am:

Never

Sometimes

Always

Hey!

Some apps will occasionally need access to your location like map or weather apps.

Now check your app settings to adjust the location permissions for apps that don't need your location data to function:

Android: Settings → Apps → Manage location access on a per-app basis

iPhone: Settings → Privacy → Location Services → Manage location access on a per-app basis

Bonus :)

Now you've limited the location data free-for-all, try restricting access to other built-in features on your phone like Contacts, Camera and Microphone.

Turn page for more!

3

WHO DOES GOOGLE THINK YOU ARE?

When you use free services like Google products, you're constantly giving away your data to them. Google can use all that info to build an online profile of you, which can help advertisers understand what you might like. But sometimes this online profile isn't what you'd expect.



Let's see what they think. First, tick all of the Google products that you use:

<input type="checkbox"/>	Search engine	<input type="checkbox"/>	Classroom
<input type="checkbox"/>	Gmail	<input type="checkbox"/>	Drive
<input type="checkbox"/>	YouTube	<input type="checkbox"/>	Hangout
<input type="checkbox"/>	Maps	<input type="checkbox"/>	Family link

Now see yourself through the eyes of Google:

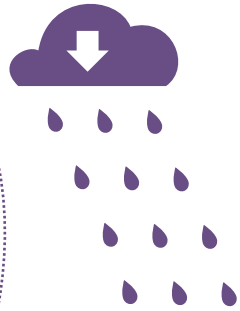
Go to myactivity.google.com → Sign in → Other Google activity → Google ad settings → Manage ad settings →

Scroll down to see how ads are personalised to you (if your ad personalisation is turned off, turn it on whilst you're doing the activity)

Bonus :)

In myaccount.google.com/activitycontrols, pause your web activity, location history and YouTube history too.

Did any of your ad personalisation results surprise you? Maybe they got your age wrong, or they said you like baking when you've never made a cake in your life? If you'd prefer not to be profiled for ads, **you can turn this feature off** at the top of the page.



4

WHEN SHARING BECOMES REVEALING

We all know that social media can be a great way to connect with friends. But it's also where we reveal lots of information about ourselves to people we might not know, including the companies who own the platforms.

Want to make sure you're sharing with your friends and followers, but not oversharing with your apps? Pick one of the following apps and see how far you can get through the steps:

Hey!

When signing up to new apps, don't sign in via your social media accounts because this allows companies to share your data amongst each other. Try signing in with your email address instead.

Bonus :)

Do you use any gaming platforms like Fortnite or Minecraft? Try fortifying your privacy settings on those, too.

Instagram

Profile → Settings: Account → Contact syncing → [Turn off contact syncing](#)
Account → Linked accounts → [Unlink accounts](#)

Snapchat

Profile → Settings: Additional Services → Manage → Advert Preferences → [Turn off all ad preferences](#)
Additional Services → Lifestyle & Interests → [Turn off all Lifestyle & Interests](#)
Additional Services → Maps → [Turn off Maps usage data](#)

My Digital Privacy

Congratulations on making it to the end of the digital privacy detox. Now sit back, relax, and check off all the things you've done:

- I've shaken up my apps and reduced my data traces.
- I've cleared up my location data trail.
- I've seen myself through the eyes of Google.
- I've stopped oversharing with social media platforms.

Even if you just did one of these things, you've already made progress with your online privacy. Living in a data-centric world means that you're going to have to keep practising your privacy skills until you do it without thinking.

Spread the word! Encourage your friends and family to do a Data Detox, too.



NEXT: SECURITY

STEP UP YOUR SECURITY GAME

...with solid passwords

If the internet were just a place for sharing pictures of dogs wearing dinosaur costumes, there wouldn't be much need for security. But the internet is where you spend a lot of time, so you should make your accounts secure.

Here's a way to check: Are you using your pet's name as your password? Nowadays, there's no excuse for having a weak password. As hackers get better at taking over accounts, you need to get better at keeping them out.

As you follow this Data Detox, you'll learn the best way to create strong and secure passwords to keep strangers out of your accounts.

Let's get started!

1 HOW TO BEFRIEND A HACKER

There's one simple way to make friends with a hacker - create easy passwords so that they feel welcome.

Have a go at guessing the most commonly used passwords, using the following clues:

- 1 Count to six (in numbers)
- 2 You need it to unlock your account
- 3 The first keys on a keyboard spell out this six letter word
- 4 I'll ... the answer (most popular search engine)
- 5 An animal that swings from trees and eats bananas
- 6 Invite a hacker in, make them feel ...

That was easy, right? If it's easy for you, it's definitely easy for other people trying to get into your account.

It's common to choose passwords that are easy to remember and personal to you, but that usually means they're not unique. So someone trying to hack your account can do it by making a few guesses or running an automated program.

Bonus :)

Check if you've been 'pwned' by going to haveibeenpwned.com and seeing if your email account has been involved in a data breach. If you find out it has, now would be a good time to secure your passwords!

2 GOODBYE '123456'

Creating top-notch passwords is easy. All you have to do is follow a few basic principles.

Your passwords should be:

- Long** - passwords should be a minimum of eight characters. Even better? 16-20 characters.
 - Unique** - each password you use - for every site - should be different.
 - Random** - your password shouldn't follow a logical pattern or be easy to guess.
 - Secure** - keep your passwords in a secure place and don't write them down where someone might find them.
 - Private** - don't share your passwords with others, unless they share or help you manage your account.
- Sound hard to create, let alone remember? A password manager, such as **1Password** or **KeePassXC**, is an app that does all of the creating, remembering and securely storing for you. All you need to do is remember one master password to unlock the rest.

Go to Security II to find out another way of creating strong passwords.

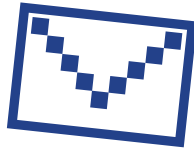
Did you know?

A 12-character password will take a computer an average of 7.5 million years to figure out compared to just 2.6 days for an 8-character combination.

3

Sloths Jump Wildly! @t the superMarket

Why are we suddenly talking about sloths? The title of this section is a **passphrase** – a random string of words that are so weird they're actually easier to remember than a password, but much harder for an intruder to guess.



Try making your own. Write down five random words to make a strange phrase, like the title of this section:

1	2	3	4	5
---	---	---	---	---

Now randomly make some of the letters into CAPITAL LETTERS and add in some punctuation (!?)-",) and numbers and then write it down again:

1	2	3	4	5
---	---	---	---	---

Congratulations, you've just made yourself a passphrase!

Most humans are terrible at remembering random combinations of letters and numbers (passwords), but we find it a lot easier to remember phrases and words (passphrases).

Hey! Remember you shouldn't write your passwords down where someone might find them. That means that you can't use the above passphrase, but now you know how, you can create one in a safe place, or somewhere where you can easily delete the traces.

4

DOUBLE LOCK YOUR DIGITAL DOOR

If you've followed all the steps above, you should have made it pretty hard for someone to break in to your account. But even super strong passwords aren't invincible.

Two-factor authentication (2FA) or multi-factor authentication (MFA) is basically an extra security layer that prevents someone from getting into your account, even if they know your password – think of it like putting a second lock on your door.

Most apps provide this feature. Try setting it up on some of your accounts:

Instagram:
Profile → Settings → Security → Two-factor authentication → Get started

Snapchat:
Settings → Two-Factor Authentication

Google:
Sign in to: <https://myaccount.google.com>
Security → Signing into Google → 2-Step Verification

Hey! If it gives you the option, use your email or a one-time password ("OTP") instead of your phone number. That way, if you drop your phone down a toilet, you'll still be able to get into your account.



My Digital Security

Congratulations on making it to the end of the digital security detox. Now sit back, relax and check off all the things you've done:

- I know what passwords not to use.
- I've learnt the five basic principles of strong and secure passwords.
- I've created my own, unique passphrase.
- I've set up two-factor authentication for at least one account.

Now that you have defended yourself against hackers, **pass on your new skills to your friends and family.** Everyone you're connected to is made a little bit safer by your efforts.

HOW TO SURVIVE A BREAK-UP

...with your phone

Do you ever find yourself staring at a screen and you don't know how you got there? Or maybe you just went on your phone to check that thing and then BAM! you've spent an hour scrolling through Instagram?

Our relationships with technology can be **high-maintenance**, especially with all the buzzes, pings, lights and alerts you get. Sometimes it can be hard to remember why you like having a phone at all.

As you follow this Data Detox, **you'll learn how to build a better relationship with your device.**

Let's get started!

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1

THINK ABOUT THE GOOD TIMES

We can have a love-hate relationship with technology. The things we love, such as making friends and being social, can also be the things we hate, such as feeling lonely or FOMO.

What do you spend most of your time doing on the internet? (playing games, chatting with friends, watching TV?). Write it down in the middle box. Now write down what you like and dislike about that activity in the space around it.

LIKES	ON THE INTERNET, I SPEND MOST OF MY TIME	DISLIKES
-------	--	----------

Bonus :)

Do you think you can cross off any of the things in the 'Dislikes' column by the end of this Data Detox? Think about how you can tip that balance so that you can get the most out of using your device.

2

REMEMBER, IT'S NOT YOUR FAULT

It might feel like everyone is telling you and your friends to put down your phone. But did you ever stop to think that it might not be your fault that you're so hooked? It becomes second nature to swipe, like, scroll and share. But certain design features are often the culprits for why we spend so long online.

Try to match the design features on the left with the apps on the right.

- **The typing bubble** - those three dots that indicate someone is typing. Oh the suspense!
- # **The trend** - a new dance, meme or style that is all over your feed
- ▶ **Autoplay** - there's no need to look for content, the next video will play in 3, 2, 1...
- ∞ **The infinite swipe** - content that just keeps coming
- 👤 **The loot box** - gaming prizes or currency that can be redeemed for more goods
- ♥ **The like** - a thumbs up or a love heart to acknowledge content
- ★ **The streak** - the reward for loyalty. Lose it and you have to start over
- 🔄 **Pull to refresh** - a technique used in slot machines to load more content

1. YouTube
2. TikTok
3. Snapchat
4. Fortnite
5. Instagram
6. Netflix
7. Spotify
8. WhatsApp

Hey!
You might find that certain design features are found on more than one app.

Did you know?

The average person taps, clicks and swipes on their phone over 2,600 times a day on average. How many times do you do it?

Next page for more!

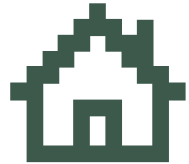
3

HAVE SOME DISTANCE

So if the designs are made to pull you in, what can you do about it? The good thing is that most platforms are making it easier to beat these design tricks, either with built-in reminders – like with Instagram’s ‘You’re all caught up’ – or with a simple change in settings.

Here are a few you can do:

- WhatsApp**
Settings → Account → Privacy → Read Receipts → Turn off
- YouTube**
Autoplay → Turn off
- Instagram**
Profile → Settings → Your activity → Notification settings → Pause All
- TikTok**
Profile → Privacy and settings → Digital Wellbeing → Screen Time Management → Turn on and set a time



Remember that these settings don't have to be changed forever. The trick is to get past the first hurdle when you have the urge to check your phone every minute. When you turn them back on, you may realise how annoying they were in the first place.

4

GIVE IT ANOTHER GO

If you want your relationship with your phone to work, it has to be on your terms. Go back to the first exercise, where you wrote down what you like about using technology. It can be pretty good, right? The trick is to make sure that you enjoy the time you spend online.

Choose your own back-up strategies to make it work for you. Here are a few you can try:

- Put your phone face down, or even better, out of sight.
- Silence it temporarily or turn off notifications.
- If people get annoyed that you're on your phone, explain to them what you're doing on there (remember, to them it just looks like you're staring at a screen).
- Feel yourself reaching for your phone? Ask yourself why.
- Check your usage stats – and challenge yourself or between friends to reduce it.

Bonus :)

Can you think of another lifehack to limit how often you check your phone?

LIFEHACK

My Digital Wellbeing

Congratulations on making it to the end of the digital wellbeing detox. Now sit back, relax and check off all the things you've done:

- I've recognised what I like and dislike about using technology.
- I've spotted some common design features in the apps I use.
- I've learnt how to turn off some of those design features.
- I've found my own way to have a more balanced relationship with tech.

Being smart with your smartphone doesn't mean throwing your phone in a river, it means **finding a way to enjoy technology without it taking over your life**. See if you can share some of your wellbeing techniques with friends and family.



NEXT: MISINFORMATION

MISINFORMATION MARTIAL ARTS

...to cut through
the chaos



The internet is a sea of information – a giant network of stories, news of celebrities and politicians, adverts trying to sell you the latest pair of trainers, opinions about EVERYTHING and billions of animal memes. It has so much to offer!

But sometimes it's hard to figure out what's true, what's false and everything in between.

In this Data Detox, you'll learn about the power of sharing with care.

Let's get started!

1 BURST YOUR FILTER BUBBLE

A 'filter bubble' is the content you see, based on what an algorithm thinks you'll like. Sound good? Being shown personal, relevant content can be great, but have you ever thought about all of the things that you're not seeing?

First let's think about what information you see and what information you don't see.

Pair up with a friend or family member and follow the steps on your individual **Instagram** accounts:

Go to **Search & Explore** (second icon at the bottom)

Write down the **top 5 things** you see in the left bubble and what your partner sees in the right bubble, and if there's any cross over, write it in between:

What you see:	Both see:	What they see:
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

Hey!

Engagement with content doesn't just mean liking and sharing, it can also mean the time you spend looking at something.

Did you know?

Filter bubbles don't just exist on social media. They also occur on streaming sites like Netflix, search engines like Google and video platforms like YouTube.

The content in your filter bubble is there because the Instagram algorithm monitors how you engage with content.

You can't always burst your filter bubble, but you can make it much bigger. Do you like something in your neighbour's filter bubble? Seek out that content by searching for it on Instagram and you'll probably find that it crops up again soon.

RECOGNISE WHEN YOU'RE BEING BAITED

Click bait is a term used to describe over-hyped or made-up headlines that provoke people to click on them. It could be that the headline seemed exciting but the article was actually really tame. It turned out that you were neither shocked nor surprised. When was the last time you clicked on a headline or video that sounded like this...

"YOU WON'T BELIEVE THESE BEAUTY TRICKS (NUMBER 5 IS SHOCKING!)"

"UNBELIEVABLE! SHE ATE THIS EVERYDAY AND NOW..."

"MAN VS. SHARK: WHAT HAPPENS NEXT WILL SURPRISE YOU..."

Think of someone you know well. Now have a go at making up your own click bait headline for them. Remember, it needs to draw in their attention and make them curious enough to click:

TITLE

Although it might be fun to create shocking or bizarre content, companies and website owners make money from creating misleading content, and this helps with the spread of misinformation.

Next page
for more!

3

SHARING WITH CARE

There's all sorts of other false or misleading information that can spread quickly, and before you know it, it's being shared by people you trust. It's important to think about your role in how information spreads.



4

REALISE YOUR POWER TO MAKE WAVES

We share things for all sorts of reasons - boredom, humour, excitement - but also because we care about things. The issues we care about are part of who we are. They influence what we say, how we act and who we hang out with, and the same goes for what you do online.



Write down the last thing you shared with your friends.

Now try to answer the following questions:

What got your attention?
e.g. it had a shocking image

Where did you see it?

<input type="checkbox"/>	social media
<input type="checkbox"/>	news site
<input type="checkbox"/>	chat app
<input type="checkbox"/>	other

Who created it?
e.g. which website, author?

Why was the content made? you can select more than one

<input type="checkbox"/>	to provoke
<input type="checkbox"/>	to inspire
<input type="checkbox"/>	to educate
<input type="checkbox"/>	to inform
<input type="checkbox"/>	to entertain
<input type="checkbox"/>	other

Why did you share it?

Ask yourself, "By sharing it, did I make the world a better place?"

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Did you find it hard to answer all the questions? Slowing down to think it through can be tricky, especially when you've just seen something that shocks or amazes you. **Think twice before you share.**

Think of an issue or a topic that you care about and write it down here
(such as the climate crisis, feminism, animal rights, sports, food)

Now try to answer the following questions by ticking the boxes:

I have seen other internet users interact with this topic by...

<input type="checkbox"/>	sharing shocking articles even though the content might not be true
<input type="checkbox"/>	sharing thoughts as if they're fact, even though it's probably just their opinion
<input type="checkbox"/>	sharing images that appear to be something they're not
<input type="checkbox"/>	following a trend, because it's viral

Do you actively express what you care about? This is the perfect starting point for testing out your new misinformation skills. People often share things that they disagree with, because they want to make a point. Next time you see misinformation spreading about the topic you care about, slow down before you comment, share or post. And if you feel comfortable, try flagging it as incorrect or misleading information.

Did you know?

When the fires in the Amazon rainforest were happening in 2019, world leaders including the French President unknowingly shared false images about them that were circulating on the internet.

My Misinformation Martial Arts

Congratulations on making it to the end of the misinformation detox. Now sit back, relax and check off all the things you've done:

- I've figured out what my filter bubble looks like.
- I've learnt how to spot click bait headlines.
- I've slowed down to think before I share.
- I've thought about how I can use my new skills on the things I care about.

The internet can be an overwhelming place, but if we all try to slow down and share wisely, it'll be a better place. Pass on your new skills to friends and family and see if you can spread the positivity.

To find loads more tips about detoxing your data for all ages, visit datadetoxkit.org