Worksheet 3.3:
Cloze test – How do companies use your data footprint?

Read through the text below and fill in the missing words to check your understanding.

Your Personal Data

All your personal data basically falls into three broad types:

First is the data you give to _____ yourself. For example, your address to a takeaway company or your name and age to Netflix. You know about all this already.

The second category is the data generated about you by the apps, services and websites that you use. For example, Uber will collect thousands of GPS coordinates from your phone whilst you have their app open. Websites will drop small files called '_____' onto your computer to keep of what you browse and how long for.

Most mysterious is the third category: data about you that has been generated from other data _____ you. Companies might have tried to predict things about you like what type of clothes you like or whether you go to the gym. They might use data to put you in a category called something like 'love aspirer', 'idea-seeker' or 'young and struggling.'

Targeted Advertising

All this data exists for lots of different reasons. The services you use _____ data to work properly. A website needs to know what kind of computer you have. Uber needs to know where you are. But personal data can also be profitable.

One of data's biggest uses is for '_____ advertising'. Different parts of your _____ data – social media, browsing, consumer history – can be joined up to give advertisers a sense of your interests, what you want and whether you can afford it.

Targeted advertising means that we don't have to _____ for services like Gmail or Instagram. But it also raises a number of ethical questions which continue to be debated today. Personal data can tell a lot more about you than many expect. In a famous case, the US supermarket used data to know a shopper was pregnant before her own father. But on the other hand, data about you might be completely_____: unfairly flagging you as a lending risk, for instance, stopping you ever getting a loan to buy a car or house.

Word Bank:
cookies | about | companies | track

Word Bank:
wrong | targeted | need | personal | pay