

Computing

# Lesson 1: You and your data

**Cybersecurity**

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*Materials from the Teach Computing Curriculum created by the National Centre for Computing Education*



# Task 1 part 1 - Customer data

A customer bought the following items:

- A tent
- Dog toys
- A fitness tracker

Now that you have started to create a profile for this customer, write down three assumptions that you made about them:

1.

2.

3.



# Task 1 part 2 – Recommendations

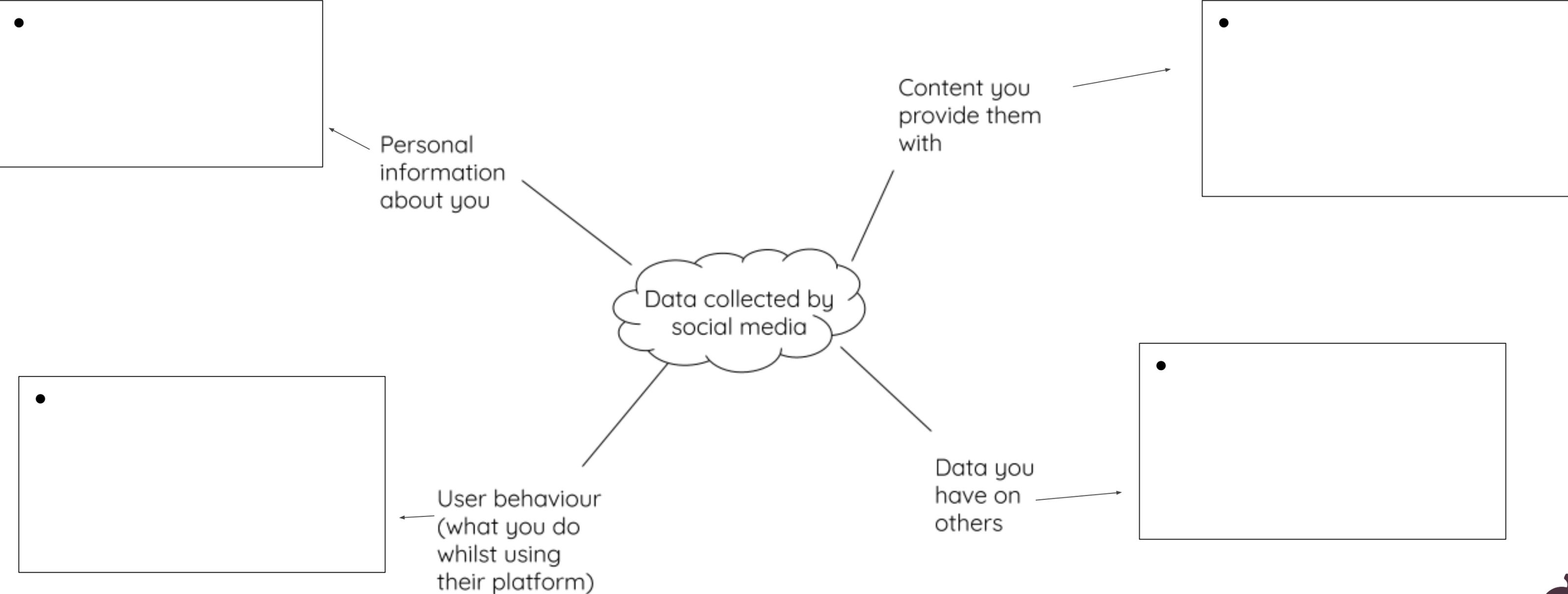
Based on the assumptions that you have made about this customer, which of the following items that the company also sells would you recommend to the customer, to encourage them to spend more money at your online store?

<b>Item</b>	<b>Recommend? (yes/no)</b>	<b>Justify your answer</b>
DVD player		
Running shoes		
Torch		
Subscription to online TV-on-demand service		
Travel book: <i>Touring Europe</i>		



# Task 2 – Categorise the data

Complete the mind map by adding examples of data for each of the four categories.



## Task 3 – Privacy policies: Be informed

Pick two of the companies on the right-hand side you wish to research.

Spend five minutes researching each one and answer the question, ‘What data do these companies collect about their users?’

Add your new findings to your mind map.

Snapchat:

[oaknat.uk/comp-snapchatprivacy](https://oaknat.uk/comp-snapchatprivacy)

Instagram:

[oaknat.uk/comp-instagramprivacy](https://oaknat.uk/comp-instagramprivacy)

Google:

[oaknat.uk/comp-googleprivacy](https://oaknat.uk/comp-googleprivacy)

Facebook:

[oaknat.uk/comp-facebookprivacy](https://oaknat.uk/comp-facebookprivacy)

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