

HOW MANY TIMES A DAY ARE YOU HANDING OVER YOUR INFORMATION?

From the moment we wake – and turn on that WiFi-enabled “smart” coffeemaker – to the time we make our final Facebook sign off for a long, restful sleep, we are leaving a digital trail. Most of us have no idea how the data about our daily habits, our purchases – even our routes to work – is being collected or how it’s being shared.

The infographic below outlines just a few of the hundreds of ways we voluntarily open our everyday lives to intelligence-gathering marketers, companies, government agencies, data bureaus and unknown others, simply by using our vast and growing array of technologies.

THE TAKE-AWAY?

Understand how much data you are sharing simply through every day use of gadgets and apps. Be aware of how that data may be revealing some pretty intimate details about you. If taken out of context, it may result in damaging assumptions. What can you do to lessen the data trail you leave behind every day?

