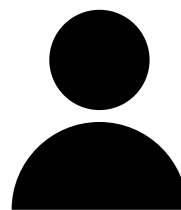


Connecting to acme website on your home computer

Acme sends you a cookie to help them identify things about you and remember them for next time you visit their site. The cookies remember things like your purchasing preferences or how you pay for purchases. Next time you won't have to worry about telling acme about all these details. That leads to a stellar user experience!



Meanwhile, advertiser xyz contacts acme and offers them money for access to all the data stored by the cookies. Acme thinks this is a great way to make extra money, and it's not hurting anyone.



Shouldn't you be the one to decide whether or not your personal behaviours and information can be used by a third party such as an advertiser, another company or the government?

1



This is your computer...

2



...connecting to a favourite website

3



ACME sends cookies out to your computer to collect information about you.

4



It collects information like your purchasing habits,

5



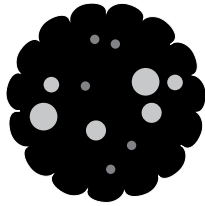
location information,

6



and how you pay for items.

7

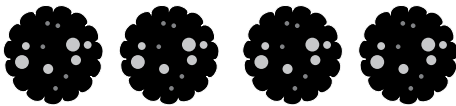


[zoom into cookie full of your "information" represented by "chocolate chips"]

INSERT

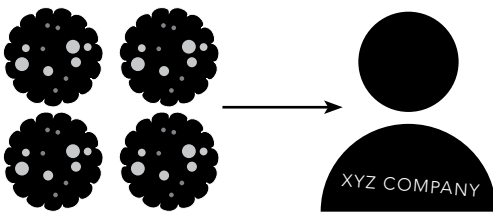
- frame or breakout explaining what cookies are: small files that transmit/collect information about you. This info is sometimes referred to as meta-data. Often stored on a server and retrieved via a cookie. Click here to learn about meta-data.
- frame that talks to why this collection of info can be helpful to the user. EG: remembers you when you return making interaction quick and convenient

8



ACME is constantly collecting info about you and others through cookies on the internet. Together this collective info becomes data... data that can be valuable to advertisers, companies or the government.

9

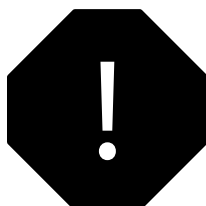


Meanwhile....ACME sells the data they've collected to XYZ Advertising company.

INSERT: frame that talks to who would want the data and why?

Should there be other third party involvement scenarios depicted? How to do this without over complicating the intention of the animation?

10



WAIT! Shouldn't you be the one deciding where your information goes?

Other:

- mobile phone storyboard
- other tracking scenarios and potential use of data?