**Before you read any farther into this module, take a moment to google yourself. Enter your name (first and last) in a search engine, like Google.com or Bing.com, and see what you find. You may have to add your city or town's name in your search to narrow the results. Be sure to check the image results as well.**



If your search returned any results (hits), ask yourself ***how you would feel if your family or a potential employer searched your name***. Were you responsible for all of the hits that your search returned? How would you feel in ten years if an employer or new friend googled your name and found the same results, plus ten years' worth of new hits?

What is your reaction if your search returned no results? Do you think it would be a good or a bad thing for a future employer (now, or in ten years) to find no results after googling your name?

The information about you that anyone can find online is called your **digital footprint**. Just like a footprint in the snow or on a beach, your digital footprint is easily created and just as easily forgotten by you. The thing about footprints is that other people can use them to discover where you have been and what you were doing. Unlike a footprint on the beach, a digital footprint is not easily washed away.

In this module, you will examine how people's digital footprints can leave a **digital trail** of their activities and even beliefs. You will learn how (and why) corporations collect information about you online, and why you should protect your online reputation.