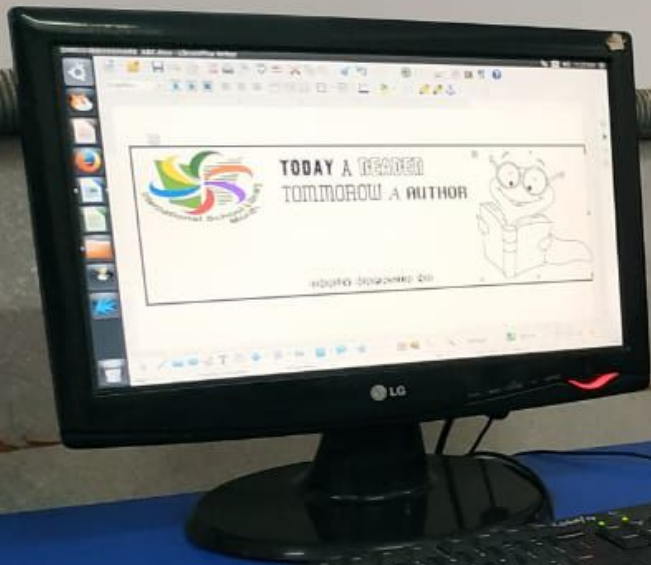


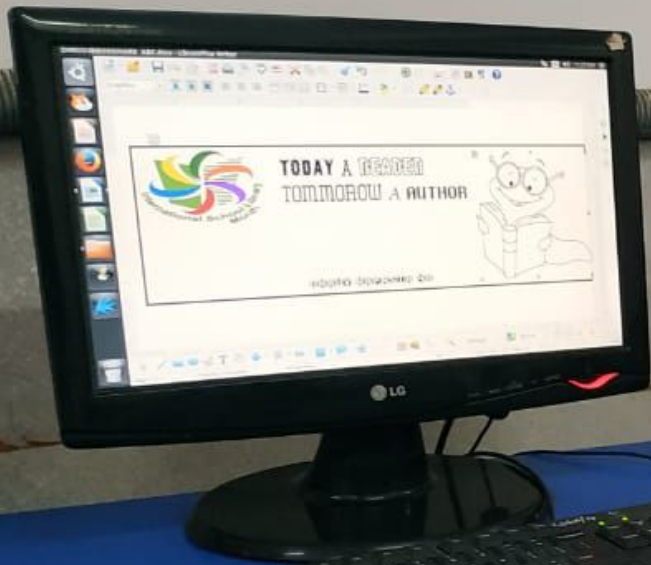
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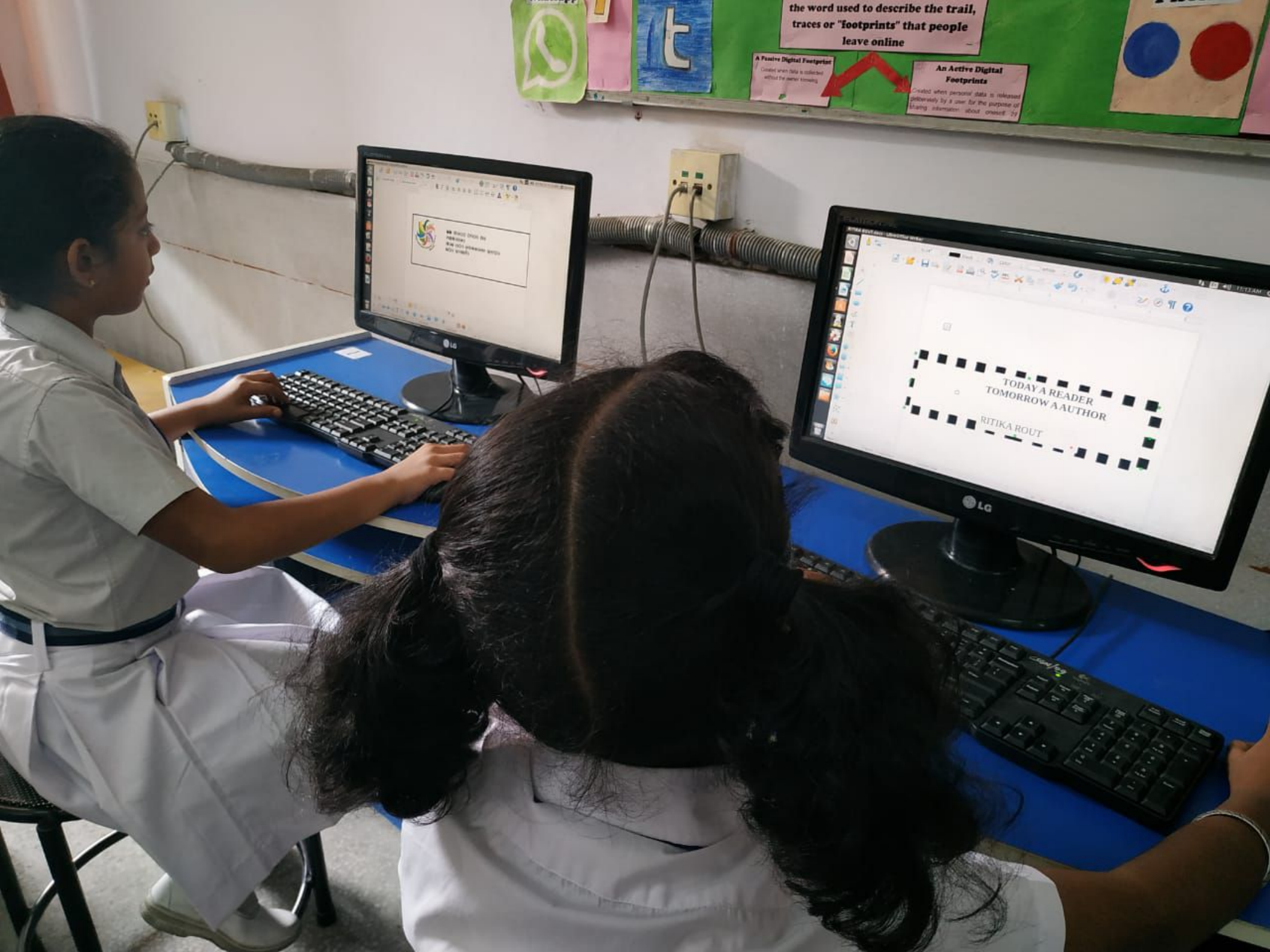


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the word used to describe the trail, traces or "footprints" that people leave online

A Passive Digital Footprint
Created when data is collected without the user knowing

An Active Digital Footprints
Created when personal data is released deliberately by a user for the purpose of sharing information about oneself

TODAY A READER
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RITIKA ROY