

Answer Key

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Tracking Our Online Trackers

TED Lectures

Note-taking Activity

1. 2.5 billion.
2. 8 hours.
3. The following personal information is being tracked online:
 - birthdate
 - place of residence (home address)
 - interests/preferences
 - financial history
 - relationships
4. It is largely unregulated and has few rules.
5. It shows how people are being followed on the internet without their knowledge.
6. The speaker was being tracked by 150 sites.
7. It is big business.
8. People should download the collusion software and track the trackers.