

# Active

This is the data you leave behind, for example

- Posting on Facebook, Twitter or other social media
- Subscribing to a newsletter
- Filling out an online form or survey
- Agreeing to install cookies on your browser when asked to

# Passive

This is the data that is collected about you or that you unintentionally leave behind, for example

- Apps that use geolocation to pinpoint your location
- Companies who use your social media 'likes' and 'shares' to target you
- Sites that use cookies to trace your activity without asking your permission
- Being tagged into a photo on social media