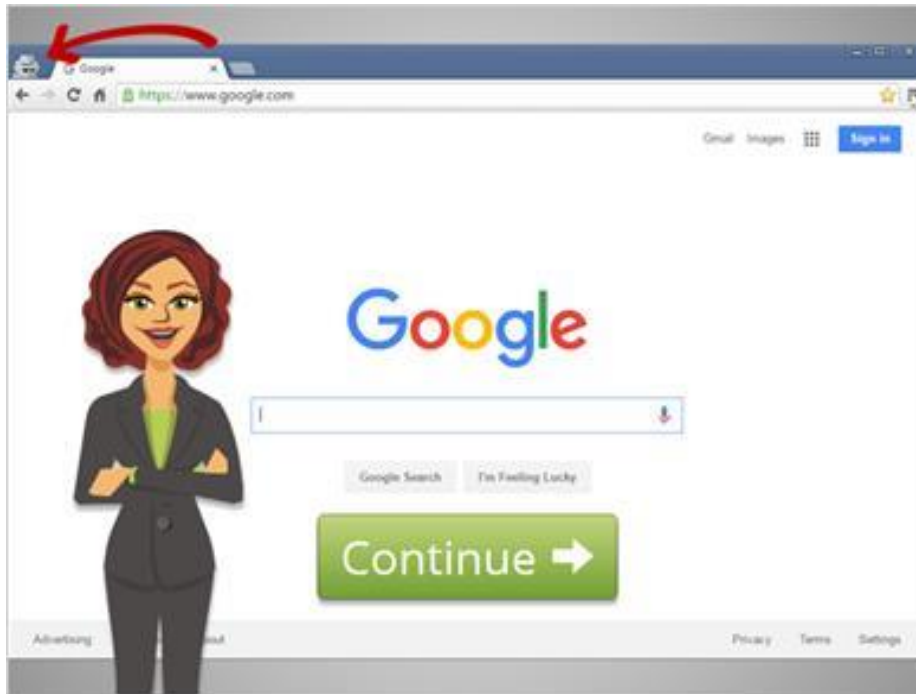


# Searching and Visiting Sites

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Michelle wants to buy a pair of shoes online. What privacy issues should she think about when searching the web and visiting a website?



When we use a search engine to search online, information is tracked on our keywords. Web browsers include privacy settings that allow us to control what is stored and tracked.

To be as private as possible, Michelle will open a private browser window. This will keep search engines from tracking her as she searches, and will keep the browser from saving her search history.

Register for a Zappos.com account

CREATE YOUR ZAPPOS.COM ACCOUNT

Don't have an Email address? Don't worry! Give us a call at (800) 927-7673 \* indicates a required field

\*YOUR NAME (first and last)  (This name appears when we welcome you to our site.)

\*EMAIL ADDRESS

\*CONFIRM EMAIL ADDRESS  We will send you information about your order and other product information when you provide your email.

\*PASSWORD  Password must be at least 6 characters long

\*CONFIRM PASSWORD

YES, PLEASE SUBSCRIBE ME TO RECEIVE PROMOTIONAL EMAILS  
Keep up with the latest news, brands, trends, and styles.

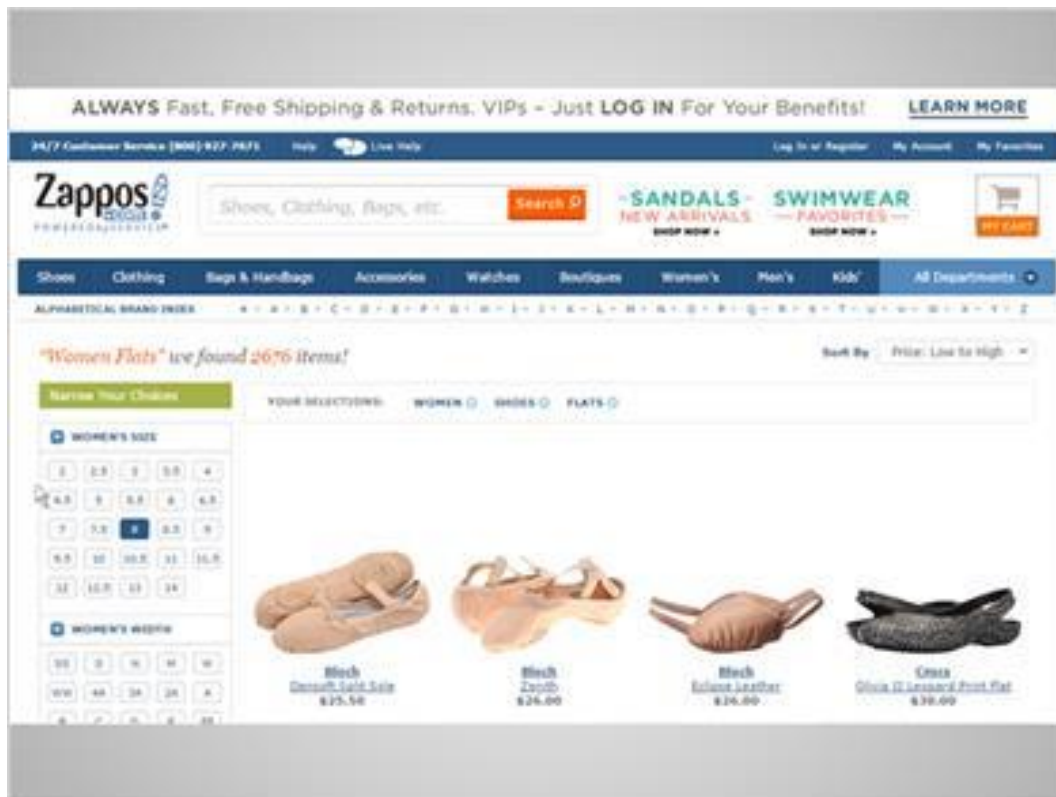
By registering, you agree to Zappos.com's Privacy Policy and Terms of Use.

Any time you visit a website, information is collected, including your geographic location, the links you click on, and other information about your **web browser, computer, or other device you're using.**

**This information generally doesn't identify you as an individual, but gives** the website owner helpful information about demographics and technologies their visitors use.

Some websites collect more specialized information. They may scan for keywords you use, and use those words to show advertisements.

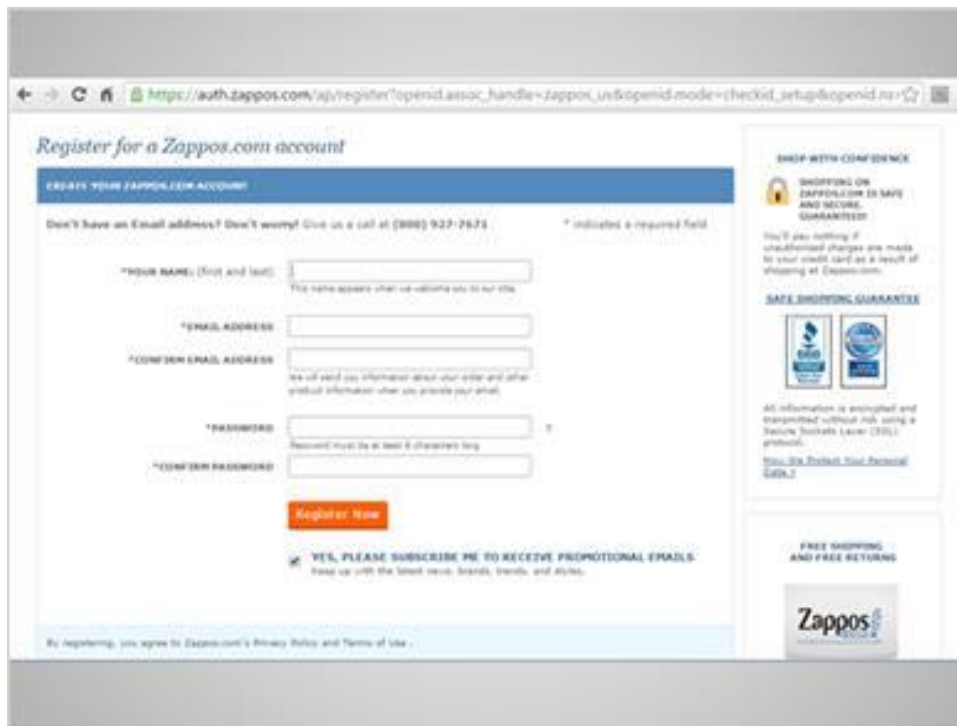
If you create an account on a website, the site owner will also have access to information like your name, email address, or even your physical address and phone number. They could use this information to send you marketing emails or letters.



Michelle has located a popular online shoe store through her search. She clicks on the style she likes, and searches for her shoe size.

The website will keep track of what she browses and searches for, but it doesn't know who she is or have a way to contact her, because she hasn't created an account with them or submitted any personal information yet.

She'll need to do that to make the purchase, but before that, she'll do some research.



**First, she'll check** the About Us page to make sure this is a legitimate company.

**Then, she'll check for a privacy policy.** This policy should explain how the company will use her information, and whether they will share it with partners or sell it to other businesses.

This website looks okay so far, so she gets ready to create an account.

Before entering any personal information, she should check to see if the website has a secure connection.



Michelle can see if the site is secure by looking at the web address. The **web address starts with https, instead of just “http”**. That “S” stands for Secure. You can also see a padlock icon here.

This means that anything Michelle enters here will be “encrypted” or put into a code before it’s sent to the website. No one else can see this data until it arrives safely on the other end.

If a website does not start with “https,” don’t enter any information that you want to keep private.

Michelle has decided to use this website, but she still has some choices to make.

This website asks her if she will give them permission to send her marketing emails. She can uncheck this box before submitting the form.

She also has to agree to their privacy policy. **It's a good idea to read through any policies like this one before agreeing to them. If you see anything you aren't comfortable with, try using a different website.**

<b>Before setting up an account on a website, it's important to control your level of privacy by:</b>
Checking that the connection to the website is secure
Visiting the About Us page to ensure the company is legitimate
Agreeing with the website privacy policy
All of the above

The correct answer is All of the Above.



Good job. Now click on the green button to proceed to the next lesson.