

Your digital footprint is gold: protect it intelligently

Why is it important?

Your personal data (name, email, location, voice, face, online behavior) is the new oil of the digital economy. Companies, platforms, and algorithms use it to predict, influence, or even make decisions for you.

Take care of what they collect, how they use it and how to protect it, as this is your right to privacy and digital autonomy.

Objective:
Identify weaknesses in how you (or your company) manage personal data and strengthen your responsible privacy practices.

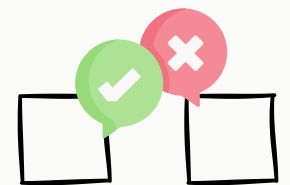
How to use this template?

Use it as a personal or team audit:

- ✓ Before downloading an app.
- ✓ Before using AI tools or cloud services.
- ✓ When reviewing supplier contracts or policies.

1 Collection and consent

- I know what kind of data they are collecting about me.
- I have given my explicit consent before they collect them.
- I understand why and for what purpose that data is requested.



2 Storage and security

- I know where my data is stored (local servers, cloud, another country).
- The company informs who has access (only authorized personnel).
- There are clear protection measures: encryption, strong passwords, two-step authentication.



3 Use of data

- I know exactly what my data is used for (advertising, analytics, etc).
- I am informed if my data is shared with third parties or sold.
- The company does not use my data for purposes other than those I agreed to.



4 Rights and control

- I can easily access, correct, or delete my data.
- I have options to limit data collection (opt-out, privacy settings).
- I know what happens to my data when I close my account or stop using the service.



5 Regulations and compliance

- The company complies with regulations such as GDPR, LGPD or Law on the Protection of Personal Data.
- Their privacy policy is clear, brief, and easy to understand.
- I can easily contact a privacy officer,



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“Conscience is the key to turning code into responsible action.”