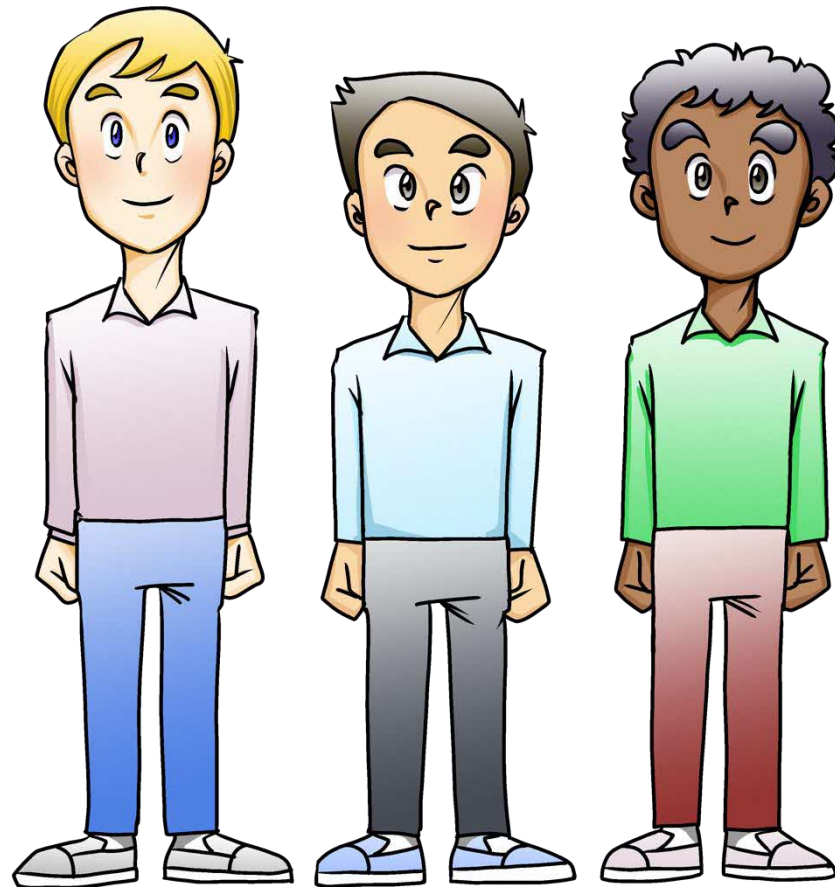


# How is Big Data gathered?

If you were to make an app or a game for junior high school students, what information would you want from them? Let's think about it.



- What apps do junior high school students often use?
- What games are popular with junior high school students?

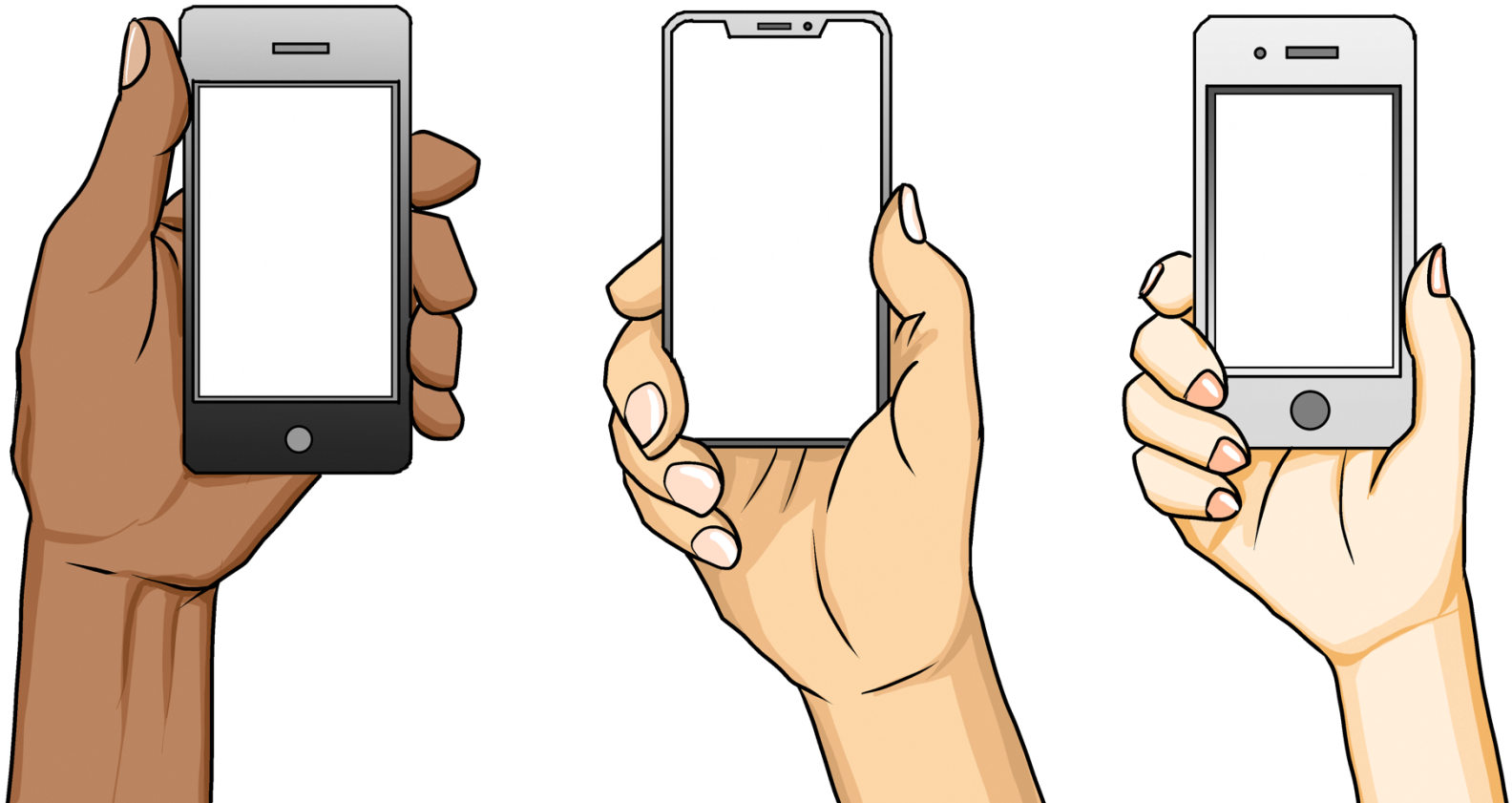




When a company wants to sell something, or they create a new product, they want to know the personal information of people interested in their products.

Companies also want to know what people need or what they like.

So how does a company get the personal information of users? How do they know what products or games junior high school students want to buy?

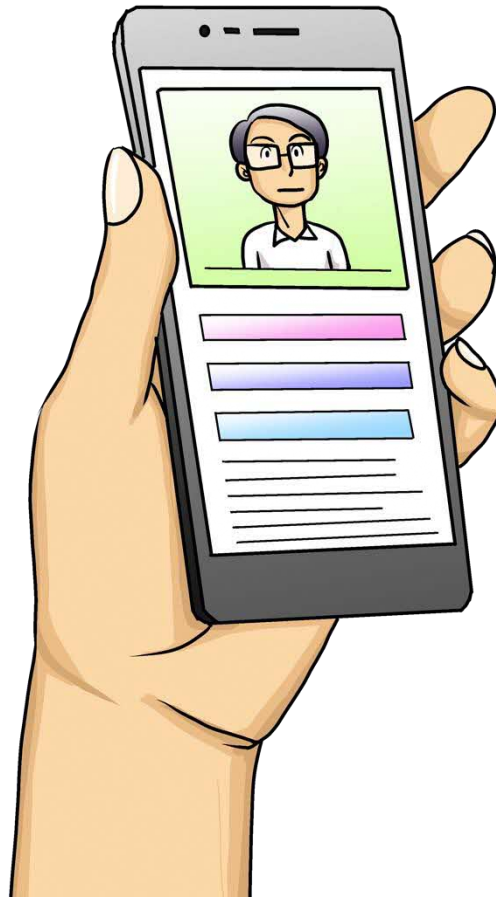


- 
- When the company makes a survey
- 
- When they offer a free sample or gift
- 
- When they make a campaign where you can receive a gift by pressing the like button or retweeting
- 
- When you use free content
-

What kind of data do you think is being collected?  
When do you think this data is collected?  
Let's think about it.



Companies want to know what sites customers visit, what actions they take online, and what products they search for.







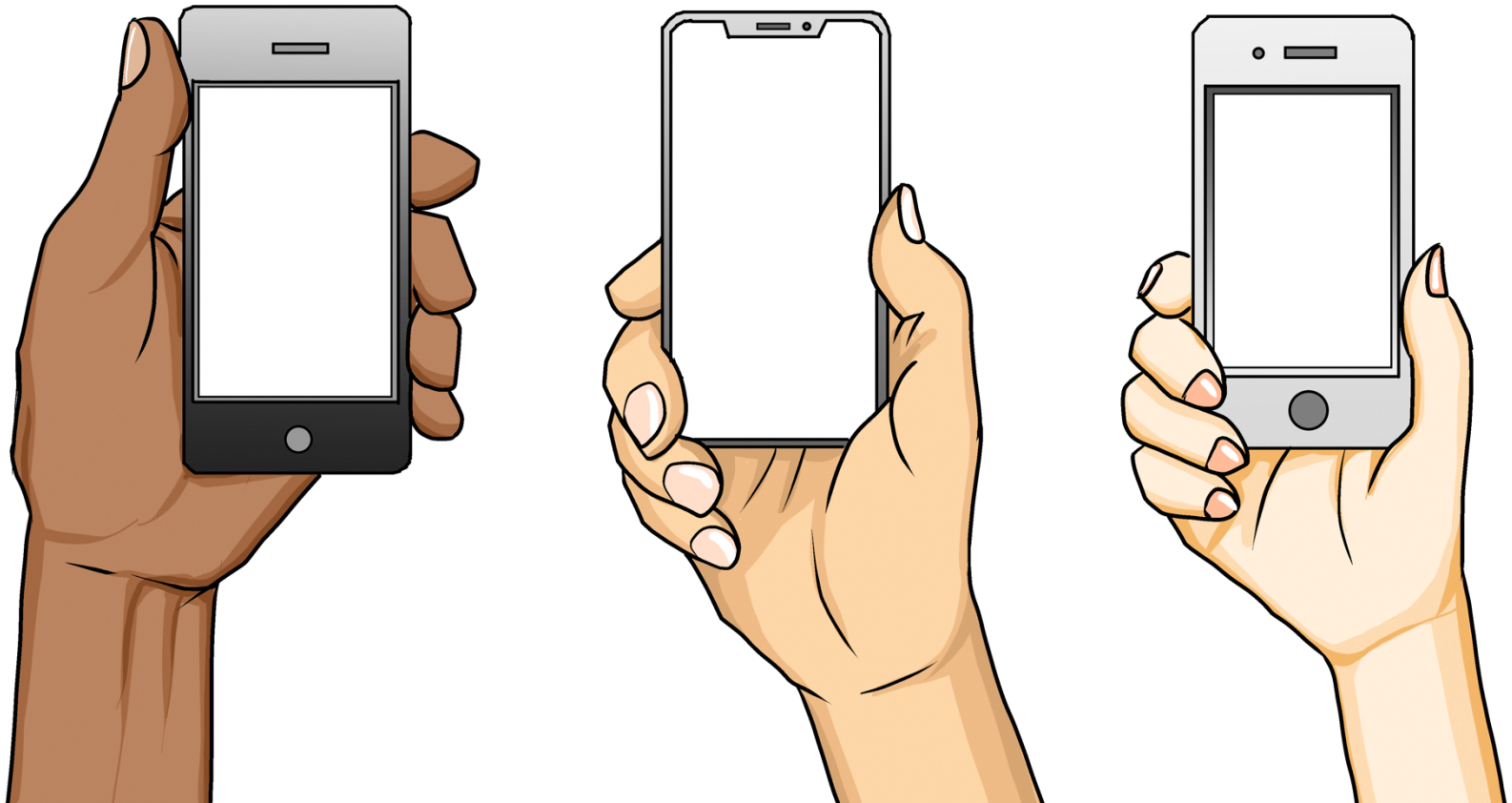
- Personal information that people enter when signing up for a campaign or free gift, or a person's search history
- Online shopping history, or account information when signing up for a free app

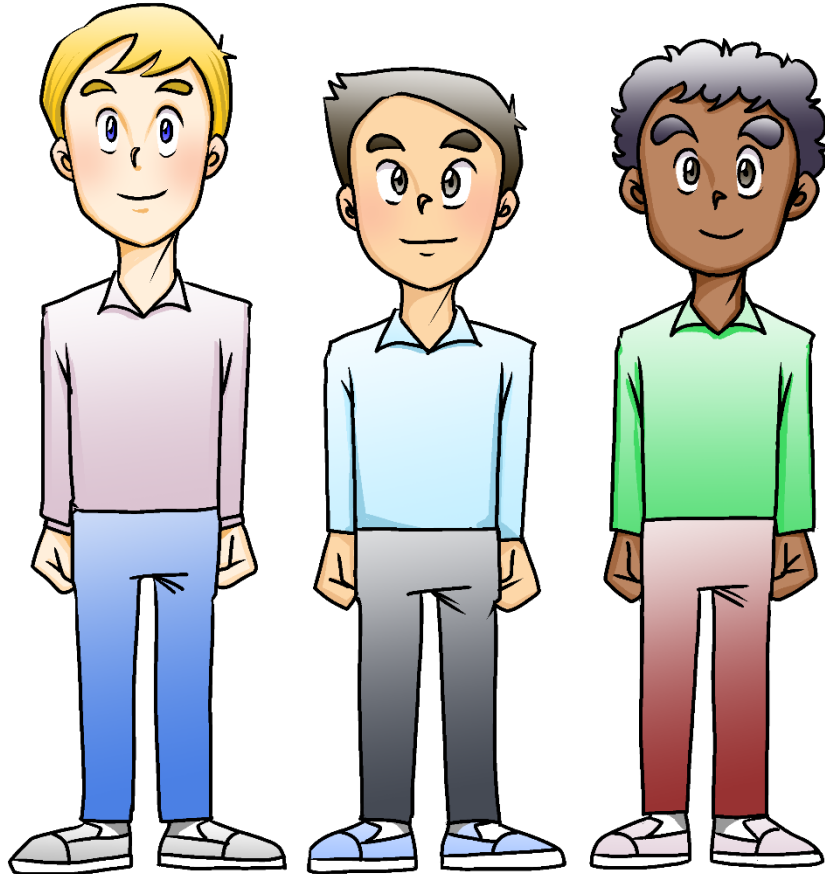
- Let's check our privacy management settings!
- Almost every app has privacy settings for restricting or blocking information that can be accessed. You can block access to your personal information, location, or contact list.



- Let's limit the information that we share!
- When installing an app, be very careful when giving personal information or allowing access to your information.
- Let's check the app's privacy policy. Check how your information will be used.
- Let's check to see how we can stop our online activity from being recorded.

Always be aware of when, where, and how your personal information is being shared.





Take care of  
your and your  
family's privacy

If you need help, support is available in multiple languages.

Foreign-language Human Rights Hotline  
(Ministry of Justice)



Navi Dial  
**0570-090911**

Shimane Multicultural General Consultation  
“One Stop Center”  
(Shimane International Center)



Consultation Hotline  
**070-3774-9329**

**Mon–Fri (except holidays & New Year’s) 9:00–17:00**



Author: Imado Tamami    Illustrated by: Maeda Yasuhiro

Produced by: Consumer Affairs Office, Department of Environment and Civic Affairs, Shimane Prefectural Government

Reference: Common Sense Education <https://www.commonsense.org/education/>

The reproduction or reorganization of all or part of this work without permission of the producer and author is prohibited.