



Cybercitizen Challenge

Privacy playground

Level: Brownies / Guides

Topic: Privacy, safety and marketing

This activity requires an Internet connection.

In this activity girls visit the Media Awareness Network website to play [Privacy Playground: The First Adventure of the Three CyberPigs](http://www.education-medias.ca/english/games/privacy_playground/index.cfm). (http://www.education-medias.ca/english/games/privacy_playground/index.cfm)

This educational game teaches kids about online marketing and ways to protect themselves from cyber-predators.

Preparation

- Photocopy the handout *Remember Your Cybersmarts* (one copy per girl).
- Go through the game yourself so that you are familiar with it before the meeting.

At your meeting

- *Privacy Playground* comes with audio, but at the Brownie level, beginner readers may need to be paired with more advanced readers.
- Have pairs of girls play the game and record their scores on a chart. Give them the chance to play again to do better.
- Once the girls have played the game, bring them together as a group and talk about what they have learned through the CyberPigs' experiences.
- Finish the activity by reading and discussing the handout *Remember Your Cybersmarts*.



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Companies often use cool characters to attract you to their products. But remember: it's still just advertising. A pretend character isn't really your friend, especially when he or she is trying to sell you something.



Companies often ask kids to compete in games, join clubs or complete surveys on the Internet. They may offer you a prize for answering questions about your name, age, favourite foods, or what your parents do for a living. Don't give companies any of this personal information. Next thing you know, they'll be trying to sell you something.



You came on to the Internet to play, not to pay. Sometimes companies create cyber-playgrounds to trick kids into buying things. Don't be fooled.



Stay under cover. Don't reveal your e-mail address in online forms used in surveys or contests, or in personal profiles, or on any websites. Posting your e-mail address anywhere on the Internet will attract spam.



Whatever you do or say on the Internet is not private – anyone can listen in. So only talk about things that you and your family would be comfortable having the whole world (or the whole school!) know about.



You know to be wary of strangers in the real world. It's just as important to be careful on the Internet, too. Never tell a cyber-stranger your address or your phone number and never agree to meet a cyber-friend without telling a parent. If you do arrange to meet someone you talk to on the Internet in person, be sure it's in a public place and bring a parent or a trusted adult with you.



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