

Name _____ **Digital Media**



Digital Media Vocabulary

DIRECTIONS: Match each word to its definition.

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|-------|-------------------------|---|---|
| _____ | 1. consumer | A | A document that explains how an organization handles any customer, client or employee information gathered in its operations |
| _____ | 2. data | B | Facts and statistics collected to be used for different purposes |
| _____ | 3. cookies | C | Small text files stored on a computer that keep track of what a person does on a website. |
| _____ | 4. targeted advertising | D | A person who buys products or services to use |
| _____ | 5. addictive design | E | A document that explains the rules, principles, and guidelines that provide a framework for different areas of data management throughout the enterprise. |
| _____ | 6. privacy policy | F | features that are intended to hook the user so they use the site/app etc. frequently |
| _____ | 7. data policy | G | When apps or websites use information they have collected about you to show you certain types of advertisements |
| _____ | 8. Feedback Loop | H | the good feeling you get when someone responds to something that you posted online |