

Section 12.1 Exchanging Information with Customers

Directions As you read, identify five tools that a Web site can use to either share or receive information. Use a table like the one below.

Share Information	Receive Information

Section 12.2 Privacy, Security, and Accessibility Procedures

Directions As you read, identify ways to protect privacy and ensure security. Use a table similar to the one below.

Protecting Privacy	Ensuring Security

Section 12.3 Tracking Visitors and Collecting Information

Directions As you read, identify the information provided by hit counters and tracking software. Use a table like the one below.

Information Provided by Hit Counters	Information Provided by Tracking Software

Section 12.4 Making Information Easy to Find

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Directions As you read, identify four ways to make information easy to find on a Web site. Use a web diagram like the one below.

