

PERSONAL DATA



Where does your data go?

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Obtaining Data

Do you ever wonder why you get random phone calls on your cell phone from all over the world?

Why do numbers that pop up sometimes say potential spam? Why do ads pertaining specifically to your interests pop up on your social media?

Here's how it happens:

Companies gather and collect your information from various sources
Information is normally obtained through online forms or applications.

Once the info is obtained, the lead generator is used to sell that information.

It gets sold to companies that are offering products or services that people may be interested in.

The more times it gets re-sold, the more your information gets cycled through the system.



★ Indicate definition links

Where does your information come from?

Your information is not just obtained through online forms.

Here are some of the other ways:

Advertising identifiers in the headers of mobile web traffic
(Instagram, Facebook, websites, etc.)

“Fingerprint” (tracking online behavior) scanning within
browsers

Customer tracking in stores using Wi-Fi probe data

SDK's (Developer Kits) inside mobile apps

Ultrasonic tones from TV to track viewing habits.



Tracking and Targeting

As for devices with built-in digital assistants, such as the Google Home and Amazon Echo, it is true that these services send recordings of your queries back to the respective companies for processing.

These ads are not just general advertising, they are Targeted Advertising.

These ads are sent to you based on your race, age, location, and gender.

Companies find out about your interests and hobbies and target the ads that come across your media platforms.



Data and Digital Advertising

The more people use the internet for daily tasks, the more digital marketing and online advertising becomes. Knowing who the consumers are, what they buy, where they buy it, name, location, etc. makes it easier to portray someone's spending habits and helps predict the consumer's choices. Profiling internet users off their preferences and patterns works best if you are trying to sell something now more than ever.

Big Data

As data becomes more pervasive, companies have the ability to use the massive amount of information floating around to their advantage. Big data has become a predominant way of obtaining information for the use of gaining insight on consumers. Big data refers to the analysis, extraction of information, or other dealings of massive data sets that are too large for traditional methods. Some of the things you'd find in such data sets come from technologies that don't require human interaction to transfer data such as machine learning, commodity sensors, and embedded systems. Information that you'd find from these technologies include, but not limited to:

- Mobile device information
- Remote sensing
- Software logs
- Cameras
- Microphones
- Wireless sensor networks



Advertising on Popular Platforms

Facebook

They do not sell your data but sells access to your information. Advertisers have options to target people based on many things. Here is a small list that does not include the other niche selling points that Facebook engages in:

- o Location
- o Age
- o Gender
- o Language
- o Ethnic affinity
- o Income
- o Home and property information
- o Job status
- o Relationship status

Instagram

Since Facebook's acquisition of Instagram in 2012, users are subject to a consolidation of both company's data collection efforts. All ads need to be created through Facebook's ad manager in order to advertise on Instagram. This allows access to analytics about ad interactions on Facebook, then that information to be gathered in one place for advertisers to target consumers on both platforms.





How do companies sell data?

Companies sell to third-party data brokers who collect, analyze, and package information in order to sell to other companies. Data is often sold to ad networks and companies bid on them.



Companies that sell data

Axicom sells data on online search tendencies for ailment or prescription.

Oracle informs others about collecting data and how to use it for business.

Some companies don't sell their data but share it. PayPal is one example.

Some data companies record then resell the information.

Who buys the data?

Financial institutions

Insurance companies

Hospitality industries

Cable companies

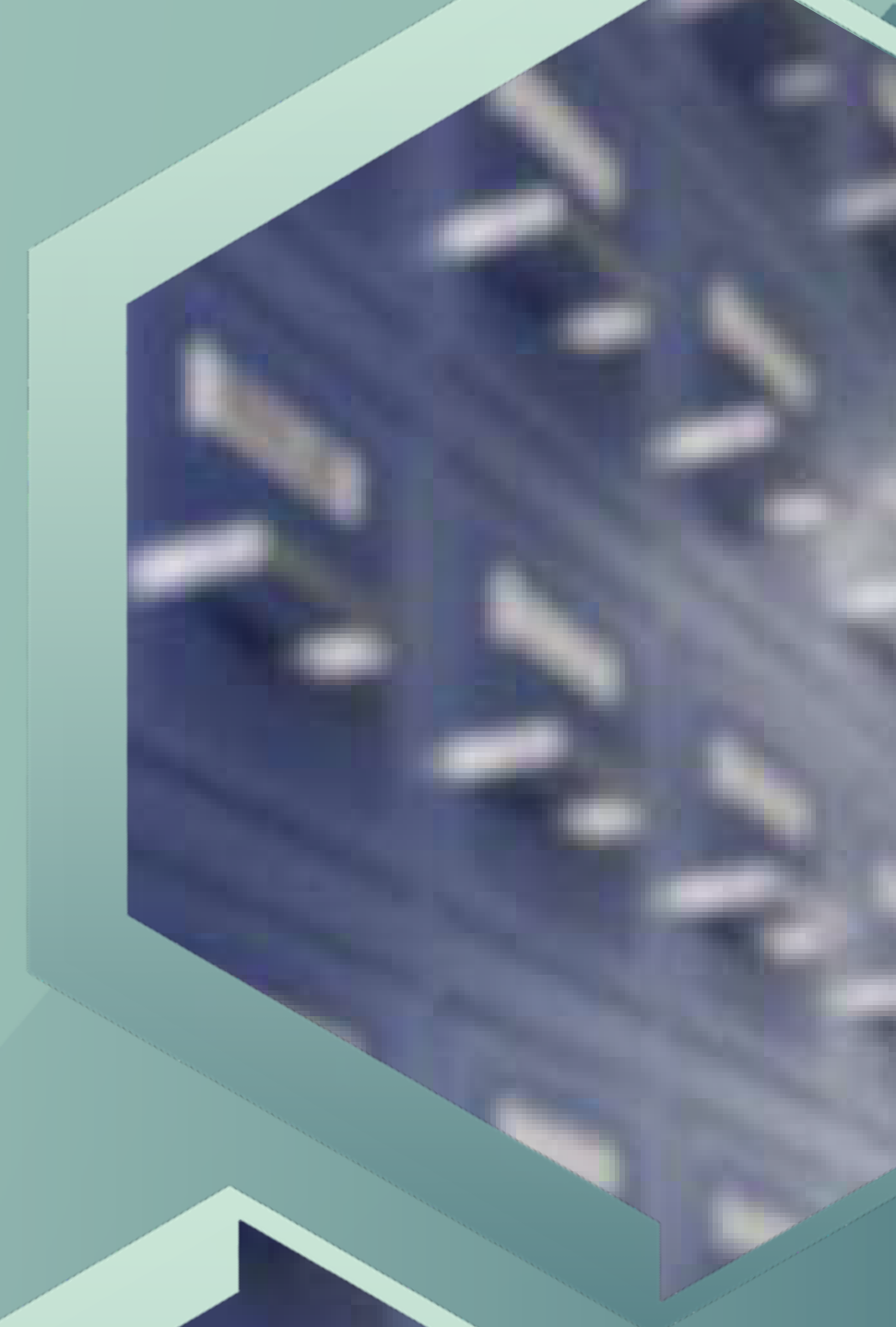
Telecommunications companies

Political campaigns

Retail stores

Government entities

Law enforcement agencies



What does this all mean?

Why should you listen and take precaution from this .PDF?

Your safety is the number 1 priority, you should take control over your digital life.

Below is a [change.org](https://www.change.org) link that you can participate in to stop companies from selling or using your data.