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Facebook Case Study

1. Facebook is generally saying that we have control over our privacy and that we own and are in charge of the content we upload, but we grant Facebook an IP licence, which means that they are able to use anything we post (IP content) on or in connection with Facebook. The IP licence ends when you delete the IP content or delete your account, unless you have shared that content with other people and they haven’t deleted it.

Quotes:

For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.

We give you control of your privacy

You should be able to make the privacy choices that are right for you. We want to make sure you know where your privacy controls are and how to adjust them. For example, our audience selector tool lets you decide who you share with for every post. We develop controls based on feedback from around the world.

You own and can delete your information

You own the information you share on Facebook. This means you decide what you share and who you share it with on Facebook, and you can change your mind. That’s why we give you tools for deleting anything you’ve posted. We remove it from your timeline and from our servers. You can also delete your account whenever you want.

1. Cambridge Analytica is a British political consulting firm which combines data analysis data brokerage, and data mining with strategic communication for the electoral process. They may have used data improperly obtained from roughly 50 million Facebook users to try to sway elections and this was the reason as to why they were in the news.
2. Facebook is selling user information to companies such as Cambridge Analytica. Cambridge Analytica took that information, picked the group of people who were unsure about which party to vote for (Donald Trump or Hilary Clinton), and sold them misleading information about Hilary Clinton so that they voted for Donald Trump.
3. It is impossible to protect your information from applications like Facebook because they have the right to use it however they want and when we create an account, we grant them that right. These applications store your data and keep it even though you may have deleted it from your account, which means that they have data that may be extremely personal, and you may have wanted to get rid of so nobody would see it. Finally, applications like Facebook spread your information by selling it to other companies. This explains that your personal data is certainly not private anymore.
4. I agree with the comment of “when an online service is free, you’re not the customer. You’re the product”. Applications which are free for you end up being very beneficial for the companies who created them because they are making profit out of you. They are selling your information and spreading it and receiving money in exchange. Basically, you (or your information) are being sold and made money off, which is exactly what a product does. You are not the ones who are supposed to be enjoying the product and using it, which is what a customer would do. In this case, the roles of you and companies like Facebook have switched the roles they are supposed to play. Therefore, these are the reasons as to why I agree with the comment “when an online service is free, you’re not the customer. You’re the product”.