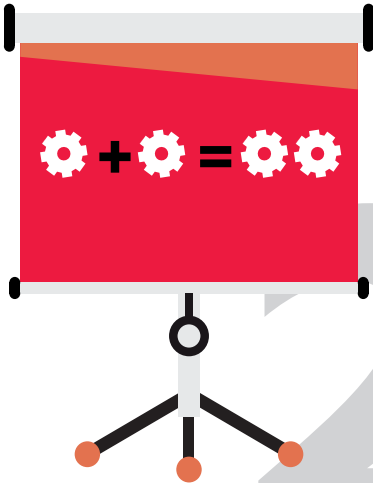


# 2

## Inference

We use a common identifier across all the systems, and also expose this to third parties.



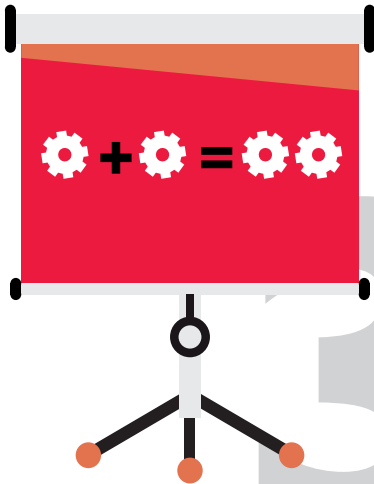


# **ELEVATION OF PRIVACY**

# 3

## Inference

Our geolocation data is as accurate as possible, even if we really only need to know which city the user is from.



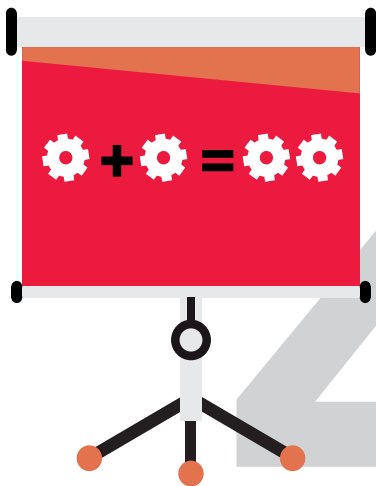


# **ELEVATION OF PRIVACY**

# 4

## Inference

We use our users' names or email addresses as reference keys between systems, even if we could use random identifiers.



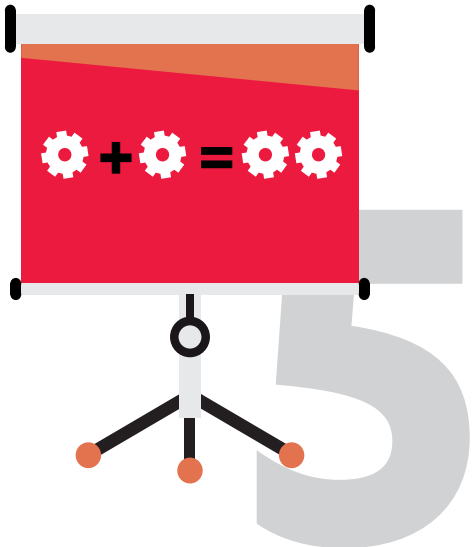


# **ELEVATION OF PRIVACY**

# 5

## Inference

We use national ID numbers or SSNs as identifiers, because they are conveniently unique.





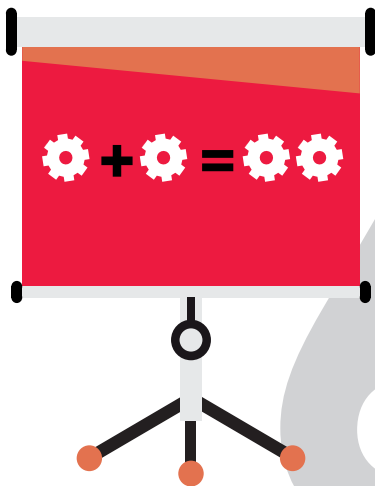
# **ELEVATION OF PRIVACY**



# 6

## Inference

We use identifiers in our web links. These identifiers leak in browsers' referrer headers and get logged by redirectors and URL shorteners.



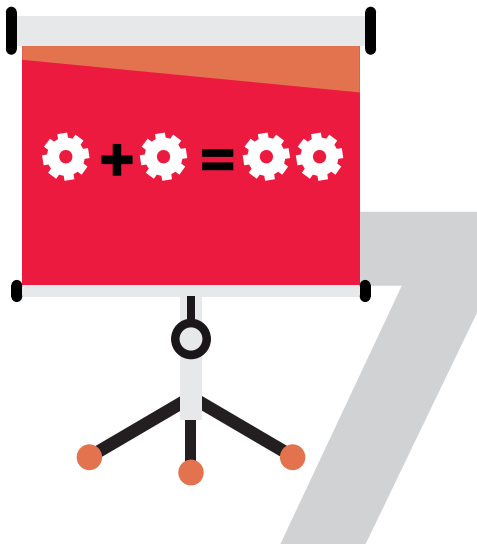


# **ELEVATION OF PRIVACY**

# 7

## Inference

There is no review process for introducing new trackers or advertising providers on the web pages; whatever our designers like, or marketing sells, will be used.



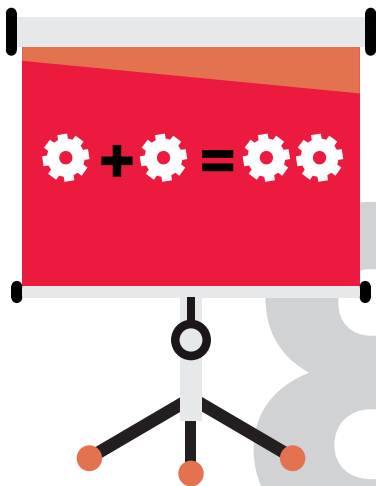


# **ELEVATION OF PRIVACY**

# 8

## Inference

Our telemetry is tied to the users, even though our analytics couldn't care less who the user actually is.



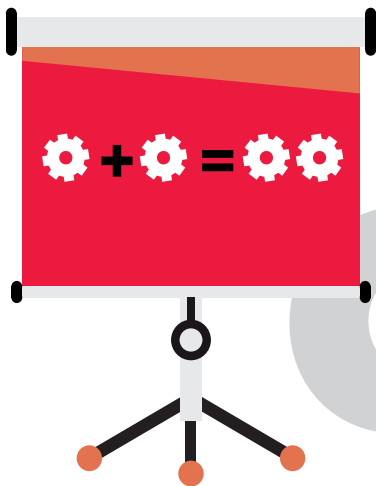


# **ELEVATION OF PRIVACY**

# 9

## Inference

A neural network makes customer-related decisions, but nobody can really explain to the customers what the model is based on.





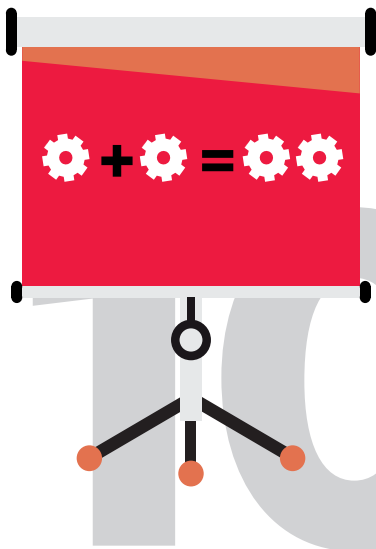
# **ELEVATION OF PRIVACY**



# 10

## Inference

We do not make any checks to personal data before we use it for training machine learning models.



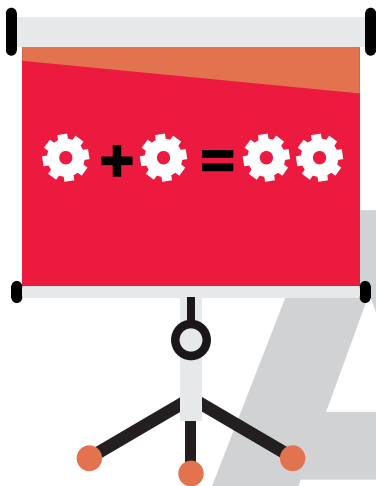


# **ELEVATION OF PRIVACY**

# A

## Inference

You have found a new place where we can replace personal data with a random identifier.





# **ELEVATION OF PRIVACY**