

The Price of Free

Product is You

Irfan Kanat

Department of Digitization
Copenhagen Business School

May 24, 2021

This work is licensed under a Creative Commons Attribution 4.0 International License.

FREE: A Radical Price!





Who is Tracking You?

Other people

Businesses

Governments

What Do They Know?

What you give them:

- Your posts
- Your pictures
- Account information
- Payment information

What Do They Know?

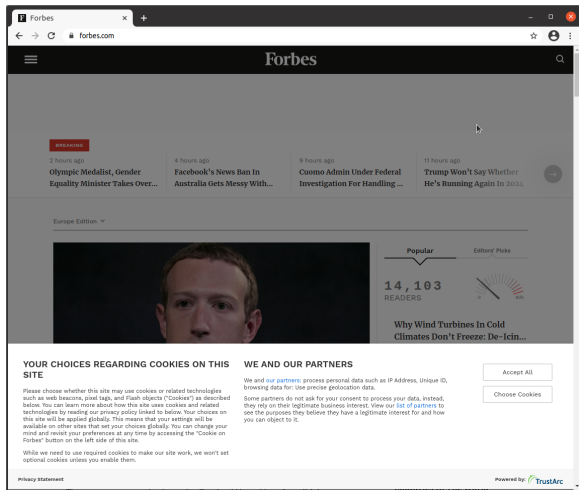
What you give them:

- Your posts
- Your pictures
- Account information
- Payment information

What you generate:

- Cookies
- Network Addresses
- Hardware Identifiers
- Location Data
- Biometric Markers
- Browser Fingerprints

Hey! I like cookies!



The screenshot shows the Forbes website with a dark theme. At the top, the Forbes logo is visible. Below the navigation bar, there are several news headlines. A prominent feature is a large image of Mark Zuckerberg's face. To the right of the image, there is a 'Popular' section showing '14,103 READERS' and a 'Why Wind Turbines In Cold Climates Don't Freeze: De-Icin...' article. At the bottom, there is a cookie consent banner with the text 'YOUR CHOICES REGARDING COOKIES ON THIS SITE' and 'WE AND OUR PARTNERS'. The banner includes a 'Privacy Statement' link and a 'Powered by: TrustArc' logo.

Forbes

BREAKING

2 hours ago
Olympic Medalist, Gender Equality Minister Takes Over...

4 hours ago
Facebook's News Ban In Australia Gets Messy With...

9 hours ago
Cuomo Admin Under Federal Investigation For Handling...

11 hours ago
Trump Won't Say Whether He's Running Again In 2024

Europe Edition

Popular

14,103 READERS

Editors' Picks

Why Wind Turbines In Cold Climates Don't Freeze: De-Icin...

YOUR CHOICES REGARDING COOKIES ON THIS SITE

Please choose whether this site may use cookies or related technologies such as web beacons, pixel tags, and Flash objects ("Cookies") as described below. You can learn more about how this site uses cookies and related technologies by reading our privacy policy linked to below. Your choices on this site will be applied globally. This means that your settings will be available on other sites that set your choices globally. You can change your mind and revisit your preferences at any time by accessing the "Cookie on Forbes" button on the left side of this site.

While we need to use required cookies to make our site work, we won't set optional cookies unless you enable them.

Privacy Statement

Powered by: TrustArc

Accept All

Choose Cookies



How Much Can They Know?



Forbes

Subscribe | Sign In



How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



Kashmir Hill Former Staff

Tech

Welcome to The Not-So Private Parts where technology & privacy collide



This article is more than 9 years old.



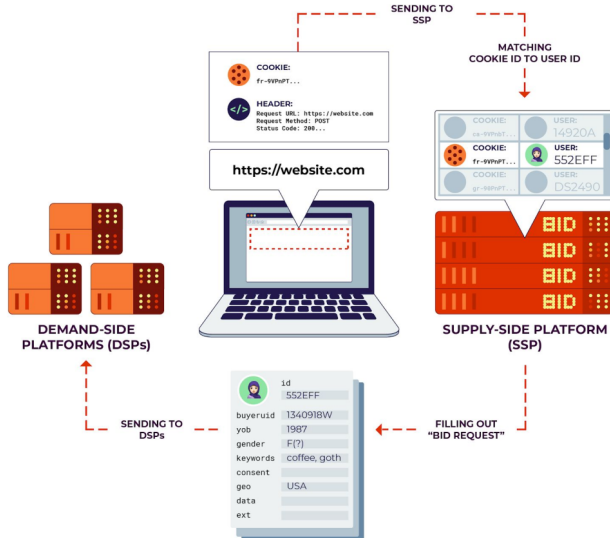
Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those



ADVERTISEMENT

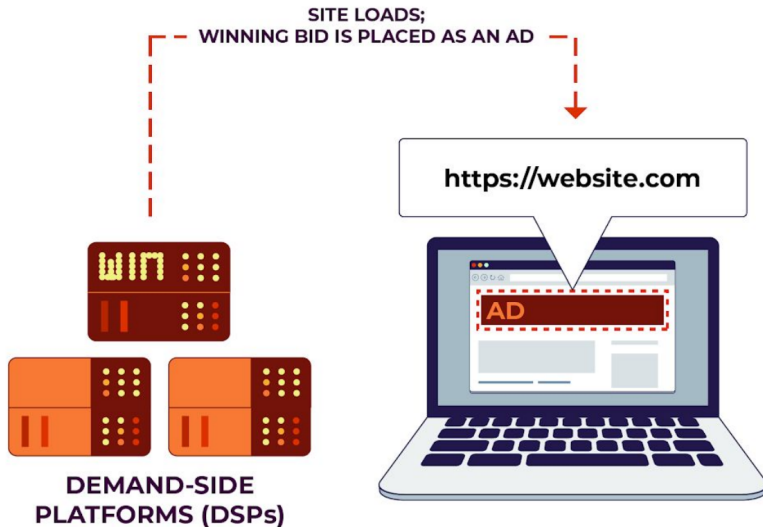


How Do They Monetize This?



Source: Behind the One-Way Mirror, EFF, 2018

How Do They Monetize This?



Source: Behind the One-Way Mirror, EFF, 2018

Defence Against Dark Arts

GDPR is your friend!

Consider GDPR warnings

Use tracker blockers

Consider app permissions

Don't engage with services you don't need

