





- Citizens United Ruling
- Voting Rights Act
- Voter suppression
- Donald Trump



# Cambridge Analytica

## Fact or Red Herring?





## red her•ring

noun

- 1 a dried smoked herring, which is turned red by the smoke.
- 2 something, esp. a clue, that is or is intended to be misleading or distracting : *the book is fast-paced, exciting, and full of red herrings*. [ORIGIN: so named from the practice of using the scent of red herring in training hounds.]

- 5 traits the OCEAN profile recorded
- Openness “I don’t talk much to others”
- Conscientiousness “I feel others emotions”
- Extroversion “I am the life of the party”
- Agreeableness “I feel optimistic”

- Neuroticism “I get upset easily”



# Problem Solved!

(Cambridge Analytica no longer exists)

- Facebook paid a \$5 billion fine to the U.S. Government for their data breach
- SCL has folded
- Robert Mercer was scrutinised by IRS; ordered to pay \$7 billion settlement
- Democracy has been restored!
- Facebook changed its policies



**THE END**



# Is This Bad?

- Clearly bad policy by Facebook to allow scraping of adjacent users who did not consent
- Manipulating elections
- Polarising opinion
- Obfuscating facts





# Psych!

(Hail Hydra)

- Emerdata
- Aggregate IQ
- Palantir





- GDPR UK (protected by EU adequacy decision for the UK)
- Same as EU GDPR but now with UK branding
- Approved by the EU as “adequate” for transfer of data between our third country status and the EU



- Lawfulness, fairness and transparency
- Purpose limitation. “Clearly define what something is to be used for”
- Data minimisation. “Record only what is necessary”
- Accuracy “Can I correct or update incorrect information?”

- Storage limitation “Time limit on how long information is kept”
- Integrity and confidentiality (security)
- Accountability “What happens if there’s a data breach?”



- What can be done?
- Refine what we already have
- Educate
- Pay attention and participate