

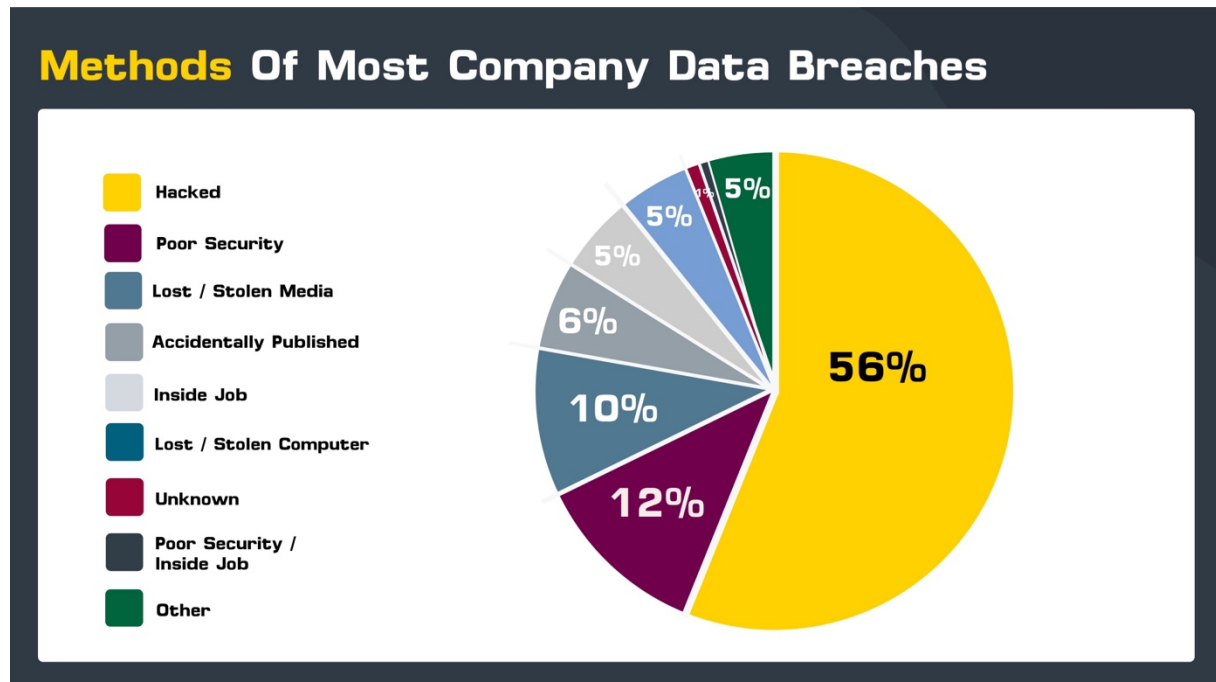
PRIVACY CONCERNS

I – What is Privacy ?

Definition: *Privacy concerns arise from the ethical implications of collecting, storing, and utilizing personal data without individuals' informed consent.*

II – The Right to Privacy.

A. Recent data breaches



1. Read the text and answer the questions

In 2018, a British consulting firm, Cambridge Analytica, stole and sold data from 50-90 million user accounts on Facebook in one of the most high-profile cases in recent memory.

Cambridge Analytica security researcher Aleksandr Kogan accessed this data through a loophole from a third-party quiz app. This loophole in Facebook's API (application programming interface) allowed Kogan to compile data from anyone who downloaded the app and their entire friend network.

Despite going against the terms and conditions of Facebook, Cambridge Analytica continued to sell the data illegally because there was no rule enforcement. Reports show that Facebook was aware of the issue as early as 2015 but did not take action until Christopher Wylie, a Cambridge Analytica employee, blew the whistle.

Things finally came to a head when the Federal Trade Commission (FTC) announced a historic \$5 billion fine for Facebook's continuous violation of data security and poor data protection practices. The FTC also mandated a complete restructuring from the top down to increase oversight of privacy compliance. Furthermore, the FTC filed a lawsuit against Cambridge Analytica, forcing CEO Alexander Nix to resign.

Questions :

1. What British consulting firm was involved in the data scandal described in the text?
2. How many user accounts' data were stolen and sold by Cambridge Analytica?
3. How did Aleksandr Kogan access the data from Facebook?
4. Why did Cambridge Analytica continue to sell the data despite violating Facebook's terms and conditions?
5. When did Facebook become aware of the data issue, according to reports?
6. Who blew the whistle on Cambridge Analytica's data practices?
7. What action did the Federal Trade Commission (FTC) take against Facebook regarding the data scandal?
8. How much was the historic fine imposed on Facebook by the FTC?
9. What specific mandate did the FTC issue to Facebook in response to the data scandal?
10. How did the FTC respond to Cambridge Analytica's involvement in the scandal?

2. Complete the following script

Cambridge Analytica : just how important is it ?

What links the _____ of the University of Cambridge to _____'s victory and the ongoing _____ into the 2016 election ?

The answer : Cambridge Analytica, a company which _____ personal data to try to predict, then _____ voter behavior. A company which claims it as _____ in getting Donald Trump _____ but some of its work has led to it being suspended from Facebook. Just how important is it ?

The story begins at the University of Cambridge and academic Dr Aleksandr Kogan. His research involved analyzing Facebook profiles and he's held a position as associate professor at St Petersburg State University. Thousands of Facebook users were paid to download an app and fill out a _____ through Kogan's company : GSR.

The data was shared with Cambridge Analytica. Kogan oversaw this separately from his role at Cambridge University & St Petersburg University. Former Cambridge Analytica research director Chris Wylie said the data _____ 50 million Facebook records. This allowed to move into the _____ and _____ of American voters. FB said that the data should have only been used for _____ purposes and shouldn't have been passed to Cambridge Analytica but Kogan claims he had the right to use the data _____.

Cambridge Analytica, Kogan and Wylie have been suspended from FB while it investigates. Cambridge Analytica's boss is Alexander Nix, he's been accused of making _____ to MPs in February when he appeared to deny that Cambridge Anal. Cambridge Analytica was founded by Rep. Billionaire Robert Mercer, and his daughter Rebecca served on the Board.

Steve Bannon is a former vice-president of the company which was _____ by the Trump campaign. Bannon went on to become the _____ of the campaign and later became a _____ adviser in Trump's White House. The most senior Democrat on the House Intelligence

Committee wants Wylie's claims investigated. As Robert Muller continues his probe into _____ Russian _____ in the 2016 election.

Cambridge Analytica acclaims to have played an _____ role in Trump's election victory. Its CEO Alexander Nix was secretly filmed by our undercover reporter talking about the company's _____ in elections around the world. He said he could _____ politicians in _____ situations with bribes and Ukrainian sex workers. In a statement, the company _____ entrapment, bribes or so-called honey traps for any purpose whatsoever.

His company _____ a small number of voters who was subjected to a social media _____. There are limits on how much can be spent on the official campaign. So outside organizations were also used to get the Trump message across.

Cambridge Analytica says it invented the slogan "Defeat crooked Hillary" which was _____ widely in online videos. They are alleged to have come from the Trump campaign which viewers may not have known. Hillary Clinton told us this _____ propaganda effort _____ the thought processes and voters. After the election it emerged Russia was _____ a vast amount of fake news.

The FBI and Congress are investigating if Russia _____ with the Trump campaign. FB _____ thousands of messages posted from Russian linked accounts which reached 126 million Americans.

- What can you tell about the purpose, intents, consequences of the data breach and the US Presidential campaign ?
- Do you think this could take place again in 2024 ? Why ?

B. Regulations and the importance of ethical data practices

→ The General Data Protection Regulation

What 4News video with Anja Popp and get as much information and facts as possible.

III – Expression

I have a business, convince me I must implement robust data protection measures