

Exercise 1

1.1 Data vultures (10pt)

*If you're not paying for it, you become the product.*¹

Read Chap. 1 DATA VULTURES of [Vél21] and identify three tracking or data collection techniques that you did *not* know before.

For each of the three techniques:

- a) Explore the background of the technique, how it works, and how it could be implemented.
- b) Summarize your findings *your own words*.

For each technique, use about 1/2 page; in total your description should not be longer than two pages (11pt on A4 paper or max. 1000 words).

References

[Vél21] C. Véliz, *Privacy is power: Why and how you should take back control of your data*, Penguin Random House, London, 2021.

¹<https://www.forbes.com/sites/marketshare/2012/03/05/if-youre-not-paying-for-it-you-become-the-product/>