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### Data & Information Assignment

Geofeedia, based in Chicago, is a surveillance information company that evaluates social media posts to help law enforcement organizations track and respond to crime (Timberg & Dwoskin, 2016). It has the ability to track social media posts according to the location in which they were taken. The 2015 Baltimore protests that followed the death of Freddie Gray led to suspensions of Geofeedia's social media accounts because of service usage misconduct. Social media companies Facebook, Instagram, and Twitter were all involved in restricting access to Geofeedia's feed.

The restriction began in October 2016 when the ACLU (American Civil Liberties Union) obtained records showing Twitter, Facebook, and Instagram halted user data access to Geofeedia. As a developer of a social media monitoring, market (Greeves, 2012)ted law enforcement has become a tool to monitor activists and protesters (Cagle, 2016). People have begun to notice Geofeedia's powerful applications have been authorized by global governments to use its services to survey public areas for crime because of ACLU's publication. New public policies of government restriction to use surveillance have been desired by the ACLU.

After reading the article, it has become apparent that government surveillance is in effect and is used to curate the American people. As an individual who has nothing to hide, it still feels like America's personal lives should still be protected by new public policies. Our congressmen and congresswomen should take the step to protect the privacy rights of the United States.

There are some people that think the government is always tracking us. It is obvious search engines track what we search. This can be noticed when a user searches for a product and

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finds an advertisement of the same product while browsing the web on a different site. It is very possible the government could be using this data to find what people are searching for, what curiosities they might have, or where they might go (based on mobile phone GPS). It is important to know how this article is very informative in what is happening with government surveillance and that action is being taken to prevent data from being tracked via the ACLU.

While reading the article, it is believed that Geofeedia's intelligence platform has been contributing to unconstitutional surveillance. Even after Phil Harris stated personal privacy and transparency is important to individual rights, it became apparent that Geofeedia was not in tandem to what their chief executive was declaring. This is evident in ACLU's report when Geofeedia was flaunting their product during the 2015 Baltimore protests.

It is definitely demanding among citizens that cyber privacy is a priority. The growing usage of social media has fueled public policy to be shaped according to how data is shared. Bill Greeves provides several key elements to having an effective social media policy: defining organizational responsibility—formally allocate objectives and response functions to those who have the knowledge required to have meaningful online conversations; branding—ensure consistency among all platforms which establishes trust and creditability among audience; listing all acceptable platforms—using all platforms such as Facebook, Twitter, and YouTube (Greeves, 2012). These policies have been refined over time to ensure viability, but as they have been implemented to various agencies, they have proven effective.

Not only should social media companies have more robust public policies, but by evidence of a survey, social media has directly affected public policy. Via Finn Partners, nearly 80% of

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Americans believe that social media has at least some impact on public policy outcomes such as gun control, immigration, and trade (Holmes Report, 2017). One question that would be pertinent to ask would be what other companies out there have a government contract to monitor public areas?

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