Seminar Report on

GDPR and Social Media Platforms

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Abstract

The focus of this report is to study and analyse the impact of EUGDPR on social media platforms.The latest benchmark set by EU in order to protect the digital data of users is assumed to be a milestone and first of its type initiative in direction of digital data privacy. In this report, we have analyzed how social media platform are coping up with these new changes without compromising revenues. Also, how fruitful it turns out to be for an end user.

1. Introduction

With the rise of digital age , more and more data get transmitted online on networks. The latest gadgets to enable next level

communication and social connect has bought exponential increase in average data consumed by a mobile user[7]. The rate of growth is even higher then 170% in developing countries like India[8]. Now days we use internet right from listening to music, watching movies till unlocking our home or even looking for a partner to fir in that home.With the rise of information age , there has also been the darker sides where the data personal data was used by companies to bring in use of targeted advertisements and many other reasons . Though there exist laws to protect the users but this filed being very new and highly evolving , there was felt a need to new law briefed and targeted specially at digital data privacy thereby defining the set of rules to be adhered and consequences if not followed. This analysis take into picture the changes made by Facebook to adhere to EUGDPR and how effective they are.

2. Problem

In recent times, Facebook has proven to be influential tool for impacting masses, this suits the business model of FB quite well but not when it indirectly impacts decision making of its users.Few ways[3] which result in such influence are

1) Digital Gerrymandering- when a site instead distributes information in a manner that serves its own ideological agenda.

2) Data Leaks - That result in lost of sensitive data that can be used with various aspects for purpose of money making, decision making or other lethal reasons.

3) Hard to understand terms and condition - Users are provided with huge files containing complicated text which a user has to accept in order to user the services.

4) Transparency - users are not always aware of the ways the service provider is using data to make money out of it.

3. Information Harvesting

Harvesting data, as its agricultural name suggests, is similar to gathering crops because it involves collection and storage with the expectation of future reward.

Data can be harvested in different ways, ranging from simple copy-and-pasting to more complicated programming. The chosen method is often constrained by the site being harvested. At simple search levels, many sites combat automated harvesting with Google CAPTCHAs and reCAPTCHAs, which help sites differentiate between humans and bots.

If you've ever copy-and-pasted text from Facebook or saved an image from Twitter, you've harvested social media data. The action of

"screenshotting" is permitted on most sites because users can usually only access information that is either public or visible to them because they have logged in. Also, it would be impossible to completely eradicate the simplest data harvesting methods, such as making notes and taking photographs.

Facebook and other social networks are more concerned with restricting automated data harvesting, due to demands on web servers and to control who has access to what data (and why). Personal information and behaviour on social media have commercial, political and research value.

Social networks decide their own usage policies, balancing commercial interests with third parties and regulatory user privacy concerns – often described in company documents as juggling the optimisation of "customer behaviour" and adhering to "community standards".

4. How Exactly Facebook use Information Harvesting

Step 1 → Company gathers information on the Facebook page likes of users and using that data to create models that predict personality[1].

Step 2 → Had a measure of someone's personality, One could curate an advertisement that would be most convincing to them.

Now lets take a case when Facebook realizes that you love cars and you are also a nature lover (from your liking and activities on such pages). Which car do you think that Facebook will advertise on your wall ? A Tesla , may be, but what if a new car company comes to Facebook with higher ad budgets ? Though this company is not as environment friendly as Tesla but with help of information harvesting , Facebook realizes that 30% of its potential car buyers on Facebook are nature lovers and they wont like a car which advertises its roaring engine , hence Facebook will ask the new car company to create a different advertisement for such user which focuses more on "less emission , higher milage etc " more then its engine capacity.Which in turn enhances the chances of nature lover buying this car rather then with a regular advertisement.

5. EUGDPR

In a nutshell, the GDPR establishes rules on how companies, governments and other entities can process the personal data of citizens who are EU citizens or residents. The GDPR aims to strengthen and unify data protection laws for all individuals across the European Union. It's a breakthrough directive. In the coming years, more countries are expected to follow the example and place strict obligations on organizations that handle personal information.

6. EUGDPR compliant FB

Complying with EUGDPR , Facebook made changes on many fronts specially on sharing user data.Here is a brief overflew of response of Facebook for some of core terms of data privacy.

1) **Transparency**

   EUGDPR Guideline : must be able to demonstrate that personal data are processed in a transparent manner in relation to the data subject." These transparency obligations begin at the data collection stage and apply "throughout the life cycle of processing."

   FB compliance : Our Data Policy defines how we process people's personal data. We'll provide education on our Data Policy to people using Facebook Company Products. We'll do this through in-product notifications and consumer education campaigns to ensure that people understand how their data is being used and the choices they have.

2) **Data Subject Rights**

   EUGDPR Guideline : Breach notification , Right to access, Right to be forgotten , Data Portability,Privacy by design and Data protection Officers

   FB compliance : provide people with control over how their data is used. We've launched a new control centre to make privacy settings easier to understand and update. We also remind people as they use Facebook about how to view and edit their settings.

3) Consent

EUGDPR Guideline : The conditions for consent have been strengthened, and companies are no longer able to use long illegible terms and conditions full of legalese

FB compliance : New interface for terms and conditions

4) Download Information

The Download Your Information tool is supposed to let you take your data and go to a different social network. But it only exports your social graph, aka your friends, as a text list of names. There are no links, username or other unique identifiers unless friends opt into let you export their email or phone number (only 4 percent of my friends do), so good luck finding the right John Smith on another app. The new version of Download Your Information exports the same old list of names, rather than offering any interoperable format that would let you find your friends elsewhere

7. EUGDPR Outlaws

1) Complaints of privacy violation have been filed against tech giants Google and Facebook within hours of General Data Protection Regulation (GDPR) taking effect on Friday. Google and Facebook, along with the social media giant's subsidiaries WhatsApp and Instagram, could be fined $9.3 billion in total over privacy complaints of breaking European Union's new privacy law. For the companies Google, Facebook, Whatsapp,Instagram

2) September 28, 2018 - Facebook had declared the security breach impacting 50 million users

Facebook has informed that their internal investigation is continues to take remedial steps to mitigate potential risk to users

Impacted viewers were informed through notification

Irish Privacy watchdog still investigating the case

Possible fine - 4 % of Facebook's global revenue i.e $ 1.63 billion

8. Facebook and German Elections

In recent US elections for president , FB proved to be game changer , no doubt facebook is a effective marketing platform but in investigation , it was found out that facebook used custom made ads to influence people based on their psyche. To cop with same, Facebook has announced plans to partner with the German government to target fake accounts and combat misinformation ahead of the European Union elections in May, CNN reports.

Facebook will work with Germany's Federal Office for Information and Security among others to "guide policy making in Germany and across the E.U. on election interference." Sandberg said the new initiative would expand upon Facebook's efforts during Germany's national elections in 2017, which included removing "tens of thousands" of false accounts.

Conclusion

Facebook is complying with the letter of GDPR law, but with questionable spirit. Making the choices equal in visible weight, rather than burying the ways to make changes in grayed-out buttons. But when asked to clear a higher bar for privacy, Facebook delved into design tricks to keep from losing our data.

No doubt so many terms are yet tricked in design by facebok but now Individual user is more empowered with information about his data being shared and also about leaks yet there is more to be done to prevent user data from being harvested in open markets for business promotions.

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