

## **Cambridge Analytica-Facebook Data Breach.**

Aleksander Kogan, a researcher, developed a Personality-Quizlet application for Facebook, closely related to a similar application developed by the Psychometrics Centre, a Cambridge University laboratory. Approximately 270 000 Facebook users installed Aleksander's application on their Facebook accounts. Facebook platform at the time, through an application program interface(API), allowed developers to access users' data and information about their friends. Kogan's application requested data access permission from users and saved that data into a private database instead of deleting it after the purpose of collecting had been fulfilled. The private database contained information about 50 million Facebook users, and Kogan provided the data to a voter-profiling company Cambridge Analytica. Cambridge Analytica utilised the data for psychographic profiling of about 30 million voters.

In the case of the 'thisisyourdigitallife' application created by Kogan, Facebook failed to secure users' data and could not protect their privacy. Cambridge Analytica(CA) never obtained consent from users for their data, and data about users' friends were also collected without consent. Facebook violated the bridge of trust with its user, whereas Cambridge Analytica demonstrated data usage abuse by using the obtained data in profiling and targeting voters. Users' data was used beyond the scope and purpose of what Kogan collected for it. By providing CA with access to it, Kogan also failed to uphold the principle of protecting confidentiality as prescribed in ethical research behaviour. Cambridge Analytica had access to data for more than two years. This also demonstrated how significantly Kogan failed to delete the collected information after the purpose it was gathered had been fulfilled.

## References :

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