

#ref #ret

%%- n: usa foreing intel survelance - j: edward snowden, apple data collection. consumer notification! - d: digital polical ads + tracking - m: social media taking data in general - h: human ml modeling %%

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1.0.1 | Machine learning broad level implications on privacy

- ML requires big data
 - machine learning has driven us into the “information age”
 - cause of most of these issues
 - getting lots of info → invading privacy, generally
- ML can break privacy without explicit data
 - ML can de-anonymize anonymous activities
 - ML based tracking systems make anonymity hard
 - hashing isnt good enough
 - same thing can be done even without ml
 - location tracking easily de-anonymized by simple cross reference
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- ML can construct human models
 - ML model of how you think and act
 - viewed as creepy
 - if it could predict your thoughts, what then?

1.0.2 | Regulation!

- FTC (federal trade commision) coming down hard
 - hitting facebook, google, ect.
- CCPA, california conumer privacy act
- GDPR, General Data Protection Regulation
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