

#ref #ret

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%%- 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 %%

## 1 | Page o' notes

### 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

### 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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