Case Study 4 – Facebook

1. Facebook is saying that we have control over our privacy and that we own and are in charge of the content we upload, but we grant Facebook an IP licence, which means that they are able to use anything we post (IP content) on or in connection with Facebook. The IP licence ends when you delete the IP content or delete your account, unless you have shared that content with other people and they haven’t deleted it. It is also stating that we must not do things which are inappropriate or risk yours or others safety.

Quotes:

* For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.
* We give you control of your privacy. You should be able to make the privacy choices that are right for you. We want to make sure you know where your privacy controls are and how to adjust them. For example, our audience selector tool lets you decide who you share with for every post. We develop controls based on feedback from around the world.
* You own and can delete your information. You own the information you share on Facebook. This means you decide what you share and who you share it with on Facebook, and you can change your mind. That’s why we give you tools for deleting anything you’ve posted. We remove it from your timeline and from our servers. You can also delete your account whenever you want.

1. Cambridge Analytica is a British political consulting firm. They combine data mining, data brokerage, and data analysis with strategic communication for the electoral process. Cambridge may have used data improperly obtained from roughly 50 million Facebook users to try to sway the US elections into Donald Trump’s favor.
2. Facebook is enabling the spread of misinformation related to world politics because they are selling information to companies like Cambridge Analytica. These companies take the information sold to them and they target all the users that look like they are unsure about a political issue. They then start to feed these users misinformation about the side the companies are not wanting people to vote for by advertisements and pop up websites.
3. It is impossible because Facebook does have access to all your information. Even if you put privacy on, stop it's possible for Facebook to download an archive of the personal information related to your account, including the photos that you've uploaded. Facebook may also still be able to collect information on you that's posted by, say, friends or family who continue using their accounts. Finally, there is also no guarantee that Facebook has deleted all your information even if the user clicks delete.
4. I agree that “When an online service is free, you’re not the customer. You’re the product”. Usually when there is a free online service, they usually ask for information about yourself before you receive the free service. For example, they could ask for you name, age, email, what country you live in and credit card information. These services can end up taking that information and send different advertisements to you. The services can also send misinformation to direct you into doing something they want you to. Finally, these services can take all your information and sell it to other companies. You and your information become a product to the companies and services around the world.