# Blue Kai

The largest data miner

# A “Game”

Think of the person that you know best in the world.

[Family member, friend, significant other]

See how much of the information you know about them.

Keep tally on a sheet.

# How much do you know about your friend?

1. What is their full name?
2. What is the full name of their parents?
3. What is the full name of their siblings?
4. What is their address?
5. What is their postal code?
6. What is their home phone number?
7. What is their cell phone number?
8. What forms of social media do they use?
9. For each form of social media, what is their id?
10. What was their last google search?
11. What kind of phone do they have?
12. What kind of car does their family have?
13. What technology do they have at home? (tablets, e-readers, computers, tvs…)
14. What was the last game/app they played on their computer?
15. How old are they?
16. What is the highest form of education they have received?
17. How much money do they make a year?
18. What are the names of all the educational institutions they have attended?

# How much do you know about your friend?

19. What kind of soap do they use?
20. What kind of shampoo do they use?
21. What bank do they use?
22. What is their bank balance?
23. What credit cards does their family have?
24. What is the last change on the credit card?
25. What was the last store they shopped at?
26. Which store do they spend the most in?
27. What hobbies do they have?
28. Where did they last go on vacation?
29. How much did they spend on their last vacation?
30. Do they have a pet?
31. What kind of food does their pet eat?
32. What is their favourite food?
33. Where do they work?
34. What is the most common IP address they use?

- Owned by Oracle.
- They own information about 700 million people.
- They store about 40,000 pieces of information about each person.
- Exabyte of information (1 billion GB, or 10^18 Bytes).
  - All words ever spoken by humans is about 5 EB of info, roughly that size
- They buy this information from website and social media.
- They sell this information to stores and advertisers.

# Where does the data come from?

How can they possibly know 40,000 things about me?

2. Server (website, social media)

3. Sells to Blue Kai

1. User

4. Blue Kai processes data

5. real-time bidding, Marketing info

# Source: The Internet

Social Media: Tracks your meta data and sells it on.

Websites: Track your cookies and sell it on.

Bloomberg
Businessweek
The SURPRISING SOPHISTICATION of TWITTER

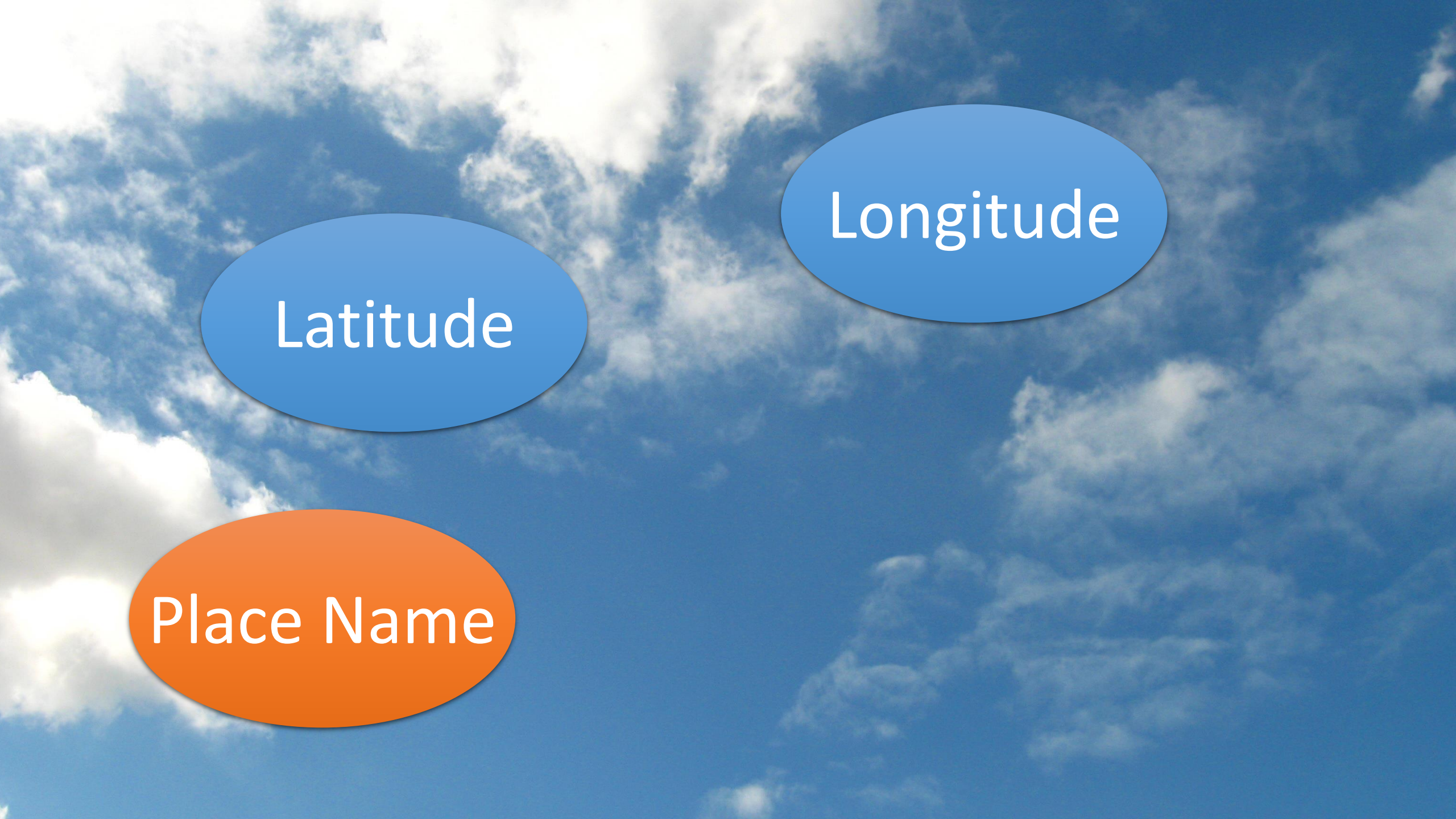
David Parkins 2013

True or False:
A tweet is 140 characters.

Really false.

The text is, but that isn’t all that makes up a tweet.

Latitude
Longitude


Longitude
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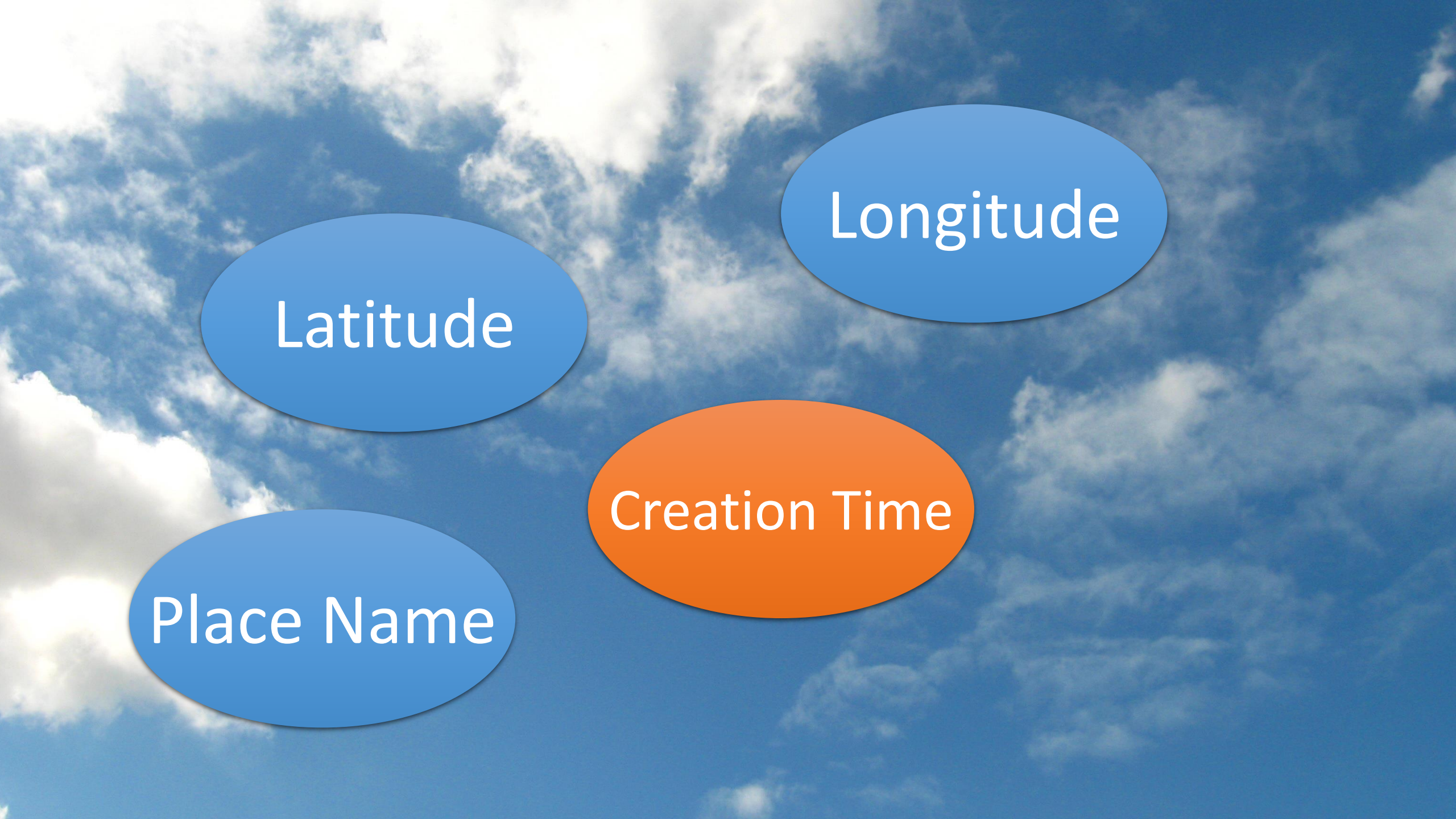
Place Name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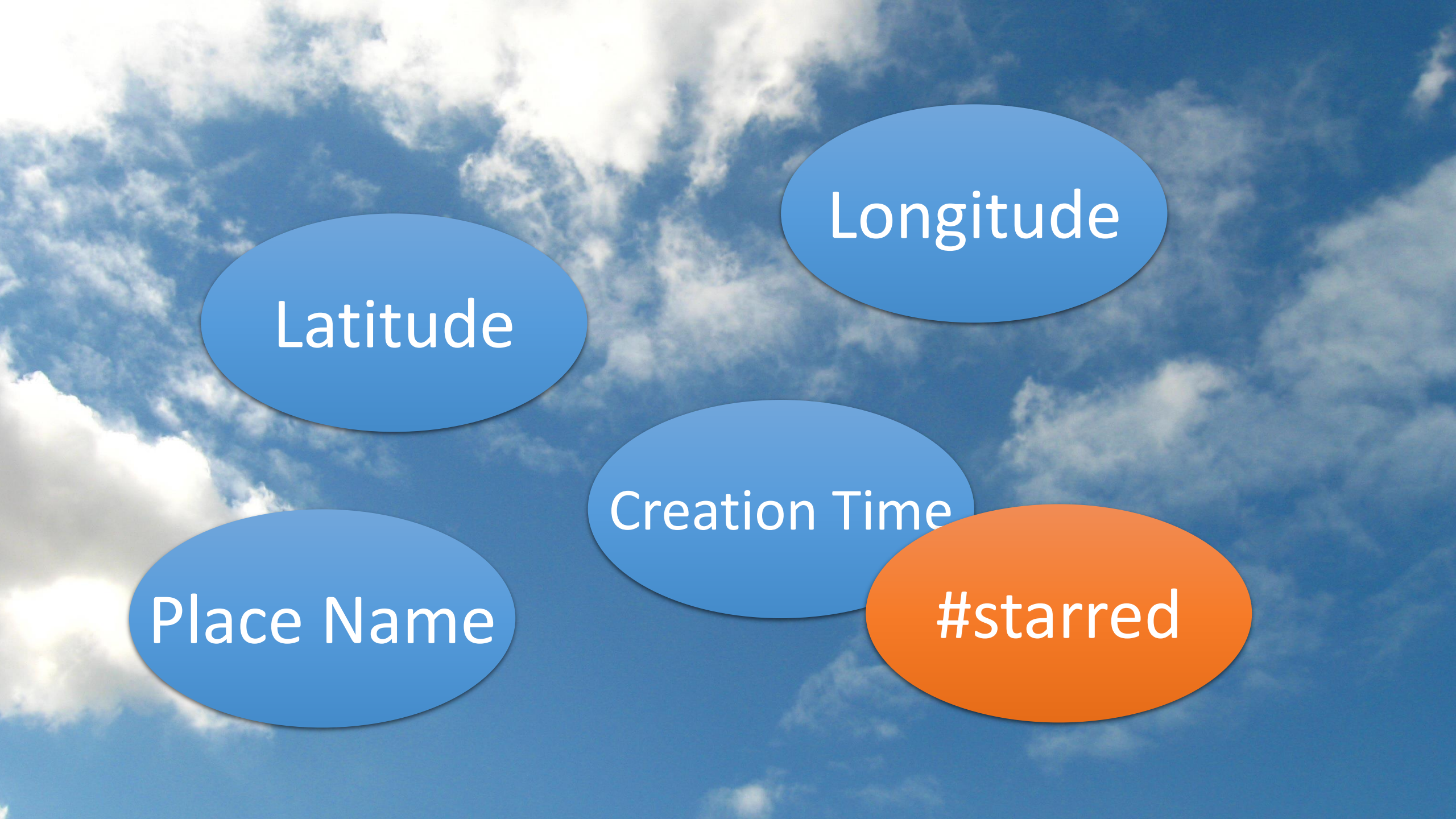
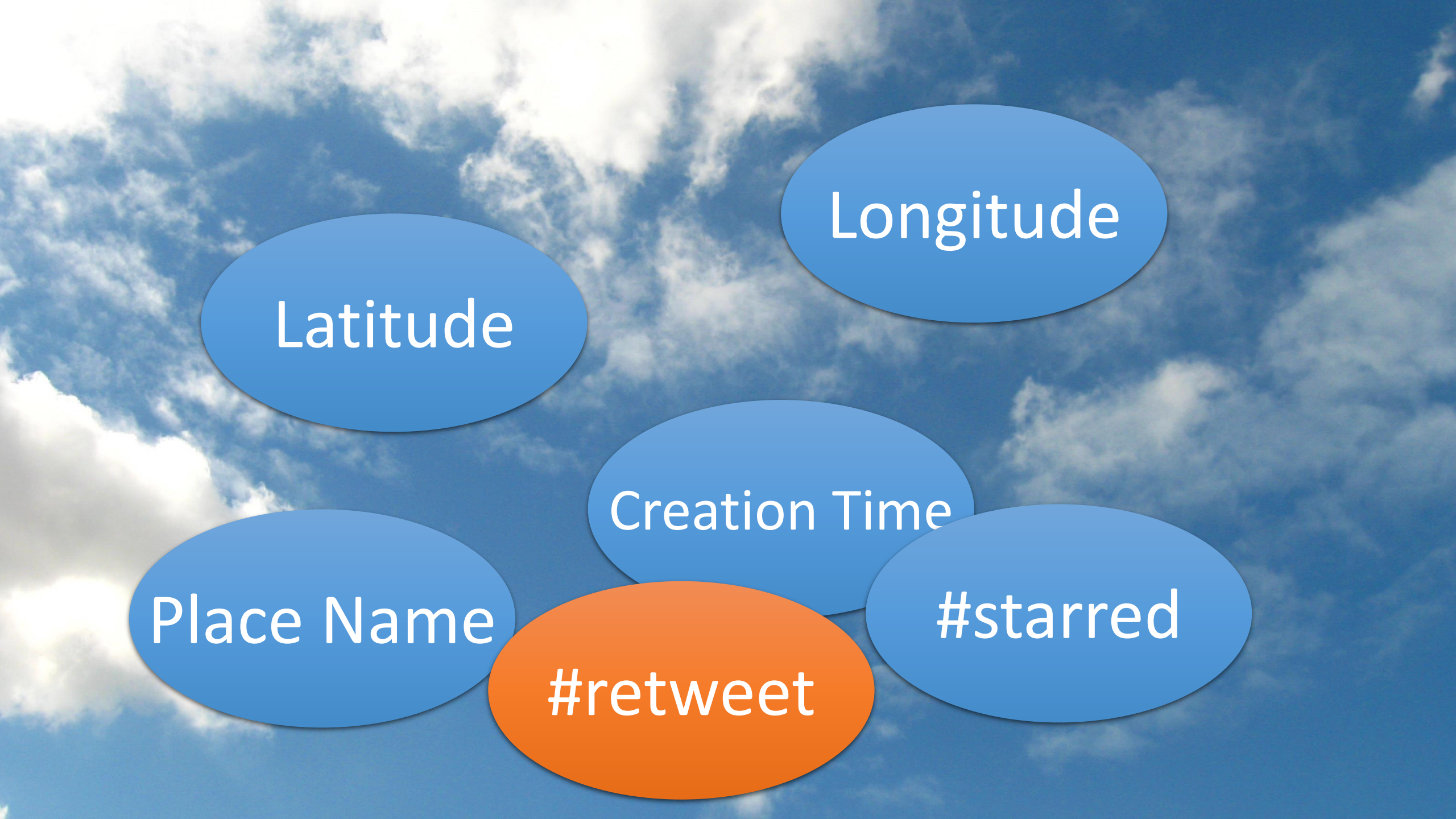

Longitude
Latitude
Creation Time
Place Name
#starred


Longitude
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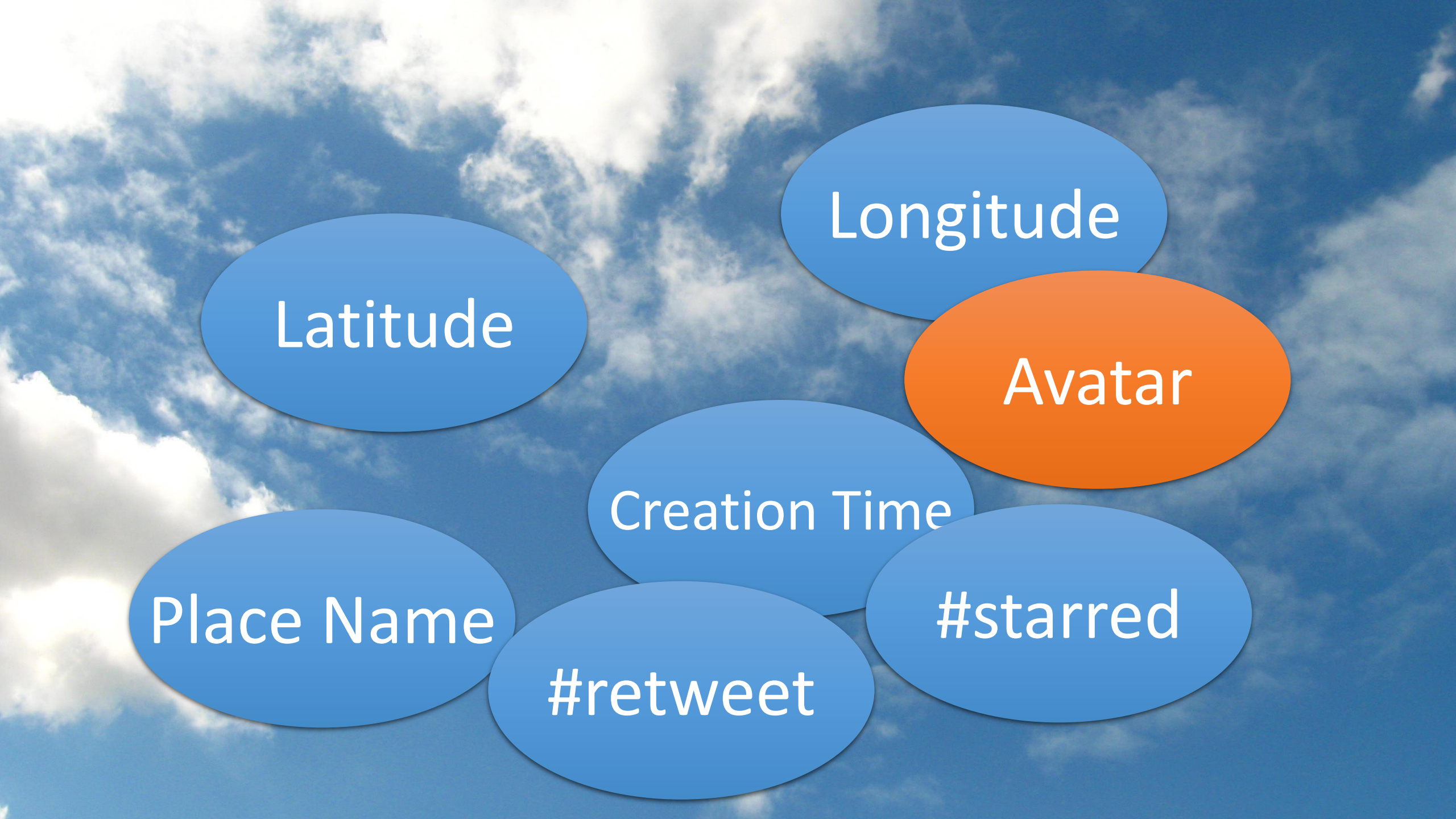
Creation Time
Place Name
#starred
#retweet


Longitude
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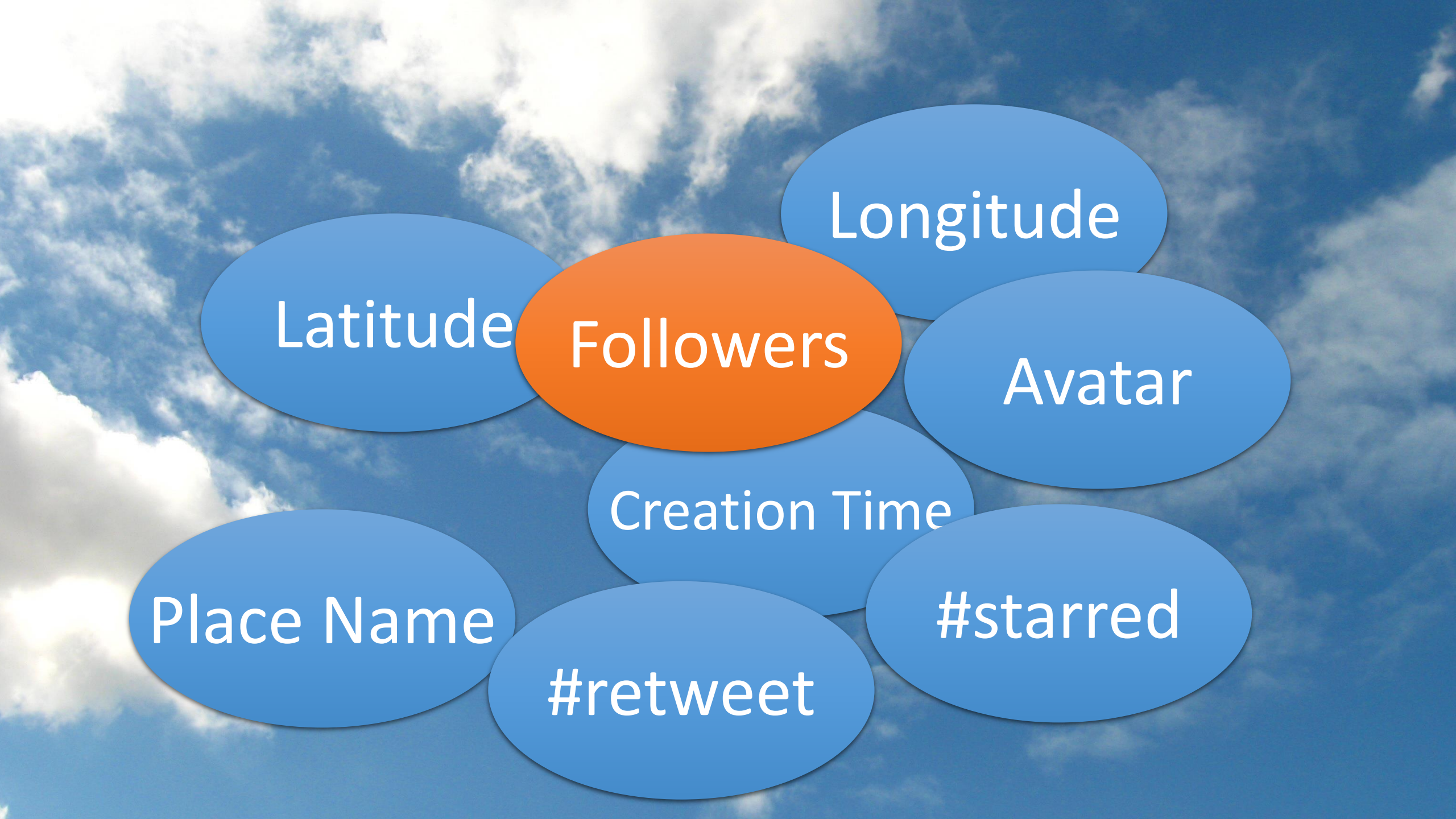
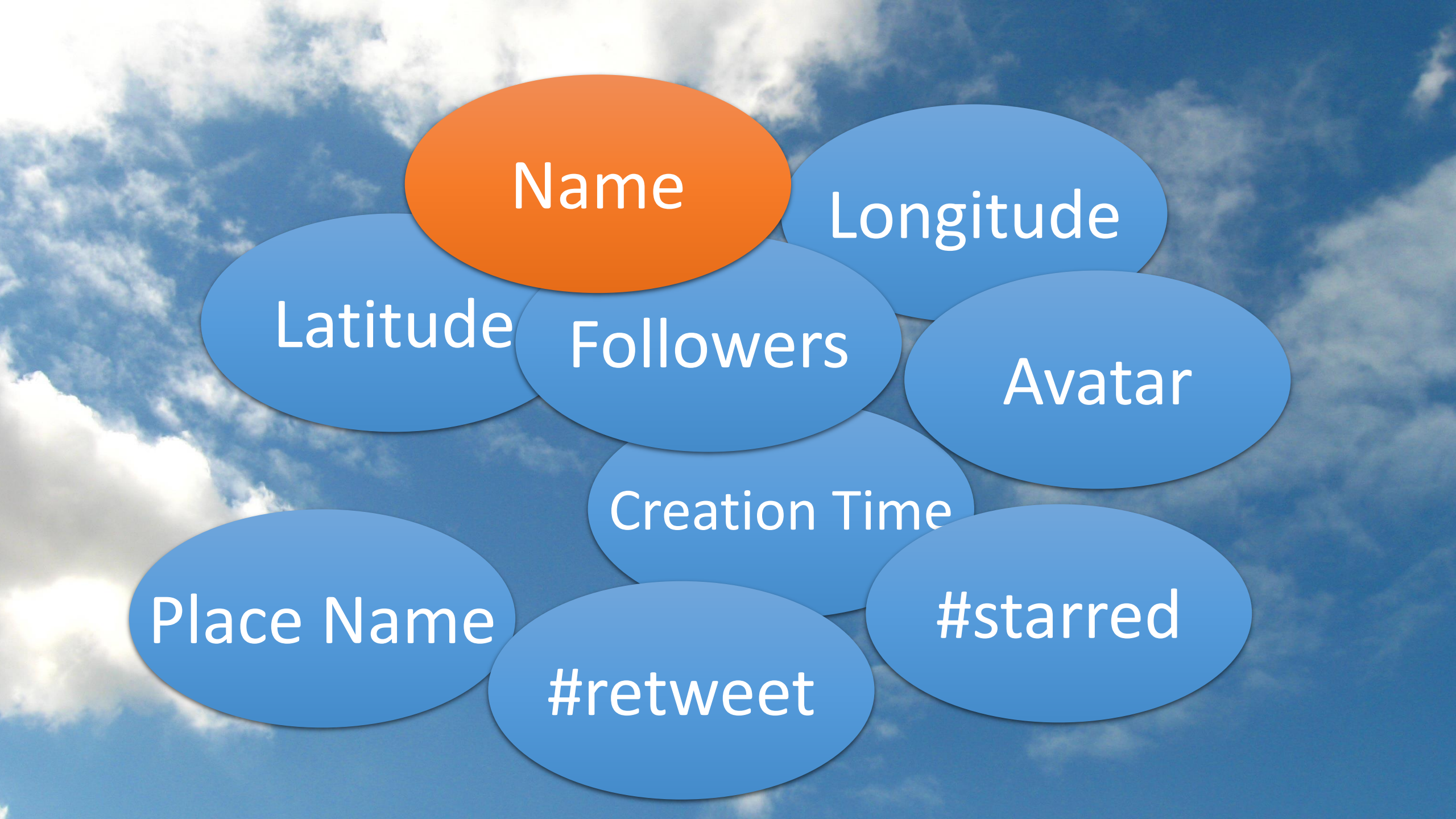
Avatar
Creation Time
Place Name
#starred
#retweet


Longitude
Latitude
Followers
Avatar
Creation Time
Place Name
#retweet
#starred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Followers
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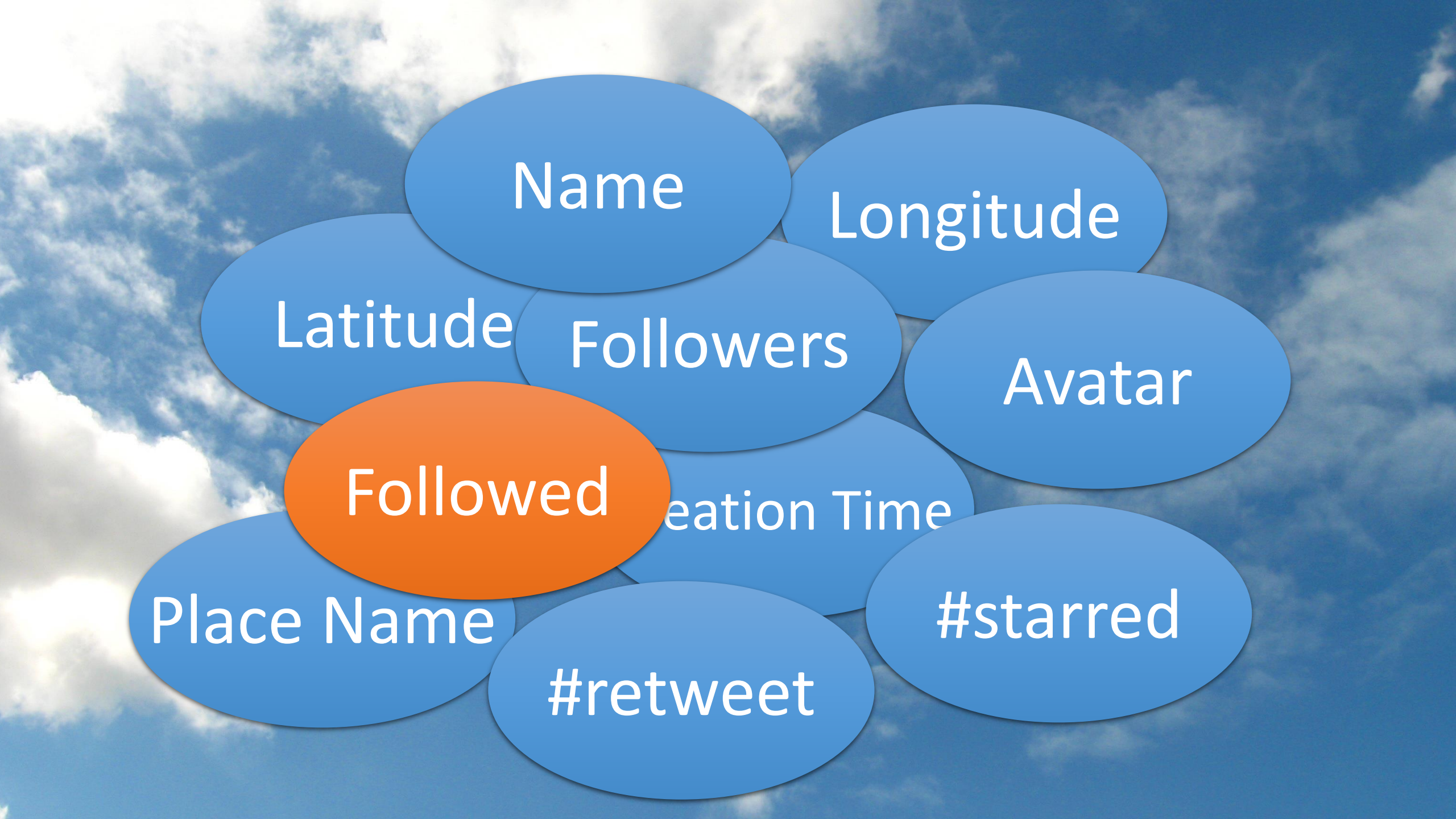
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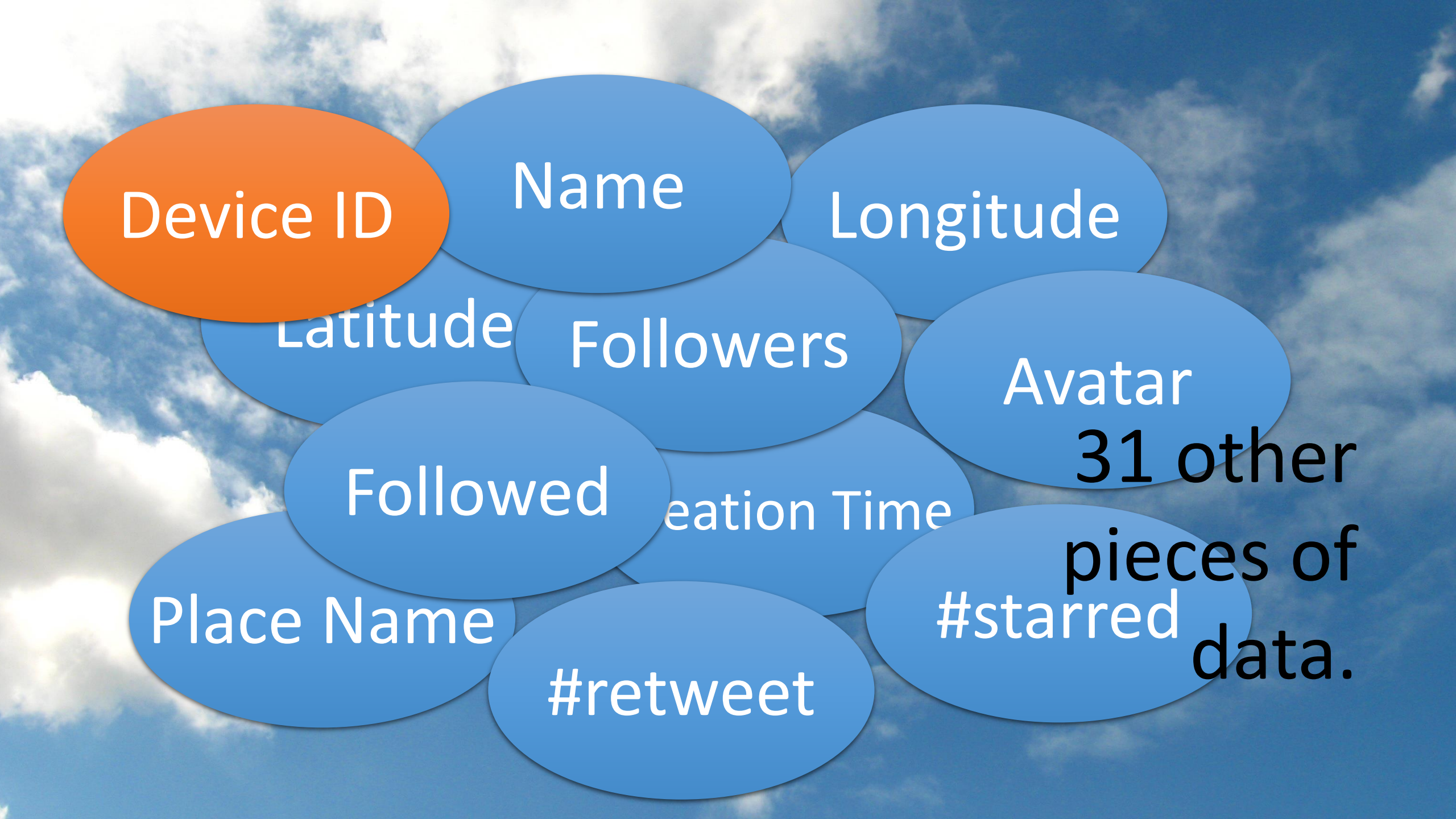
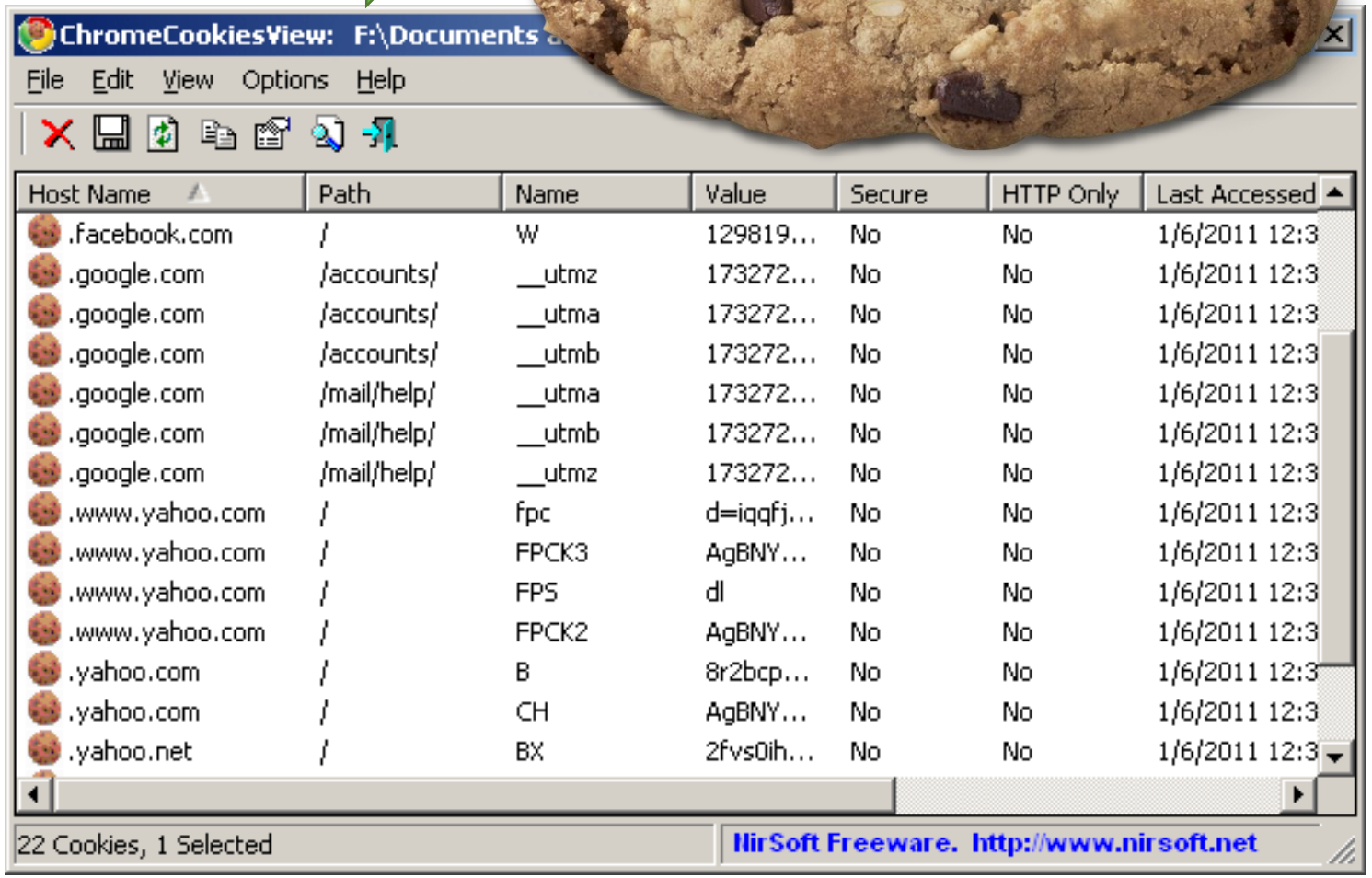
eation Time
Place Name
#starred
#retweet


Device ID
Name
Longitude
Latitude
Followers
Avatar
Followed
eation Time
Place Name
#retweet
#starred
31 other pieces of data.

# What's this?


ChromeCookiesView: F:\Documents
File Edit View Options Help
Host Name | Path | Name | Value | Secure | HTTP Only | Last Accessed
.facebook.com | / | W | 129819... | No | No | 1/6/2011 12:3
.google.com | /accounts/ | __utmz | 173272... | No | No | 1/6/2011 12:3
.google.com | /accounts/ | __utma | 173272... | No | No | 1/6/2011 12:3
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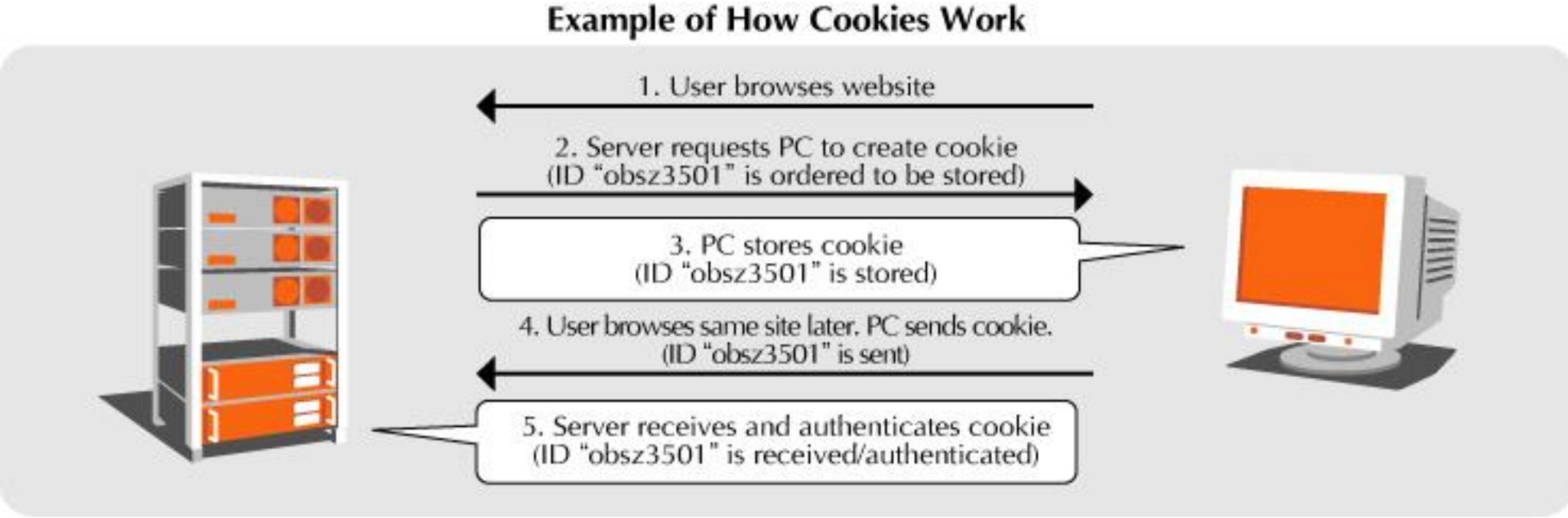
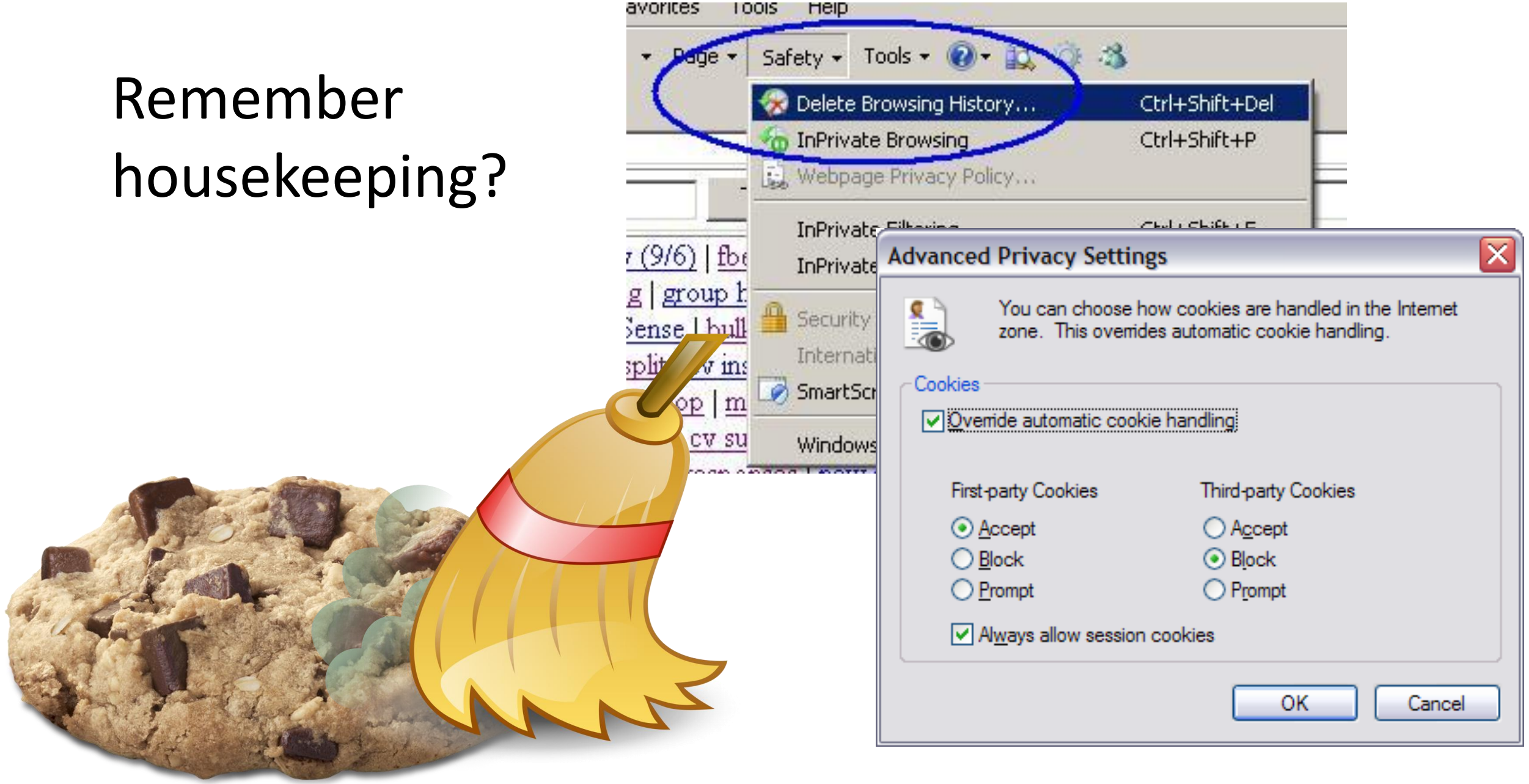
.google.com | /mail/help/ | __utma | 173272... | No | No | 1/6/2011 12:3
.google.com | /mail/help/ | __utmb | 173272... | No | No | 1/6/2011 12:3
.google.com | /mail/help/ | __utmz | 173272... | No | No | 1/6/2011 12:3
.www.yahoo.com | / | fpc | d=iqqfj... | No | No | 1/6/2011 12:3
.www.yahoo.com | / | FPCK3 | AgBNY... | No | No | 1/6/2011 12:3
.www.yahoo.com | / | FPS | dl | No | No | 1/6/2011 12:3
.www.yahoo.com | / | FPCK2 | AgBNY... | No | No | 1/6/2011 12:3
.yahoo.com | / | B | 8r2bcp... | No | No | 1/6/2011 12:3
.yahoo.com | / | CH | AgBNY... | No | No | 1/6/2011 12:3
.yahoo.net | / | BX | 2fvs0ih... | No | No | 1/6/2011 12:3
22 Cookies, 1 Selected
NirSoft Freeware. http://www.nirsoft.net

cookies.txt - Notepad
File Edit Format View Help
# Internet Explorer cookie file, exported for Netscape browsers.
m.webtrends.com TRUE / FALSE 1631115089 ACOOKIE
microsoft.com TRUE / FALSE 1631082687 WT_FPC
microsoft.com TRUE / FALSE 1315756890 MICROSOFTSE
microsoft.com TRUE / FALSE 1347291090 MSID
microsoft.com TRUE / FALSE 1631115090 MC1
microsoft.com TRUE / FALSE 1315756892 MS0
microsoft.com TRUE / FALSE 2262526290 A
google.com TRUE / FALSE 1378827092 PREF
google.com TRUE / FALSE 1331566291 NID
www.microsoft.com TRUE / FALSE 1631073089 WT_
www.microsoft.com TRUE / FALSE 1315841488 sec
support.microsoft.com TRUE / FALSE 1321755092 .AS
twitter.com TRUE / FALSE 1378868906 guest_id

# How does bluekai use ?



# Remember housekeeping?



# How does

use


?

Yahoo

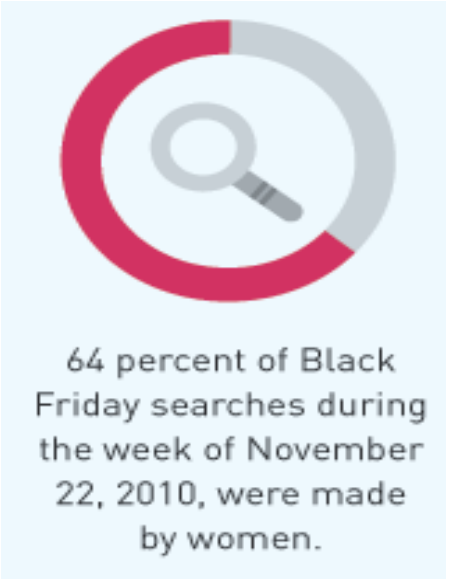
| Date | Month | SearchTerm | Device | IP |
|---|---|---|---|---|
| 11/22/2010 | Nov | Black Friday | 23490 | 123.23.45.67 |
| 11/23/2010 | Nov | Turkey | 23490 | 123.23.45.67 |
| 11/22/2010 | Nov | Black Friday | 45395 | 234.32.154.32 |
| 10/31/2010 | Oct | Holiday Gift Ideas | 23934 | 123.34.42.34 |

Sales

| Date | Month | Total | DeviceID | CreditCard |
|---|---|---|---|---|
| 11/25/2010 | Nov | 345 | 23490 | 892134 |
| 11/25/2010 | Nov | 987 | 23490 | 892134 |
| 11/23/2010 | Nov | 231 | 98723 | 934721 |

Instagram

| Email | Full Name | Username | Password | DevID | Gender | City |
|---|---|---|---|---|---|---|
| meg@gmail.com | Meg Abux | mAbux | aEf3fe | 23490 | F | Brampton |
| polE@hotmail.com | Polly Ester | pEster | 873DFG | 45395 | F | Mississauga |
| ty@hotmail.com | Ty Coon | tycoon | Da#4g4 | 98723 | M | Brampton |
| mgraw@pdsb.com | Marty Graw | mGraw | Kadfs#$ | 23934 | M | Brampton |




What is the name of the person who searched for "Turkey"?

# Oracle + Datalogix will Provide the Richest Understanding of Consumers Across the Entire Customer Experience

* Pending

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# What does Blue Kai do with your information?

They sell it.

In 2011, data-mining was a $21 B industry.

Facebook isn’t free. You pay with your data.

How does bluekai

use real-time bidding for

?

Top Topics Advertise Network Partners About Us Submit a Tip! Contact Us Spark of Genius Series

Mashable
The Social Media Guide

```
private function findOpportunity():void {
        var interests:Array = ["35% Digital Media Incentive",
                               "innovation",
                               "entrepreneurship"];
```

What's this?

Home Social Media Mobile Web Video Entertainment Business Tech Apple Buzz SXSWi Jobs Google Custom Search

Trending Lists How To Twitter Guidebook Facebook Guidebook Announcements

# Too Many Ideas, Not Enough Action?

Make Ideas Happen

TRENDING STORY

## Our Social Media Obsession by the Numbers [STATS]

**SOCIAL MEDIA** From the time we wake up in the morning to the moment we call it a day, and every moment in between (think bedroom, bathroom and dinner table), we're checking in on our favorite social media sites.

This conclusion comes from data gathered by an independent study (commissioned by Retrevo), which surveyed 1,000 online individuals.

Per the report, our Facebook and Twitter activities continue even after we've hit the hay, with 48% of respondents checking in on activity when they wake...

24 buzz this

1042 tweets retweet

226 Share

About 2 hours ago *Jennifer Van Grove* 16

Mashable is an online guide to social media. [+]

Join the **2.4 Million** people following Mashable

Buzz Twitter Facebook RSS Email

More Subscription Options »

MY LIFE SCOOP
TIPS FOR A CONNECTED LIFESTYLE
intel

- Top 10 Blogs for Discovering Something New
- Top 10 iPhone Apps for Foodies
- Good Wine Under $20
- Tell People Where You Are, Win Free Stuff
- Party Planning Made Simple

ALL STORIES

Cambridge
Analytica

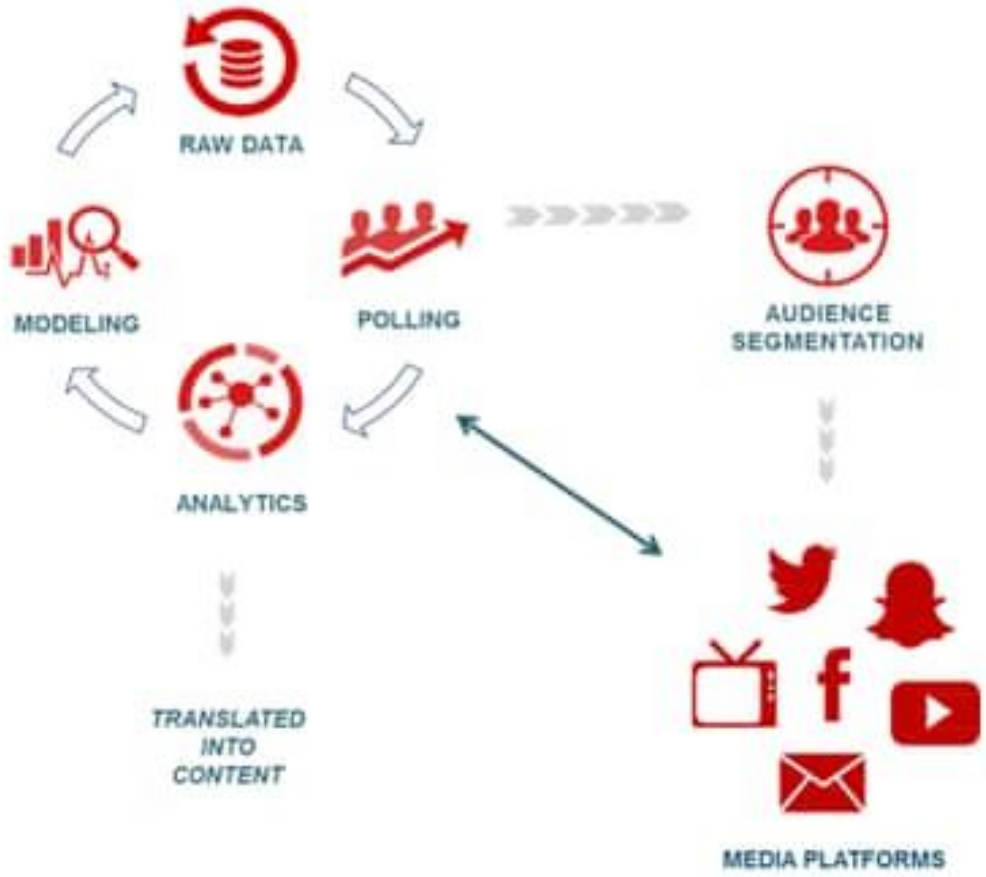
Mr. Mark Zuckerberg

# Persuasion Digital Marketing: Process

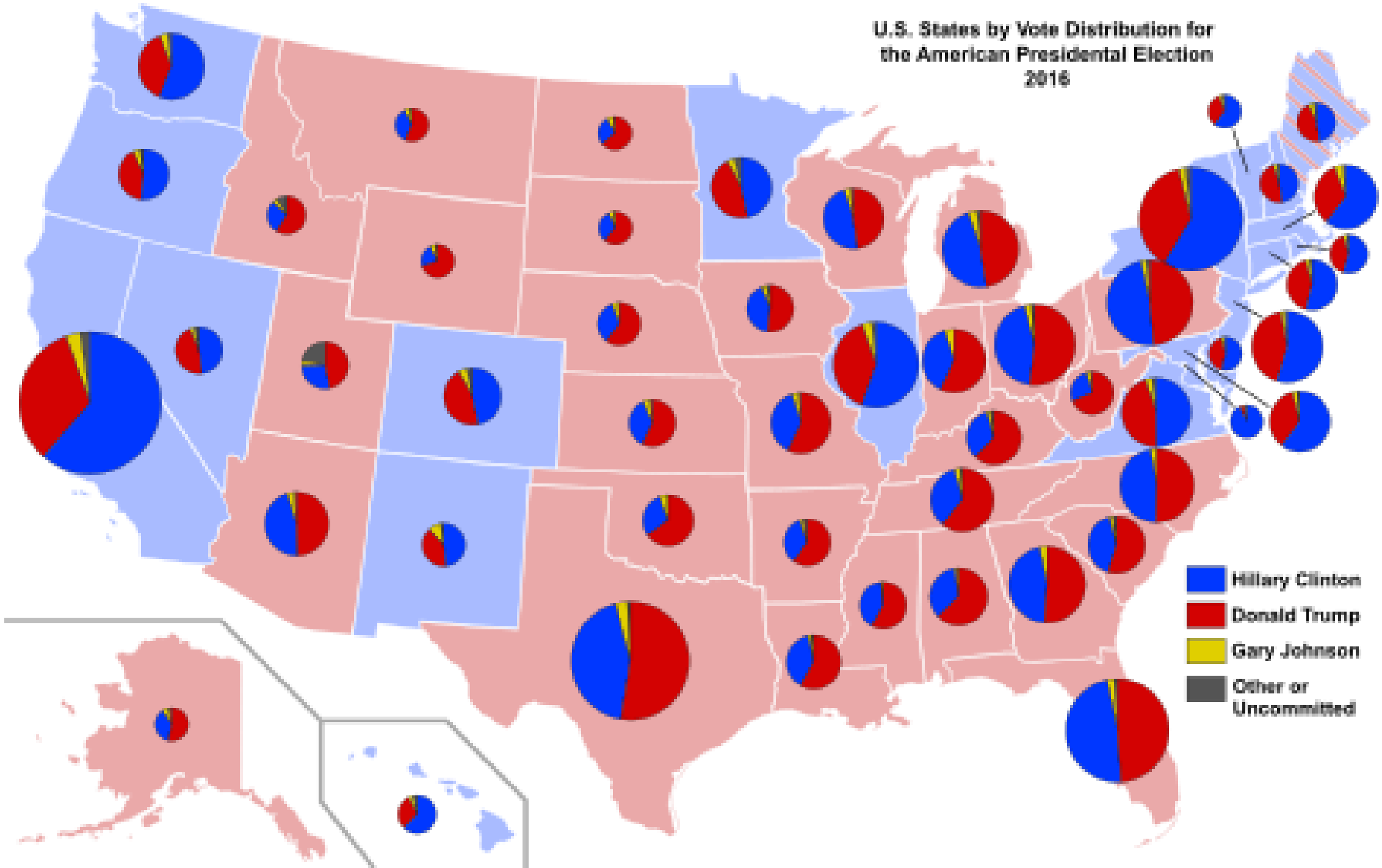
1. Ingested data and audience profiles from the data team

1. Devised communications to best promote a story to these individuals

1. Executed digital ad buys across 30+ inventory sources delivering 1.5 billion impressions




Cambridge Analytica Leaked Slide

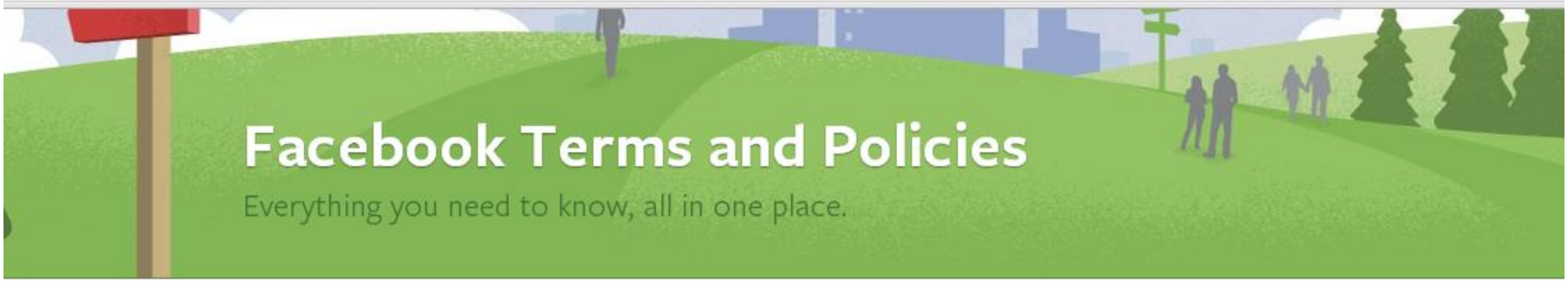

U.S. States by Vote Distribution for
the American Presidental Election
2016
Hillary Clinton
Donald Trump
Gary Johnson
Other or
Uncommitted

CROOKED HILLARY
Help Stop
LYING CROOKED HILLARY
Crooked Hillary 10 Legendary Lies
She's at it again
Spinning lies and weaving a tapestry of deceit that she hopes will cover the truth. Her despicable scandals and defenses place our country – and Americans like you – in jeopardy.
Your email
NOWTHEENDBEGINS.COM
Your name
Zip code
Yes, please subscribe me to the Donald J. Trump for President email list
Join to Stop Her Now
Donate Now
LIE #1. BENGHAZI

WE'VE HAD ENOUGH
OF CROOKED HILLARY'S LIES

# Is this legal?

You did click “I agree”.



# Facebook Terms and Policies

Everything you need to know, all in one place.

## Statement of Rights and Responsibilities

Terms you agree to when you use Facebook.

## Data Use Policy

Information we receive and how it's used.

## Community Standards

What's not allowed and how to report abuse.

**For other activity:**

- Ads
- Pages
- Promotions
- Platform
- Developer Payments Terms
- Community Payments Terms
- Cookies and Pixels
- Brand Resources
- Political Engagement

Like Share 309k

- We receive data from or about the computer, mobile phone, or other devices you use to install Facebook apps or to access Facebook, including when multiple users log in from the same device. This may include network and communication information, such as your IP address or mobile phone number, and other information about things like your internet service, operating system, location, the type (including identifiers) of the device or browser you use, or the pages you visit. For example, we may get your GPS or other location information so we can tell you if any of your friends are nearby, or we could request device information to improve how our apps work on your device.

- We receive data whenever you visit a game, application, or website that uses Facebook Platform or visit a site with a Facebook feature (such as a social plugin), sometimes through cookies. This may include the date and time you visit the site; the web address, or URL, you're on; technical information about the IP address, browser and the operating system you use; and, if you are logged in to Facebook, your User ID.

- Sometimes we get data from our affiliates or our advertising partners, customers and other third parties that helps us (or them) deliver ads, understand online activity, and generally make Facebook better. For example, an advertiser may tell us information about you (like how you responded to an ad on Facebook or on another site) in order to measure the effectiveness of - and improve the quality of - ads.

As described in "How we use the information we receive" we also put together data from the information we already have about you, your friends, and others, so we can offer and suggest a variety of services and features. For example, we may make friend suggestions, pick stories for your News Feed, or suggest people to tag in photos. We may put together your current city with GPS and other location information we have about you to, for example, tell you and your friends about people or events nearby, or offer deals to you in which you might be interested. We may also put together data about you to serve you ads or other content that might be more relevant to you.

**Oh oh.**
**The Device ID.**
**IP address.**
**Phone number.**
**GPS.**
**Network information.**

## Information that is always publicly available

The types of information listed below are always publicly available, and they are treated just like information you decided to make public:

- **Name:**

  This helps your friends and family find you. If you are uncomfortable sharing your real name, you can always delete your account.

- **Profile Pictures and Cover Photos:**

  These help your friends and family recognize you. If you are uncomfortable making any of these photos public, you can always delete them. Unless you delete them, when you add a new profile picture or cover photo, the previous photo will remain public in your profile picture or cover photo album.

- **Networks:**

  This helps you see who you will be sharing information with before you choose "Friends and Networks" as a custom audience. If you are uncomfortable making your network public, you can leave the network .

- **Gender:**

  This allows us to refer to you properly.

- **Username and User ID:**

  These allow you to give out a custom link to your timeline or Page, receive email at your Facebook email address, and help make Facebook Platform possible.

**Huh.**
**They own your pictures too.**

While you are allowing us to use the information we receive about you, you always own all of your information. Your trust is important to us, which is why we don't share information we receive about you with others unless we have:

- received your permission;
- given you notice, such as by telling you about it in this policy; or
- removed your name and any other personally identifying information from it.

Of course, for information others share about you, they control how it is shared.

We store data for as long as it is necessary to provide products and services to you and others, including those described above. Typically, information associated with your account will be kept until your account is deleted. For certain categories of data, we may also tell you about specific data retention practices.

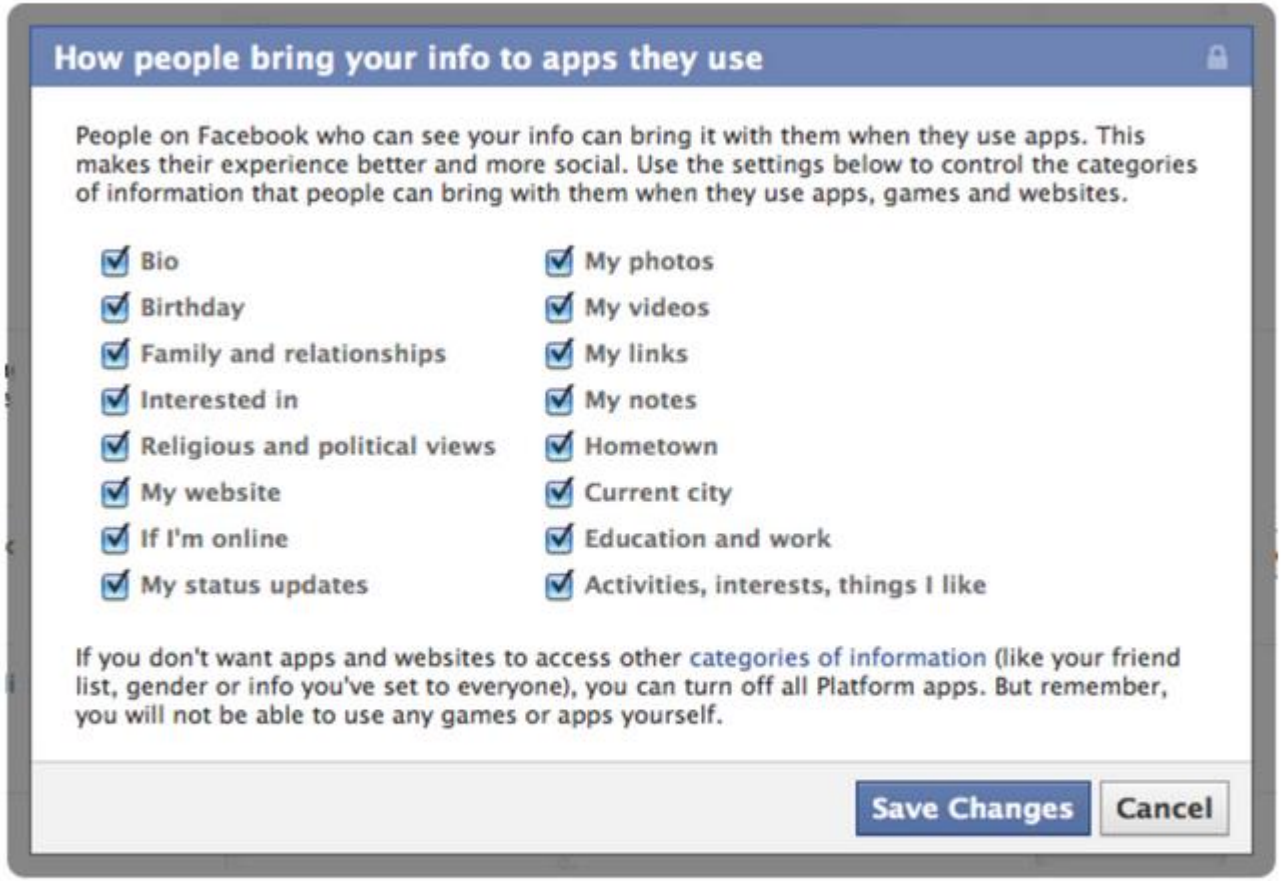
We may enable access to public information that has been shared through our services.

We may allow service providers to access information so they can help us provide services.

We are able to suggest that your friend tag you in a picture by scanning and comparing your friend's pictures to information we've put together from your profile pictures and the other photos in which you've been tagged. If this feature is enabled for you, you can control whether we suggest that another user tag you in a photo using the "Timeline and Tagging" settings. Learn more at: https://www.facebook.com/help/tag-suggestions

**"Your trust is important to us"**

You can control most of the information other people can share with applications they use from the " Apps" settings page. But these controls do not let you limit access to your public information and friend list.




If you want to completely block applications from getting your information when your friends and others use them, you will need to turn off all Platform applications . This means that you will no longer be able to use any third-party Facebook-integrated games, applications or websites.

# Apps and Pages Linked to Facebook

So we can show you content that you may find interesting, we may use all of the information we receive about you to serve ads that are more relevant to you. For example, this includes:

- information you provide at registration or add to your account or timeline,
- things you share and do on Facebook, such as what you like, and your interactions with advertisements, partners, or apps,
- keywords from your stories, and
- things we infer from your use of Facebook.

For many ads we serve, advertisers may choose their audience by location, demographics, likes, keywords, and any other information we receive or infer about users. Here are some of the ways advertisers may target relevant ads:

- demographics and interests: for example, 18 to 35 year-old women who live in the United States and like basketball;
- topics or keywords: for example, "music" or people who like a particular song or artist;
- Page likes (including topics such as products, brands, religion, health status, or political views): for example, if you like a Page about Gluten-free food, you may receive ads about relevant food products; or
- categories (including things like "moviegoer" or a "sci-fi fan"): for example, if a person "likes" the "Star Trek" Page and mentions "Star Wars" when they check into a movie theater, we may infer that this person is likely to be a sci-fi fan and advertisers of sci-fi movies could ask us to target that category.

**We use everything to profile you.**

# So what can you do about this?

Opt out.

Turn on all of your privacy settings.

Practice good digital citizenship.

# BlueKai respects your right to privacy.

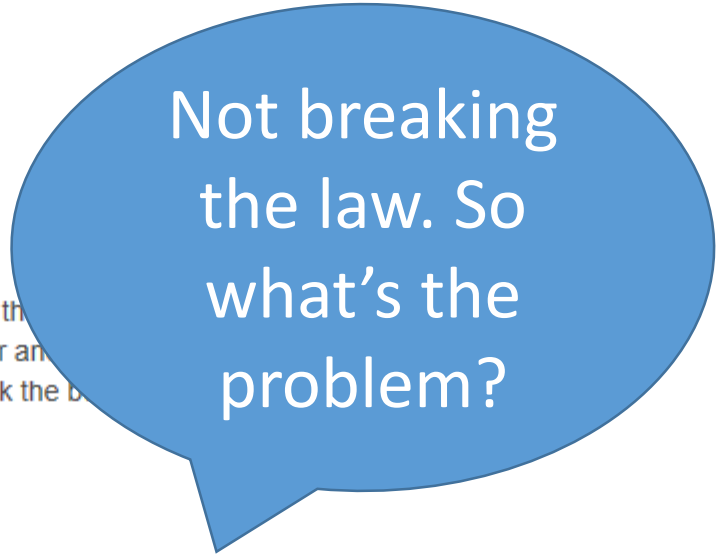
As a consumer, you have the choice to exclude your anonymous preferences from being collected in the BlueKai Registry. This includes any preferences you have manually selected and also implied preferences collected through our publisher and data partners. Remember, BlueKai opt outs are only acknowledged on BlueKai partner sites only. To opt-out of the BlueKai Registry, click the button below:

OPT OUT

To opt-out of targeting by other companies, visit the Network Advertising Initiative at http://www.networkadvertising.org/choices/, or the Digital Advertising Alliance (DAA) at http://www.aboutads.info/choices/.

If you change your mind and want to preview or update your online preferences through the BlueKai registry, please click here.

- ✓ BlueKai is a full compliance member of the Network Advertising Initiative (NAI). If you have opted out of all NAI member sites, you do not need to opt out again.
- ✓ BlueKai has recently rolled out an open-source solution as a mechanism for protecting opt-out preferences. Click here to learn more.
- ✓ By opting in/out of the BlueKai cookie you are also opting in/out of targeting options from BlueKai through some of our third party partners including Yahoo Ad Network.

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Simple.
How can you opt out of something you don't even know you are in?