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LFI: Week 4  
Talking Points

1. When using Facebook and other social media sites, it’s important to know that the more information you reveal about yourself the more information advertisers and internet companies have about you. This information is bought and sold and can be used to target you, (or exclude you) in advertising. Corporations target and exclude specific groups for marketing (people of color targeted for shady mortgages, offers extended only to certain people, etc.).
2. Smart appliances have access to your personal data. Internet Service Providers can buy and sell this data. They can also see and sell information about the activity on smart devices used in your home, including a TV that is connected to the internet (Smart TVs).
3. The California Consumer Privacy Act passed in June 2018. It requires companies to state the type of data they collect from users and who they share it with. Consumers can also opt out of having their data sold.