

“You don’t want your analytical efforts to be obvious because voters get creeped out.”

-Campagne Romney 2012 -

<http://www.nytimes.com/2012/10/14/us/politics/campaigns-mine-personal-lives-to-get-out-vote.html>

“We are committed to protecting individual privacy at every turn — adhering to industry best practices on privacy and going above and beyond what’s required by law” Adam Fetcher - Obama 2012 -

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“It’s double-blinded. We blind the attributes going out to the match partner—except for the personally identifiable information (PII)—so that they can find a match. Then, when we get the cookie match back, the match partner blinds the personally identifiable information to me.”

Masterson - Campaign Grid

http://www.iab.net/media/file/Innovations_In_Web_Marketing_and_Advertising_delivery.pdf

“Most of the data we had was from data that we collected either from interacting with people, which might mean either we called someone, someone donated money to us, or if they volunteered, or from voter registration records,” Rayid Ghani - Obama 2012

<https://www.dawn.com/news/780327>

“A lot of the things you might have read on the internet are mostly not correct. We don’t care about what car you drive, or what magazines you read. For one thing we don’t have that data, and it’s not very useful. What car you drive doesn’t tell us which way you’ll be voting.” Rayid Ghani - Obama 2012

<https://www.dawn.com/news/780327>

“Data isn’t a secret weapon but an enabler of better democracy and more public participation. I see the future use of data as enabling more personalised and relevant interactions with voters, to get them more education about issues, more involved in political discussions, and have them even participate in creating public policies.” Rayid Ghani - Obama 2012

<https://www.dawn.com/news/780327>

"We did what Visa did . We acquired a lot of consumer data. What magazine do you subscribe to? Do you own a gun? How often do the folks go to church? Where do you send your kids to school? Are you married?

"Based on that, we were able to develop an exact kind of consumer model that corporate America does every day to predict how people vote -- not based on where they live but how they live," he said. "That was critically important to our success." -Ken Mehlman- directeur de campagne de [George W. Bush](#)
http://www.nytimes.com/2004/11/19/politics/bush-campaign-manager-views-the-electoral-divide.html?_r=0

"[I] can get on right now and ask for single women with one child who voted in the 2000 presidential election in Missouri, and six seconds later, names and addresses will pop up on that machine." Terry McAuliffe - DNC chairman en parlant de Datamart, base de donnée du parti Démocrate
<http://ssrn.com/abstract=1080487>

"We can tailor our message to people who care about taxes, who care about health care, who care about jobs, who care about regulation -- we can target that way," Ed Gillespie, the Republican National Committee chairman
<http://www.nytimes.com/2004/02/15/magazine/the-very-very-personal-is-the-political.html>