

DATA

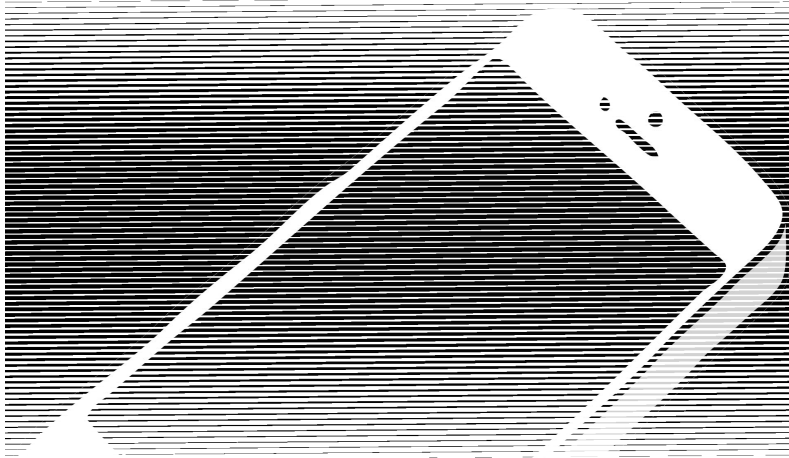
Professor Ernesto Lee

WHERE IS ALL THIS DATA?

- Cell Phones
- Cameras
- Log Files

A stylized graphic of the word "DATA" in a bold, black, sans-serif font. A teal-colored wave line is superimposed over the letters, starting from the bottom of the 'D', rising to a peak between the 'D' and 'A', dipping to a trough between the 'A' and 'T', rising to a higher peak between the 'T' and 'A', and finally dipping to a trough at the end of the word.

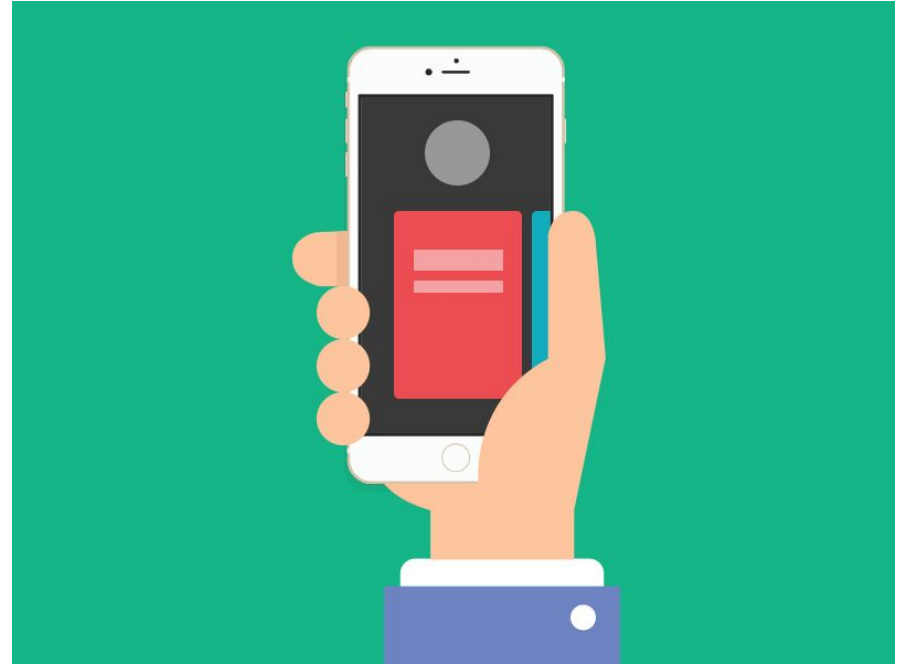
LET'S LOOK AT CELL PHONE DATA



Is your cel phone turned off?

IMEI

“The IMEI is the SSSN for the physical phone hardware.



IMSI

This is the SSN for your sim card. It gives you the right to use the number.

CELL PHONE TOWER



YOUR PHONE / TOWER / IDENTITY

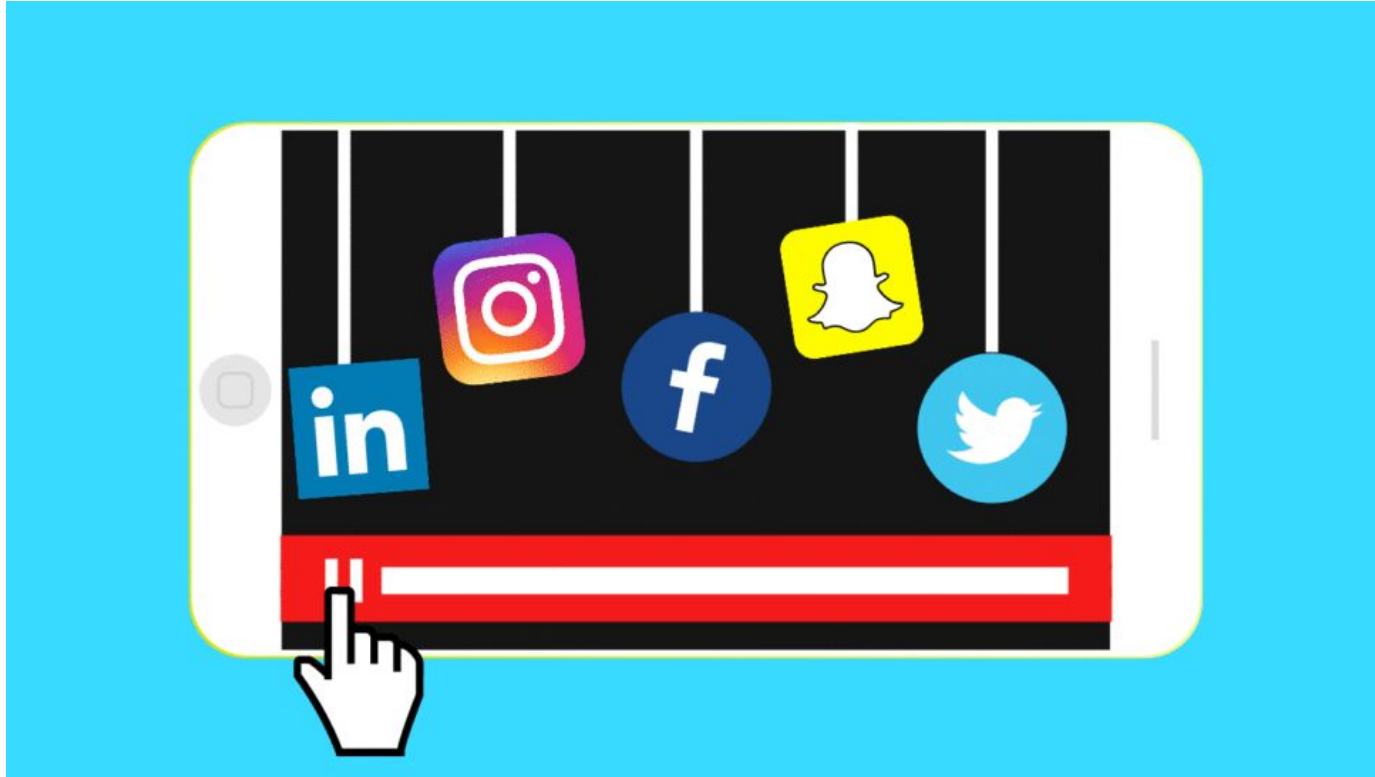


ALL OF THIS DATA IS BEING COLLECTED

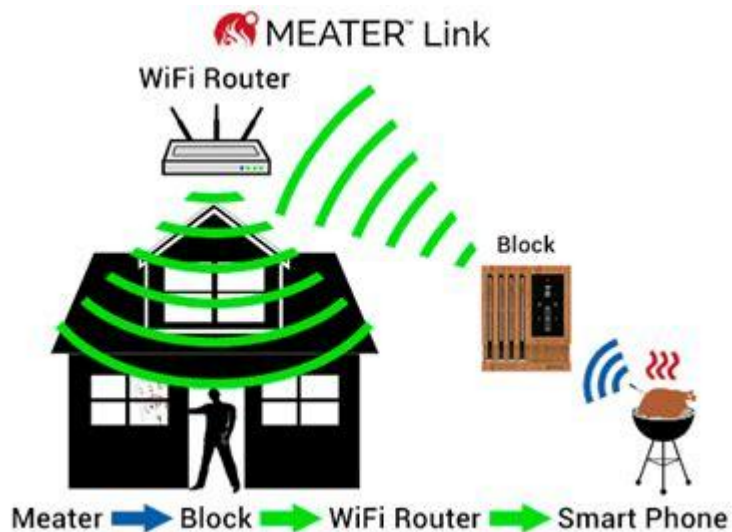
<https://timeline.google.com/>



WHAT ABOUT THE OTHER APPS?



WHAT ABOUT WIRELESS ACCESS POINTS?



HOW TO MITIGATE DATA COLLECTION?

← → × ⌂ amazon.com/Mission-Darkness-Waterproof-Anti-tracking-Electronic/dp/B081D9RV9P/ref=sr_1_3_sspa?crid=12I3KP4KMEU5F&keyw... 🔍 📄 ⭐ 🏠 🛒 Update

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THE CENTRAL PROBLEM WITH DATA

You don't know what your phone is connected to...

WHY CAN'T WE TURN OFF FACEBOOK?



From Social Noise to Strategy

1. Customer Voices

Public social media posts, blogs, news sites and forums are a continuous stream of unstructured data.



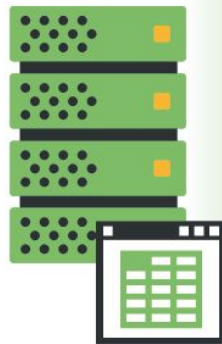
2. Listening

Listening tools look within this data to find the terms that are important to your brand.



3. Structure

The data stored for each mention can go beyond sentiment, logging any aspect of their public social activity.



4. Analysis

Data analysts use sophisticated software to manipulate the data and identify actionable insights.

PURCHASE INTENT



COMPLAINTS



AWARENESS



5. Strategy

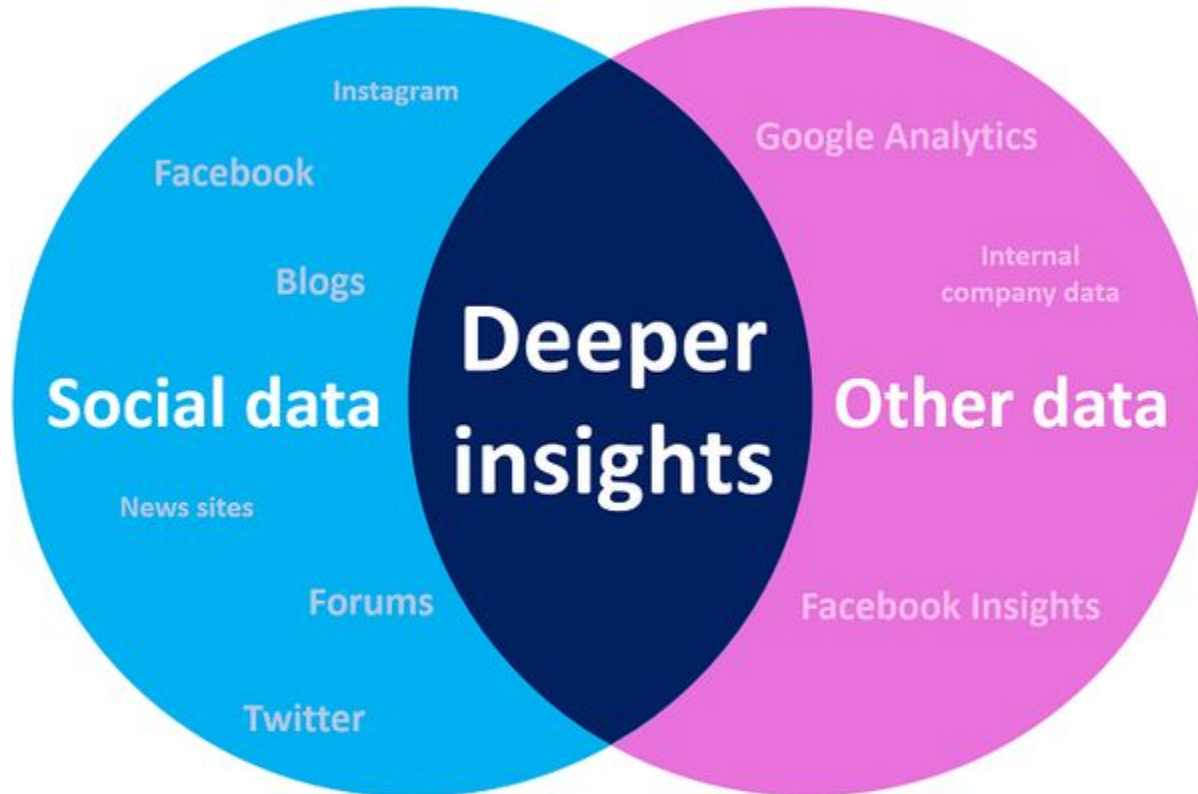
These insights are then used to create strategies to move your business forward in a structured, data-led way.

INCREASE SALES IN KEY DEMOGRAPHICS

SOLVE CUSTOMER PROBLEMS

INCREASE AWARENESS

YOUR DATA IS VALUABLE



THE SCANDAL



THIRD PARTY DOCTRINE

If your data goes to a third party server, that third party owns the data.



CONCLUSION



**NOW
WHAT**