What data that is collected from you is concerning and why?

Often we find ourselves pigeon-holed in our thinking. When asked “what do you believe the most concerting issue with divulgence of data?”, we immediately think PII, PHI, financial, data etc. We seldom think about the heinous extent by which our data can empower others to prey on the unsuspecting.

Currently law- enforcement uses geo-location data to help with building prosecution of criminals and assist in missing persons cases. This very same data can be used to determine a number of patterns that in countries like Mexico could help in criminal elements targeting individuals for kidnapping. In the late 90s / 2000s kidnapping was an economic support mechanism for various criminal elements (Cartels and Guerrilla). Often, they’d target at random on import highways (referred to as Pascas Milagrosas or Wishful Fishing). But with the advent of geo-location enabled on a mobile device, coupled with porous network security, and over-all poor cyber habits by youth, Seniors, and the uninformed make for a rife opportunity for kidnapping. And since these criminal groups recruit from major universities, they are well savvy in may of the trending technologies and vulnerabilities that we are. (Anderson, 2015)

Mitigation of collection of geo-location data spans from the routine ensuring proper settings are adjusted in ALL your apps, mobile and other, to explicit detailed analysis of how the most innocuous applications (like Pandora) readily utilizes you geolocation data. (Boshell, 2019)

Geo-location data –

How to avoid in general collection of geo-location data

Reference:

Anderson, B. (2015, March 4). *The drug cartels’ it guy*. VICE. https://www.vice.com/en/article/9akgj8/radio-silence

Boshell, P. M. (2019, March 27). *The power of place: Geolocation tracking and privacy*. Business Law Today from ABA. https://businesslawtoday.org/2019/03/power-place-geolocation-tracking-privacy/

Out of curiosity, I Googled collecting data without cookies and came up with the following:

1. Collecting data in a Cookieless Future  
   Essentially, this method entails the following: “Cookieless tracking offers a way to collect audience insights when a user rejects cookie consent or cookies are not supported. Instead of a cookie, a cookieless tracking solution enables marketers to track each user who visits their website by using scripts that only run when they visit a webpage.” (How does cookieless tracking work and what is it?. CM.com. (n.d.))
2. Zero Party Data  
   "Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them]." (What is zero-party data?. Salesforce. (n.d.))

Marketers will still being able to track traffic and trends via a variety of marketing and analysis applications. But with the very lax US laws, to what extent will marketers seek to employ more indepth, intrusive collection methods to circumvent the inability to employ cookies as effectively. Websites of major corporations will undoubtedly couple website activity to user accounts and sell them to marketers – that which already occurs with telephone numbers and credit card usage at major groceries and retailers. (Internet safety: Understanding browser tracking. GCFGlobal.org. (n.d.))

References:

How does cookieless tracking work and what is it?. CM.com. (n.d.). https://www.cm.com/glossary/what-is-cookieless-data-collection/#:~:text=Cookieless%20tracking%20offers%20a%20way,when%20they%20visit%20a%20webpage.

Internet safety: Understanding browser tracking. GCFGlobal.org. (n.d.). <https://edu.gcfglobal.org/en/internetsafety/understanding-browser-tracking/1/#:~:text=Account%20tracking&amp;text=Instead%20of%20saving%20this%20information,personalized%20ads%20across%20the%20Internet>.

*What is zero-party data?*. Salesforce. (n.d.). https://www.salesforce.com/resources/articles/whatis-zero-party-data/#:~:text=Forrester%20Research’s%20definition%20of%20zero,to%20recognize%20%5Bthem%5D.%22

Origins of two way authentication. First to implement it.

Alternatives deemed more secure?

What is uBlock?