

Mark Zuckerberg vs. Congress  
“We did not sell data”  
True | False | Other



## Facebook Likes helped to shape the profile of the user

Facebook user data was harvested by Cambridge Analytica. This information came to the media in 2018.

Facebook user data was released via a personality quiz app that enabled the creators to create a profile of the user.

From the results of the quiz, the creator could make an OCEAN profile. Which indicated things such as openness, conscientiousness, extraversion, agreeableness and neuroticism.

# Implications of a data breach

<https://haveibeenpwned.com>

Input your email or phone number to find out what data breaches you have been a part of.

Data breaches are different from hacks, which are intentional attacks. Instead, they are the result of the unintentional leakage of information.

Individual information can then be used against you, your identity could be stolen.

# Facebook data was not hacked

The data that was breached was because of users who signed up for the app. The users were not hacked for their passwords nor were sensitive pieces of information stolen.

The original reasons for the quiz app were academic. Aleksandr Kogan a Russian psychology professor at the University of Cambridge was the creator of the app and he shared the information in a commercial partnership with Cambridge Analytica.

# Facebook did not sell any of its users data

Facebook's business model does not include selling data to any of its users.

They make their money through targeted advertising. This can create a large sum of money for Facebook. In 2019, the company made \$70 Billion from Ad Revenue alone.

However it took a long time for Facebook to terminate their contract with Cambridge Analytica. For over five years, Cambridge Analytica still had access to the users data and this stopped once the media started covering it.

# Facebook ultimately held accountable



Forced to pay \$5 Billion  
dollars to the FTC  
(Federal Trade  
Commission).

Donald Trump Campaign

Russian involvement

EU Brexit