There has been a lot of discussion about the data gathered by [Facebook](https://www.facebook.com/) about people who use their site and services. The purpose of gathering fine-grained data about your uses of the site and of the wider Web is to better micro-target audiences with advertisements. Facebook is arguably an advertising platform rather than a social media platform. In the past, many of us had assumed Facebook was protecting our privacy by being the "broker" for the advertisements. But it turns out that Facebook has not only been auctioning off micro-targeted ads. It would seem that they have also been selling direct access to the actual data itself, not just an advertisement placement service.

Examine this [list of data categories available to you at Facebook](https://www.facebook.com/help/930396167085762). Think about what advertisers and others might want from data such as this, and think about what data Facebook might be collecting on you which is *not* made available to you.

In no more than 250 words, reply to the following:

Select at least three categories of data from the Facebook list which you think should be anonymized or redacted from any data made available to others by Facebook. Explain why and how to accomplish anonymizing this data.

Type your response in the text field and submit it to the dropbox.

Credit cards should be redacted for obvious reasons – no one besides the owner of a credit card should have access to that number. Credit card numbers are a prime target for hackers, so should be kept in the most private locations. Slightly tangentially, storing a credit card on a website also makes it so someone can buy something with only a few clicks. In our consumer driven society, it might benefit us as a whole if we had to type our credit card number in each and every time we wanted to spend money.

Last Location is slightly less obvious and should be an action taken by the user. It is not hard to imagine a person who is hoping to inflict harm on another using their last checked-in location to locate that person. If an individual “Checks-In” to a location, then they have elected to make that information public. However, it should not be an automatic occurrence. When this information is used for data analysis, it should be anonymized by removing any identifying information (name, Facebook URL, etc.). Analysis can be done on a randomized person’s check-ins (e.g. I went from work to supermarket) but should be decoupled from the actual person (i.e. cannot link me going from my specific job to a specific grocery store, unless I check-in to those locations).

Finally, Phone Numbers should be completely redacted. There are far too many robo-callers already, so making more phone numbers freely available will only feed this on-going annoyance.