While researching the details of mass data collection for this project, I learnt that through a combination of dismissal and tricky wording, corporations have downplayed their actions regarding their users' personal data. An example of this would be hiding important information in massive and overcomplicated terms and conditions pages. This leaves the consumers of their products either in dismissal of the issue, or completely oblivious as to how their information might be sold or traded. However, on the flipside, this information that big corporations collect can create very entertaining experiences for users. For instance, TikTok's for-you page analyzes how long a user spends watching each video, and the ways that they interact with it. TikTok then uses this data to display more videos that will keep the user engaged. Although the main motivation behind this design choice is profit, users are also benefiting from this design, as it is practically limitless entertainment that is curated personally for you. That begs the question; does it really matter? Apart from the odd identity-thief or stalker, is there really any reason to be worried about what happens to your data online? I believe that the answer to that question will be different depending on who you ask, but I think it's important that people get a clear picture of what happens behind the scenes, and the option to choose for themselves whether the benefits outweigh the risks of giving control of their data to massive corporations.