



قَالَ رَبِّي أَشْرَحْ لِي صَدْرِي ٢٥ وَسِرْ لِي أَمْرِي
وَاحْلُلْ عُقْدَةً مِنْ لِسَانِي ٢٧ يَفْقَهُوا قَوْلِي

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[Musa (Moses)] said: “O my Lord! Open for me my chest.
And ease my task for me; And make loose the knot (the
defect) from my tongue, That they understand my speech.”

3 Massive Big Data Problems Everyone Should Know About

- Security
- Discrimination
- Privacy

If you're not paying for the product
YOU are the product

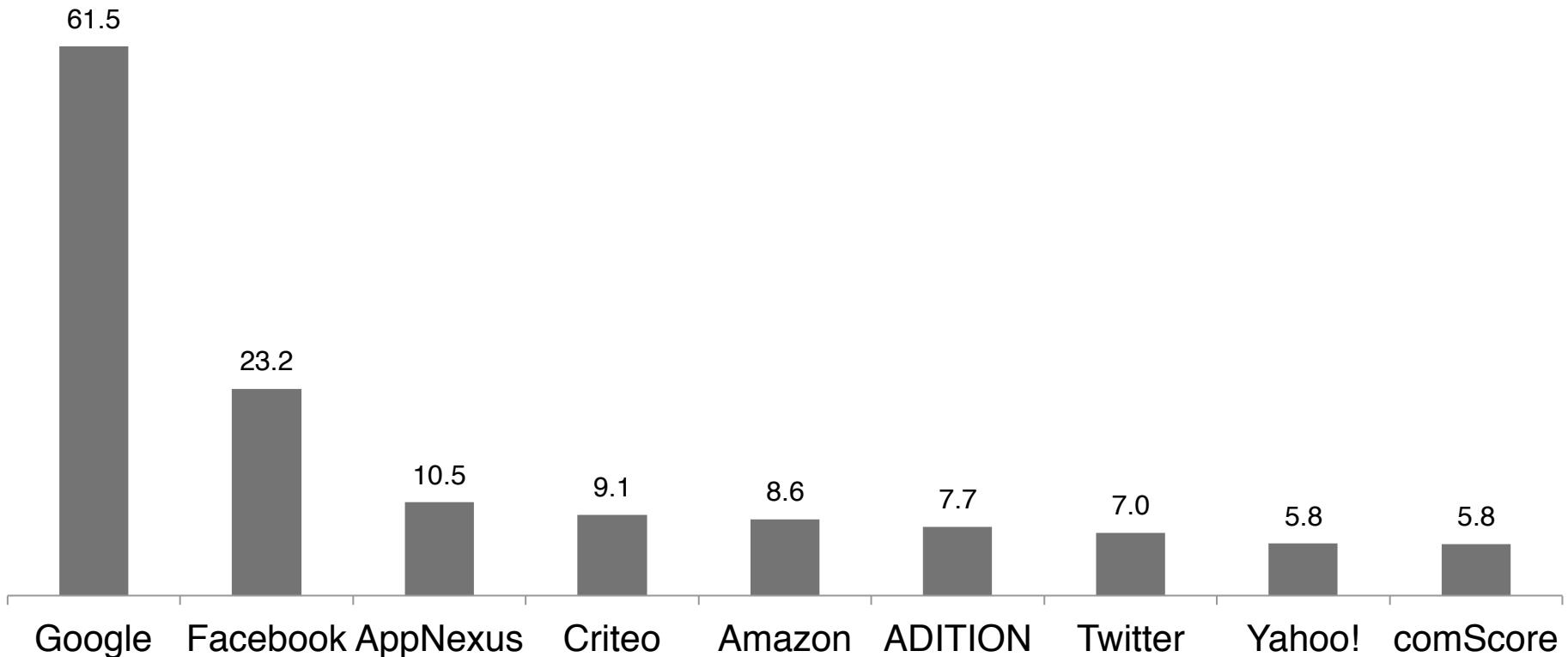


How Much Are You Worth?

Company name	Facebook	LinkedIn	Yahoo	Google
Market cap (in billions)	\$100.56	\$31.31	\$27.67	\$282.20
Number of users (in millions)	1,110	225	627	1,300
Revenue (in billions)	\$1.813	\$0.366	\$1.135	\$13.110
Per user valuation	\$90.59	\$131.55	\$44.13	\$217.08
Average Revenue per User (ARPU)	\$1.63	\$1.53	\$1.81	\$10.09

<https://www.forbes.com/sites/tristanlouis/2013/08/31/how-much-is-a-user-worth/#387dd4241c51>

TOP 10 ORGANIZATIONS WITH TRACKERS IN GERMANY PERCENT OF WEBSITES WITH THEIR PRESENCE



Quelle: CLIQZ – Z. Yu, S. Macbeth, K. Modi and J.M. Pujol. “Tracking the Trackers”.
In Proceedings of the 25th ACM International Conference on World Wide Web. Montreal, Canada. 2016

ORGANISATIONS WITH TRACKERS IN GERMANY

Adform	eBay	DataXu	Mail.Ru	DoublePimp
Fox One	PubMatic	AK	Akamai	Webtrends
Stop Media	adscale	Nielsen	Datalogix	CONTEXTWEB
xplosion	Quantcast	Nanigans	Moat	Admeta
interactive	Microsoft	eXelate	Pinterest	newtention
Yieldlab	Improve Digital	Casale Media	VG WORT	Wingify
Meetrics	Optimizely	adrolays	adnologies	Automatic
ADTECH	Gruner + Jahr	Rapleaf	etracker	SiteScout
nugg.ad	ValueClick	Neustar	TubeMogul	Exponential Interactive
Audience	ExoClick	AdSafe Media	EroAdvertising	
Science	zanolx	myThings	Chango	
Krux	New Relic	Yandex	Lotame	
Adobe	AOL	The Trade Desk	LiveInternet	
OpenX	Evidon	Rocket Fuel	Tapad	
MediaMath	Turn	Adap.tv	Vibrant Media	
DG	AdSpirit	sociomantic labs	nurago	
BlueKai	plista	Visual Revenue	Federated Media	
AddThis	LiveRail	BrightRoll	INFOline	
Chartbeat	Outbrain	Webtrekk	Simpli.fi	
Horyzon Media	Flashtalking	AdTiger	[x+1]	
WPP	AT Internet	SpotXchange	Videology	

EXAMPLE CASE STUDY (1) - TRACKING A USER...

EXAMPLE CASE STUDY (2) - TRACKING A USER...

CLIQZ ANTI-TRACKING

< > ⓘ 🔒 https://www.dawn.com

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Shahbaz Sharif is standing by his brother but has been in contact with those who matter at the same time: PML-N leader.

UPDATED ABOUT 15 HOURS AGO

'Where is the accountability for judges, army?' asks Javed Hashmi



Former PTI, PML-N stalwart claims Panama Papers probe appears to be ploy to oust PM rather than to hold him accountable.

UPDATED ABOUT 13 HOURS AGO

We asked the creator of Calibri to weigh in on the JIT

Anti-Tracking >

5 Persönliche Daten wurden entfernt AN

Werbeblocker [BETA] >

0 Werbungen wurden geblockt AN

Anti-Phishing AN

HTTPS bevorzugen AN

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> DoubleClick	1
> Google Website Optimizer	0

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Junaid Jamshed

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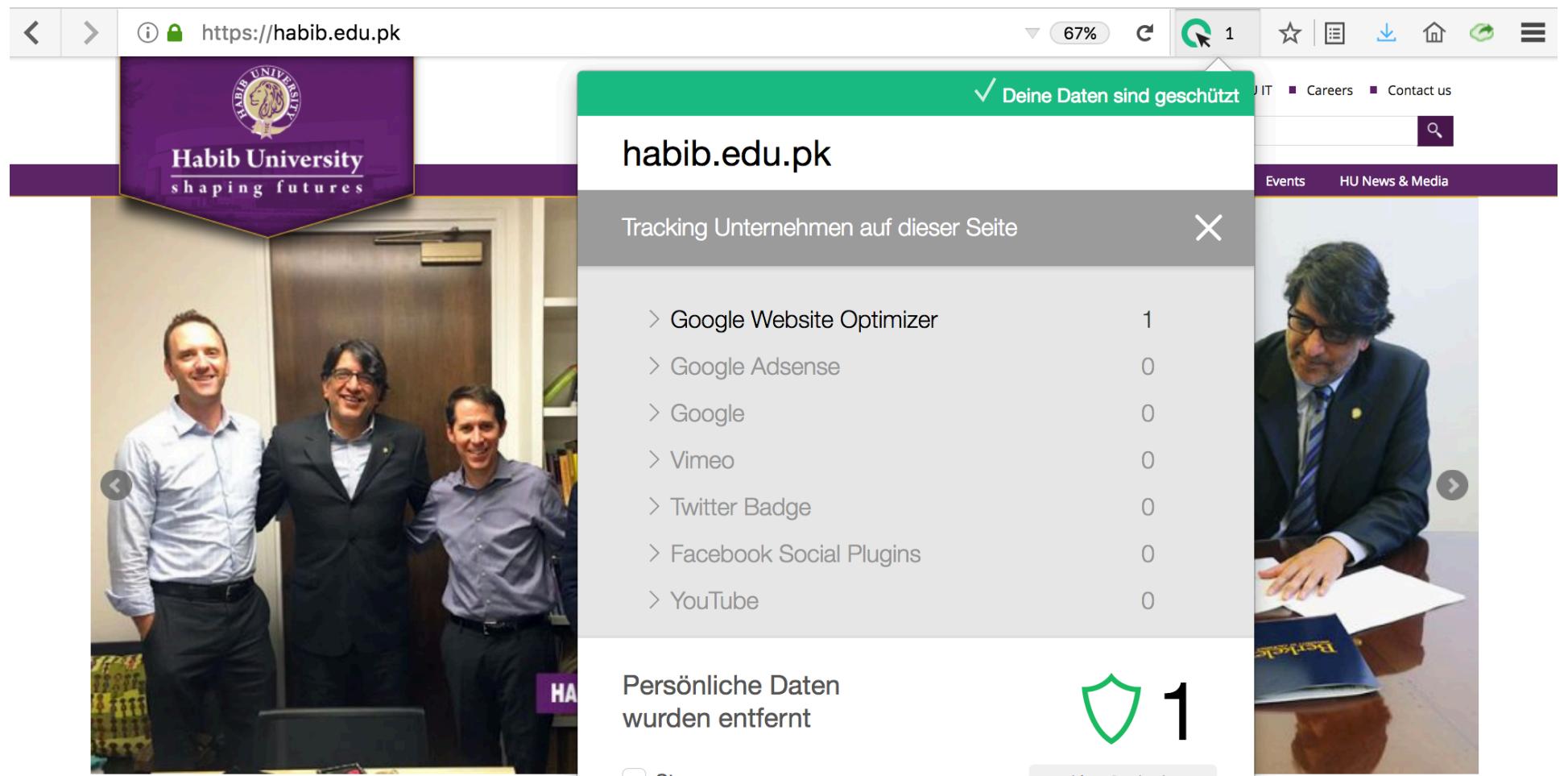
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Validity: May 07 - August 07 2017

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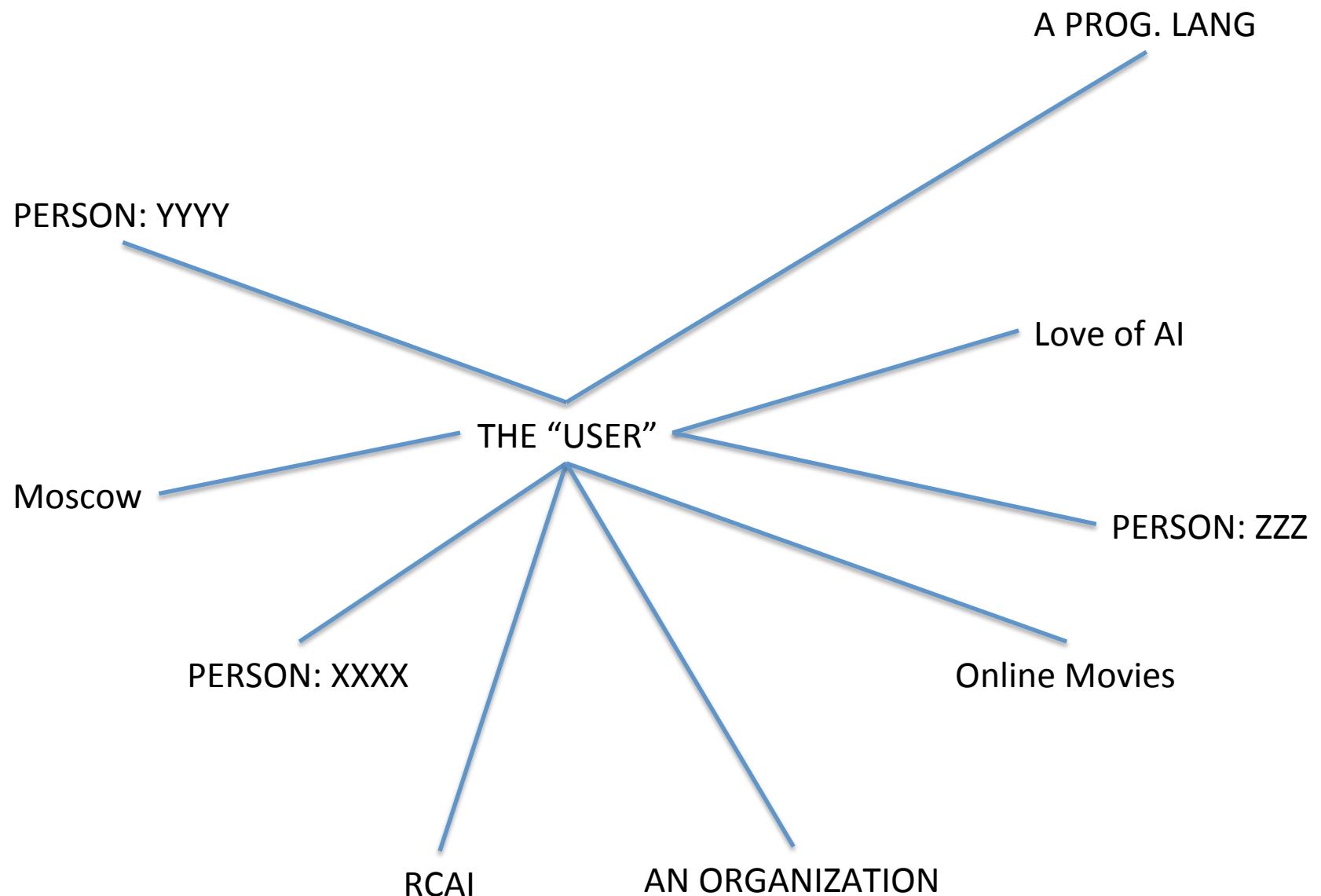
BIG BROWSER
IS WATCHING.

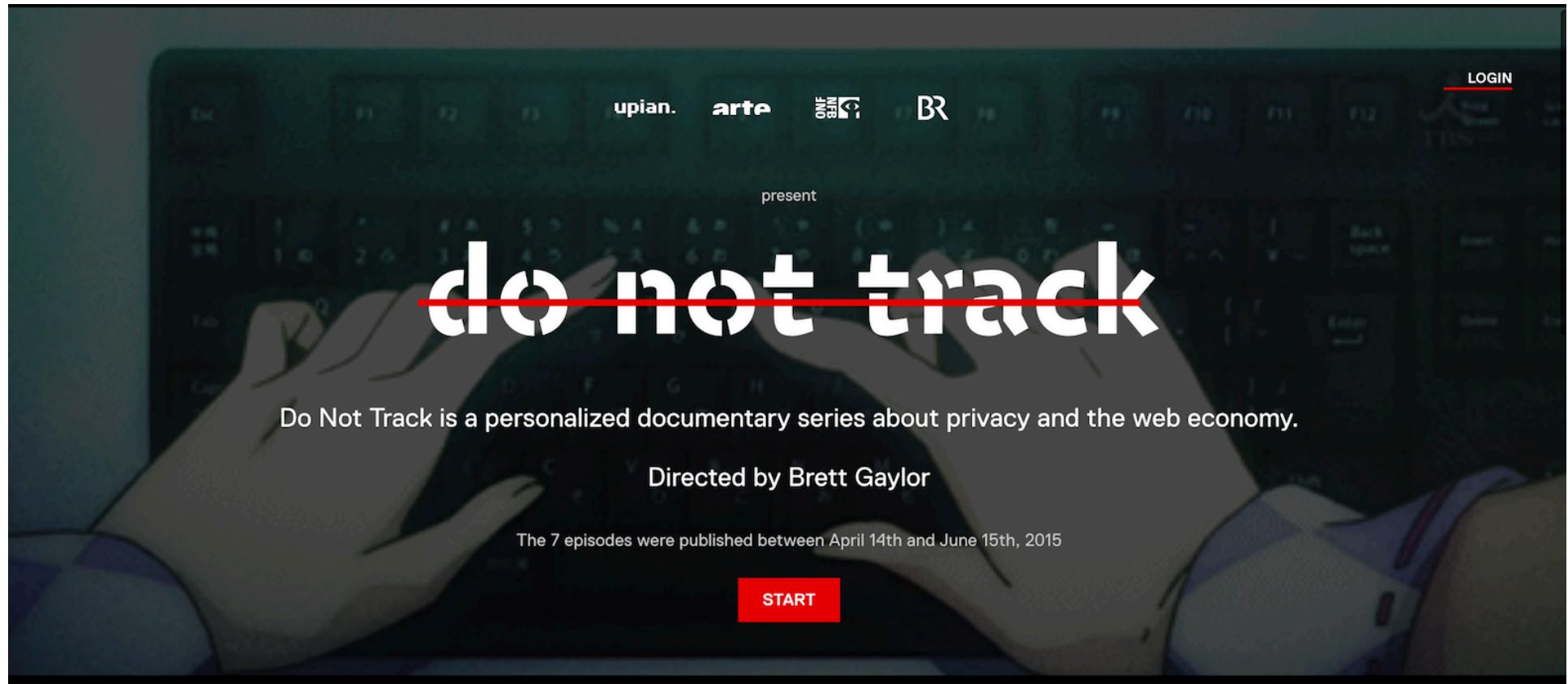
BROWSE FREELY WITH



CLEAR CHANNEL

BUT IT WON'T HAPPEN WITH ME...





“Questions our relationship with technology”

— Wall Street Journal

OK, BUT I DON'T HAVE ANYTHING TO
HIDE

What facebook likes tell (about) you...



Like



Love



Haha



Yay



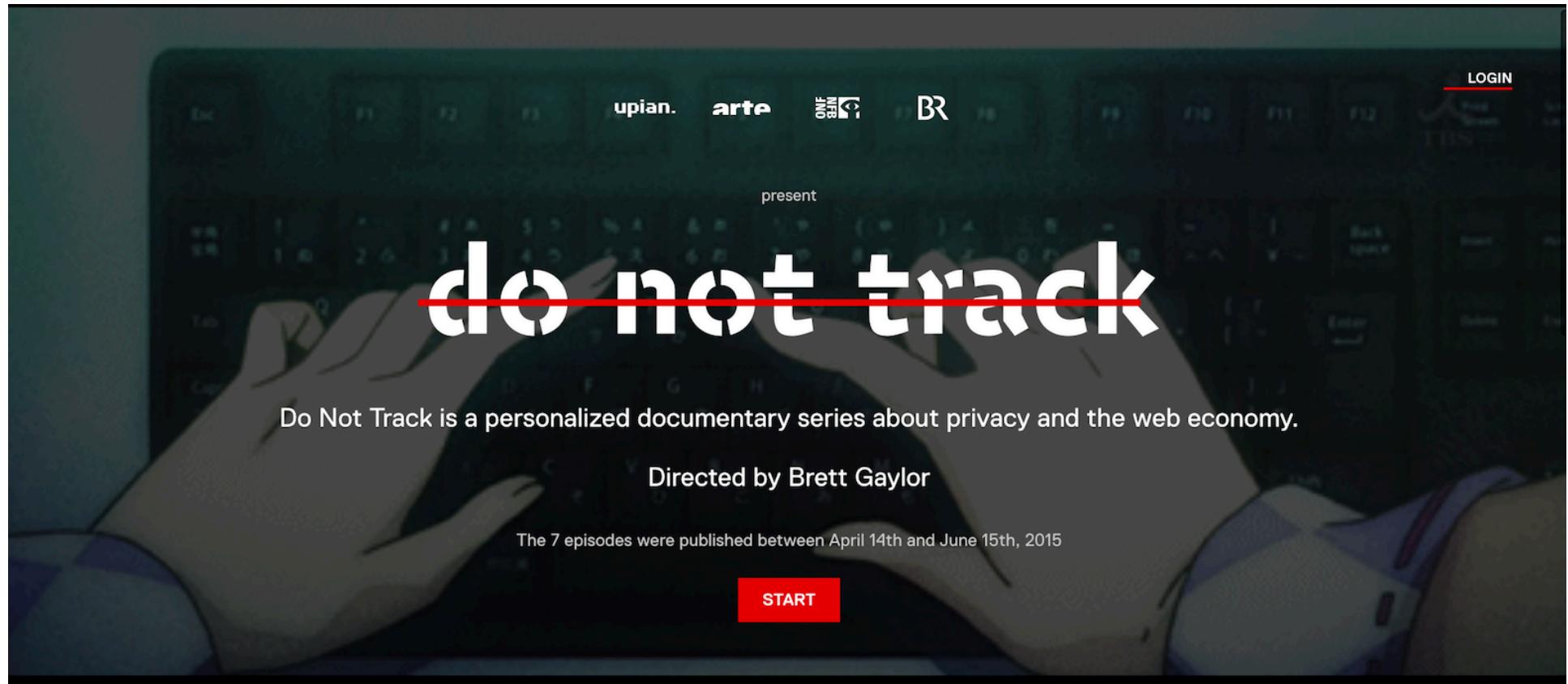
Wow



Sad



Angry



“Questions our relationship with technology”

— Wall Street Journal



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