

As an example of the power of data analysis, write in brief, about the Cambridge Analytica-Facebook scandal

In the 2010s, personal data belonging to millions of Facebook users was collected without their consent by British consulting firm Cambridge Analytica, predominantly to be used for political advertising. This caused a huge privacy issue for the Facebook users' privacy breaches and data misuse.

1- Facebook allowed Cambridge Analytica to access millions of users' data:

The company had used 50 million Facebook profiles for their modeling purposes. In response to impending stories, Facebook made a preemptive move by announcing the suspension of Cambridge Analytica and its affiliate organization, the SCL Group, from accessing anything on Facebook. They also disputed the media's label of "data breach," noting that the information involved wasn't obtained through hacking or theft; rather, it was provided through the API to developers with users' consent.

2- What Facebook is doing to fix the problem:

On this incident the CEO Facebook Mark Zuckerberg publically addressed all its customers and apologized for the data breach and taken the platform responsibility for protecting user data.

He further started audit

ing and investigation on this event and implementing strict controls on sharing data with third-party and identifying potential vulnerabilities in its systems. And created Data access restrictions policies to protect user data.

3- The future of Facebook:

After this incident Facebook decided to implement privacy discussions about user privacy, data protection, and the ethical responsibilities of tech companies.

This caused users to become more cautious about the information they share on Facebook.

Facebook also implemented regulatory and compliance how they collect, store, process and share personal data with third parties by data protection laws and regulations, such as the European Union's General Data Protection Regulation (GDPR).

References:

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