

## Class Activity - 2

# Data Collection and Processing by Different Application

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Harsh Siddhapura  
1230169813

IFT511 - Analyzing Big Data  
Prof. Asmaa Elbadrawy

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## **Application-1: LinkedIn**

**Answer-1:** LinkedIn collects various types of data to provide its services and enhance user experience. The specific data collected can include, but is not limited to:

- **Profile Information:** Information provided by users in their profiles, such as name, photo, headline, summary, work experience, education, and skills.
- **Connections:** Information about the connections users make on the platform.
- **Activity Data:** Actions users take on the platform, such as posts, comments, likes, and shares.
- **Communication Data:** Information about messages, invitations, and other forms of communication on the platform.
- **Location Data:** Location information if users choose to provide it, for features like "Nearby" and location-based job recommendations.
- **Device Information:** Information about the devices users use to access LinkedIn.
- **Usage Data:** Data on how users interact with the platform, such as the features they use, the content they view, and the duration of their sessions.
- **Cookies and Tracking Technologies:** LinkedIn uses cookies and similar technologies for various purposes, including tracking user activity and improving ad targeting.
- **Third-Party Integrations:** If users choose to connect their LinkedIn accounts with third-party services, LinkedIn may collect data from these integrations.

**Answer-2:** LinkedIn processes the collected data for various purposes, primarily to provide and improve its services. The processing may include:

- **Personalization:** The data is used to personalize the user experience, including recommendations for jobs, connections, and content based on a user's profile and activity.
- **Analytics:** LinkedIn analyzes user behavior to understand how users interact with the platform, identify trends, and improve features.
- **Communication:** Data is processed to facilitate communication between users, such as delivering messages and connection requests.

- Advertising: LinkedIn may use the data for targeted advertising, showing users relevant ads based on their profile, activity, and interests.
- Security: Data is processed to monitor and detect fraudulent activities, spam, and other security threats.
- Product Development: Insights from user data may be used for developing new features and improving existing ones.

LinkedIn emphasizes the importance of user privacy and data security in its policies. Users generally have control over their privacy settings and can customize the visibility of their information. LinkedIn also provides options for users to download their data and understand how their data is being used.

**Data Collection and Processing by Different Apps**

**LinkedIn**

**Harsh Siddhapura (1230169813) A1:**  
Profile Info, Connections, Activity, Location, Cookies A2: Personalization, Analytics and Advertising

**G.Hemanth (1230142149)**  
Data is being collected- id proof (driver license, state ID, passport) for verification purpose, certifications, job and personal information.

**Heet Dalal(1230749509)**  
A1:Name, contact, professional information, schools and college attended, Location, job, Messages

**Heet Dalal(1230749509):-**  
A2-This data is being shared with other vendors and its algorithm to show relevant ads and recommendations.

**Mihir Satasiya (1230672354)**

1. If we sync our contacts or calendars with our Services, we will collect your address book and calendar meeting information to keep growing your network by suggesting connections for you and others, and by providing information about events, e.g. times, places, attendees and contacts.
2. LinkedIn processes RSC and CRM Connect data to provide, support, and improve LinkedIn services to customers. The data is processed with the right security measures in place and in compliance with customers' instructions. Customers control this data while LinkedIn is the data processor.

**Parva Jignesh Chaudhari (1228332354)**

1. LinkedIn collects data such as user profiles, job postings, company information, industry trends, employee skills, and LinkedIn connections.
2. LinkedIn uses this data for various purposes, including recruitment, networking, market research, and sales prospecting. The data is also used to build audiences for LinkedIn Matched Audiences. The LinkedIn Insight Tag drops a cookie on visitors' web browsers when they visit a website. Cookie information is matched against LinkedIn's member data to build audiences. Direct identifiers are removed from this data within seven days, and the data is deleted at 180 days.

## **Application-2: Amazon**

**Answer-1:** The Amazon E-Commerce App collects a variety of data to provide its services, enhance user experience, and improve its offerings. The data collected may include, but is not limited to:

- **Account Information:** Personal details provided during account creation, including name, email address, and contact information.
- **Transaction Data:** Details of purchases made on the platform, including products bought, prices, order history, and shipping information.
- **Payment Information:** Payment details such as credit card information, billing addresses, and other payment-related data.
- **Device Information:** Information about the devices used to access the app, including device type, operating system, and unique device identifiers.
- **Location Information:** If the user allows location services, the app may collect location data for features like delivery tracking and localized services.
- **Search and Browsing History:** Information about the products users search for, view, and interact with on the app.
- **Wish Lists and Favorites:** Data on products users save to wish lists or mark as favorites.
- **Customer Reviews and Ratings:** User-generated content, including product reviews, ratings, and feedback.
- **Communication Data:** Information about customer support interactions, feedback, and communication with sellers.
- **Cookies and Tracking Technologies:** Amazon uses cookies and similar technologies for various purposes, including tracking user activity and providing personalized recommendations.
- **Social Media Integration:** If users choose to connect their Amazon accounts with social media, the app may collect data from these integrations.

**Answer-2:** The data collected by the Amazon E-Commerce App undergoes various processing activities to deliver a personalized and efficient shopping experience. Common processing activities include:

- **Personalization:** Amazon processes user data to personalize the browsing experience, recommend products based on past searches and purchases, and display targeted advertisements.
- **Order Fulfillment:** Transaction and shipping information is processed to fulfill orders, track deliveries, and handle returns and customer support inquiries.
- **Analytics:** Amazon analyzes user behavior and engagement with the app to gather insights, improve services, and optimize the user interface.
- **Security:** Data is processed to monitor and enhance security measures, detect fraudulent activities, and protect users from unauthorized access.
- **Advertising:** Amazon uses data for targeted advertising, displaying relevant ads to users based on their interests, preferences, and shopping history.
- **Product Development:** Insights from user data may contribute to the development of new features, services, and improvements to the overall platform.
- **Customer Support:** Communication data is processed to facilitate customer support interactions, address inquiries, and resolve issues.

**Data Collection and Processing by Different Apps**

Thilak Sujatha Krishn  
1229965440  
AppName: AMAZON

Q1) Amazon collects Name, DOB, Email, of the users  
Q2) Personal information is used by Amazon for certain functions like customer service, account administration, and order processing. Without the user's approval, Amazon uses data for reasons unrelated to the original gathering. The data can also be useful to provide product recommendations based on the users' previous purchases.

**Name: Ankita Ajit Ghone**  
**Amazon:**  
1. Personal information: Name, address, phone number, email address.  
Purchase history: Items bought  
Browsing history: Pages visited  
Device information: Type

**Name: Shrenika Soma**

**Amazon**

**Harsh Siddhapura (1230169813) A1:**  
Account Info, Transaction Data, Payment Info, Location A2: Security, Product Development, Engagement.

**M Ganesh(1230672315)**  
: the location of the user, the item details like type, order history, user email, user phone number. The data is processed through encryption, anonymisation.

**Daniel Hsu: 1. Data Collected - Purchase History, Search History, Pages Visited, Links Clicked, Brands, Value of Products Bought.**  
Daniel Hsu: 2. Data Processing - Amazon processes the data to generate product recommendations and hide the less relevant ones, creating a better user experience.

**1. Data being collected: User Bio, Geolocation, Purchase History, Credit/Debit Card Details, Purchase Preferences, Browsing Behaviour.**

**Alok Sinha Application- Amazon Data collected**  
1. The location of the users from where the things are being ordered.  
2. The behavior of the user while applying filter  
Data processed  
1. Data could be processed

**Krishna Singh Rajput krajput5@asu.edu**  
1. Cookies 2. browsing history 3. account details (Payment like credit card) 4. location  
Purpose: IT helps identifying and segmenting customer

**Name: Shriya patel**  
Sudeeksha V (svandran@asu.edu)

A1) purchase info, personal&device information, payment&location information, browsing history, record of customer support interactions

A2) data stored in databases, data mining techniques used for analyzing large datasets, ML/AI algorithms for personalized recommendations based on user profiles

Divyansh Gupta - 1230241781  
Data being collected- Location of the user, Personal information like name, DOB, and gender, product search, category of product being viewed, product preferences

How the data is processed-  
Personal information is processed as soon as the user signs up for the application.  
Location data is processed only after the user grants permission.  
Product search data helps in personalizing the homepage and collected whenever the user searches a product.  
Category of product is collected based on the products a user browses and clicks on.  
Product preferences tell what a certain age group is viewing or when a certain product is in demand before a specific time.