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Assignment title: CA2 (Week 4) - submission 20/10, 9...
Submission title: Participation Questionnaire
File name: cypypaste.txt
File size: 1.35K
Page count: 1
Word count: 253
Character count: 1,128
Submission date: 19-Oct-2020 11:42PM (UTC+0100)
Submission ID: 1420322013

what about the data that is not personal or private rather generic to the website or app but can be used against you or if stored in cookies or mined properly can be your digital footprint?

On page 1031 writer explains about "EXPERIENCE: AN EMERGING NOTICE STRATEGY", In these he explains how privacy policies are a must and how all the Internet Companies have a privacy policy regulated by the FTC. In this section or elsewhere in the paper he fails to mention about the data that is being captured which might not be personal at the moment but when accumulated and mined properly can be used against the user or could provide a lot of behavioral information about the user.

Ex google ads and all supporting companies data that they send to google. The data can be mined to get a digital footprint of user, some companies claim that they show all the data that is being sent(1043) but fail to mention all the data that is being captured. Some data capturing is allowed under the guidelines or policies that they use this data for further development based on trends.(Ln 2 , 1029), is it really needed by the users or just the company?

This is the reason that I think for all the data that is being captured the FTC should look into all such data and only permit the company to allow the data to capture if they think it's absolute and necessary for the user to get the desired.

