



amazon.tracking.exposed

Amsterdam, January 2020

Claudio Agosti @_vecna - and the ALEX team



**Tracking
Exposed**

Knowledge is freedom

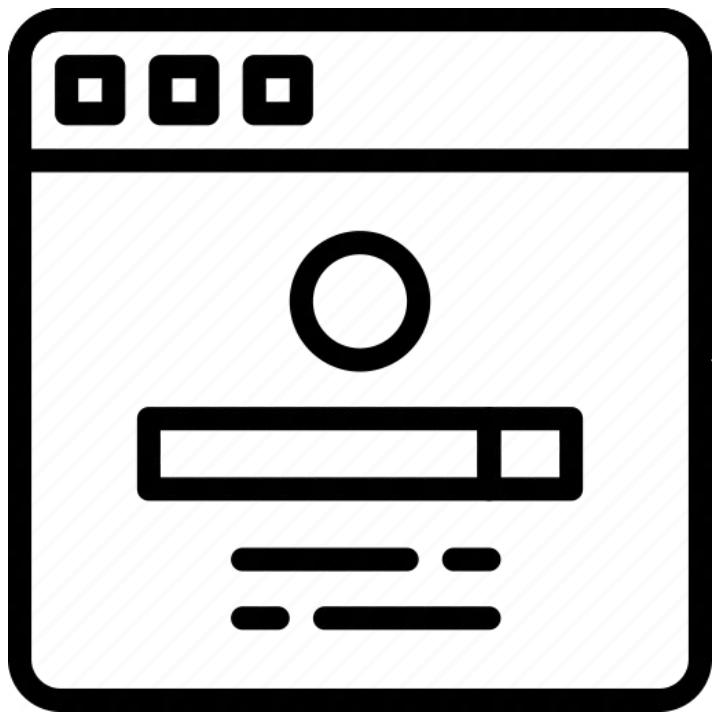
Algorithms Exposed

— Break free of your filter bubble —

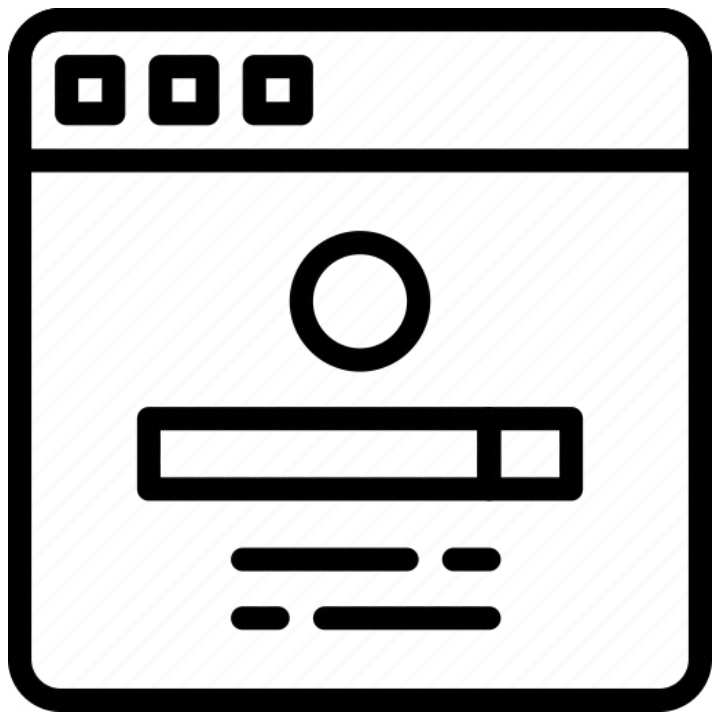
post-API research

- We analyze personalization algorithms.





This is a system that usually profiles you
(Amazon, Google, Instagram...)



Time

First access

System don't know nothing about you!

A diagram illustrating the process of knowledge indexing and its use over time. A large light-gray circle on the left contains the text "Knowledge indexed by the system". A horizontal arrow labeled "Time" points to the right. A green line connects the circle to a text block on the right. Another green line connects the start of the time axis to a text block at the bottom left.

Knowledge
indexed by
the system

The system will use 100% of their knowledge
to serve your needs

First access

System don't know nothing about you!

Time

Knowledge
indexed by
the system

The diagram consists of two overlapping circles. The left circle is labeled 'Knowledge indexed by the system'. The right circle is labeled 'actual amount used to serve you'. A horizontal timeline arrow points to the right, labeled 'Time'. A green line connects the intersection of the two circles to a text block on the timeline. The text block contains the phrase 'The system start to optimize their answer based on what you display interest'.

actual
amount
used to
serve you

The system start to optimize their answer
based on what you display interest

Second access
System has little knowledge about you

Time

Knowledge
indexed by
the system

actual
amount
used to
serve you

Prioritize for:

Sell more

Cause
addiction

**The system answer based on your interested
and can push for an *agency***

Time

Further access

System improve knowledge about you

post-API research

- We analyze personalization algorithms.
- We scrape passively content.
- We build API to allow researcher in reuse data.

**The
Economist**

MAY 6TH-12TH 2017

Crunch time in France

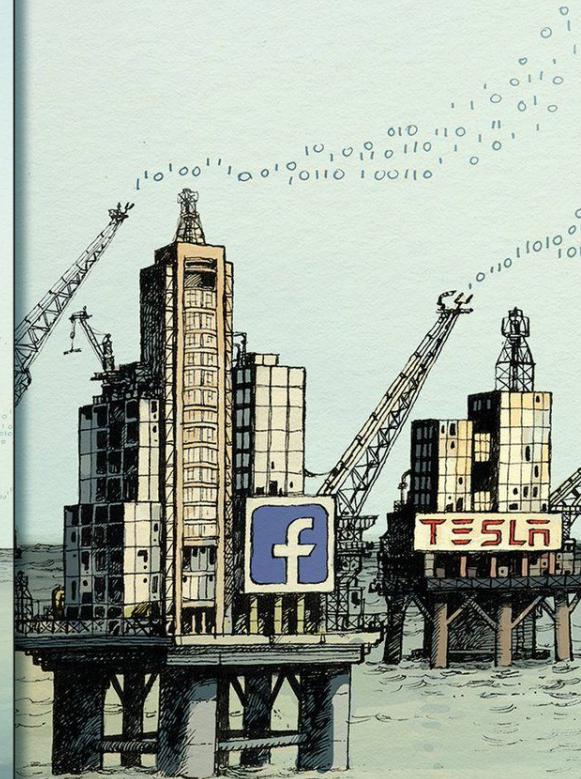
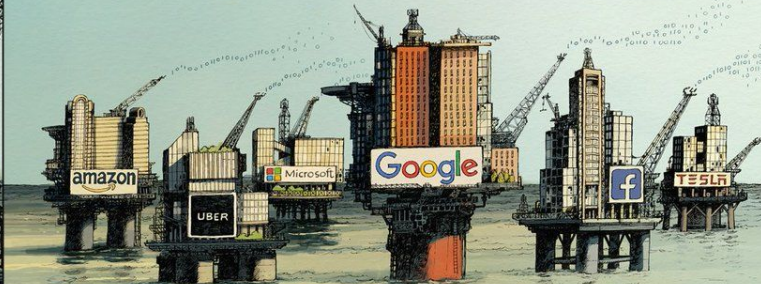
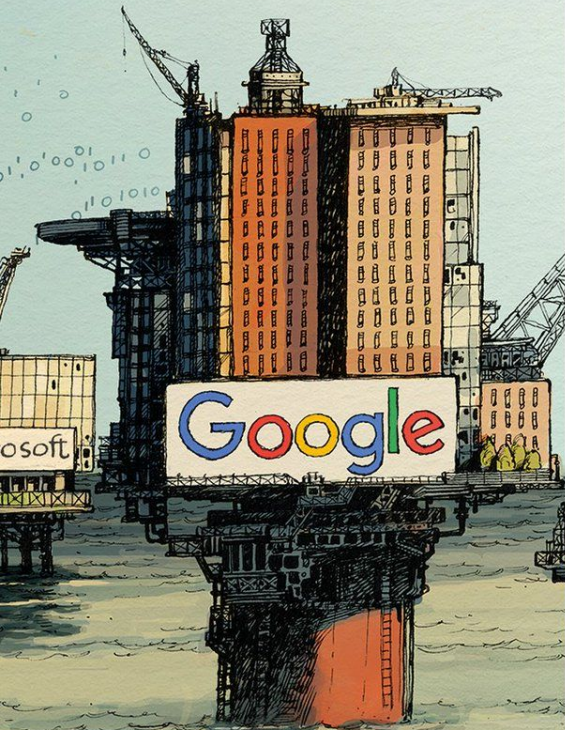
Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

The world's most valuable resource

**Data and the new rules
of competition**



“Which data do they take?”

- the classic, *and completely fair*, question



WRONG
“Which data do they take?”

- the data and completely fair, question



“Which data do they infer?”



1-48 of 653 results for "favorite things calendar 2020"

Sort by: Featured

Department

Books

Calendars

Arts & Photography

Office Products

Calendars, Planners & Organizers

Planners

See All 9 Departments

Avg. Customer Review

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

Brand

☐ The LANG Companies

Calendar Year

2020

2019

2018

2017

2016

2015 & Older

Calendar Formats

☐ Wall Calendars

☐ Engagement Calendars

Arts & Photography Formats

Calendar

Calendar Year Type

☐ Calendar Year

Amazon Global Store

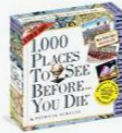
☐ Amazon Global Store

Condition



Travel Calendars 2020

Shop Workman Publishing



1,000 Places to See Before You Die Page-A-Day Calendar 2020

★★★★★ 50

prime



Rick Steves' Europe Page-A-Day Calendar 2020

★★★★★ 19

prime



Rick Steves' Europe Picture-A-Day Wall Calendar 2020

★★★★★ 9

prime

Ad feedback

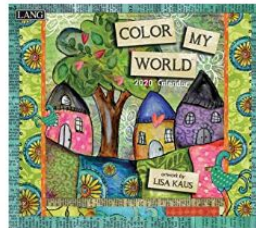


Sponsored
Lang Favorite Things 2020 Vertical Wall Calendar (20991079128)

★★★★★ 2

\$11.98 \$14.99

Ships to Italy



Sponsored
The LANG 20991001902 Color My World 2020 Wall Calendar (20991001854)

★★★★★ 19

\$9.99 \$17.99

Ships to Italy



Sponsored
Lang Favorite Things 2020 Spiral Engagement Planner (20991011108)

★★★★★ 11

\$19.95

Ships to Italy
Only 11 left in stock - order soon.



Lang Favorite Things 2020 Wall Calendar (20991001857)

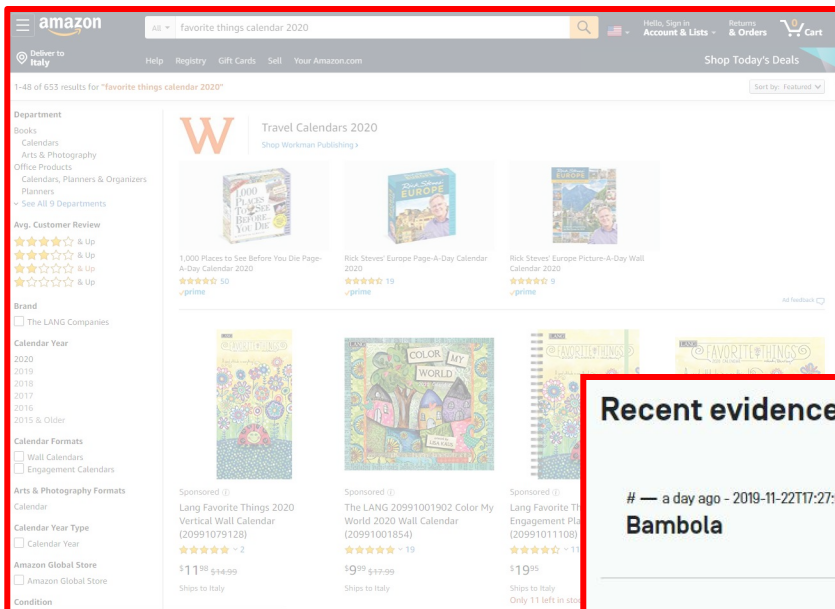
★★★★★ 35

\$17.99

Ships to Italy
In stock on February 18, 2020.

page seen





- CSV of search results
- CSV of products recommended next to the product you watch

Recent evidence collected

— a day ago - 2019-11-22T17:27:00.249Z

Bambola

Search-Answers-Maps

62

30.1 €

3 — a day ago - 2019-11-22T16:33:55.259Z

Baby Alive - Magica Frangetta [Bambola Bionda]

Compare

I clienti che hanno visto questo articolo hanno visto anche [14]
Chi ha acquistato questo articolo ha acquistato anche [2]
Prodotti sponsorizzati relativi a questo articolo [8]

— a day ago - 2019-11-22T16:33:38.832Z

Dolce Lacrimuccia [Bionda]

Search-Answers-Maps

20

34.3 €

5 — a day ago - 2019-11-22T16:33:00.265Z

Hasbro Baby Alive- Dolce Lacrimuccia [Bionda], TU, C0957103

Compare

I clienti che hanno visto questo articolo hanno visto anche [12]
Prodotti sponsorizzati relativi a questo articolo [0]
Chi ha acquistato questo articolo ha acquistato anche [12]

— a day ago - 2019-11-22T16:19:34.424Z

Bambola

Search-Answers-Maps

62

29.8 €





[illegible][illegible]

Abbiamo cercato: Bambola

Silvia

Prezzo medio: 16.1 €

Prezzo: 5,25 €



4 pezzi VIVIANU
angioletto di Natale
peluche bambola
giocattolo albero di
Natale ciondolo
ornamento creativo
principale
decorazione.

Apparso in posizione: 4

Prezzo: 19,99 €



Trudi 64075 -
Bambola di Pezza
Ballerina

Apparso in posizione: 6

Salvatore

Prezzo medio: 176.1 €



Oggetto NON
offerto a Salvatore



Oggetto NON
offerto a Claudio



Oggetto NON
offerto a Giulia

Riccardo

Prezzo medio: 17.4 €

Prezzo: 5,25 €



4 pezzi VIVIANU
angioletto di Natale
peluche bambola
giocattolo albero di
Natale ciondolo
ornamento creativo
principale
decorazione.

Apparso in posizione: 54



Oggetto NON
offerto a Salvatore



Oggetto NON
offerto a Claudio



Oggetto NON
offerto a Giulia



Oggetto NON
offerto a Riccardo



Abbiamo cercato: Shampoo

Silvia

Prezzo medio: 12 €

Prezzo: 9,99 €



Salvatore

Prezzo medio: 12.1 €

Prezzo: 9,99 €



Claudio

Prezzo medio: 13.9 €

Prezzo: 12,90 €



Riccardo

Prezzo medio: 9.2 €

Prezzo: 9,99 €



Prezzo: 12,30 €



Prezzo: 18,70 €



Prezzo: 18,70 €



Prezzo: 12,30 €



What we look for?

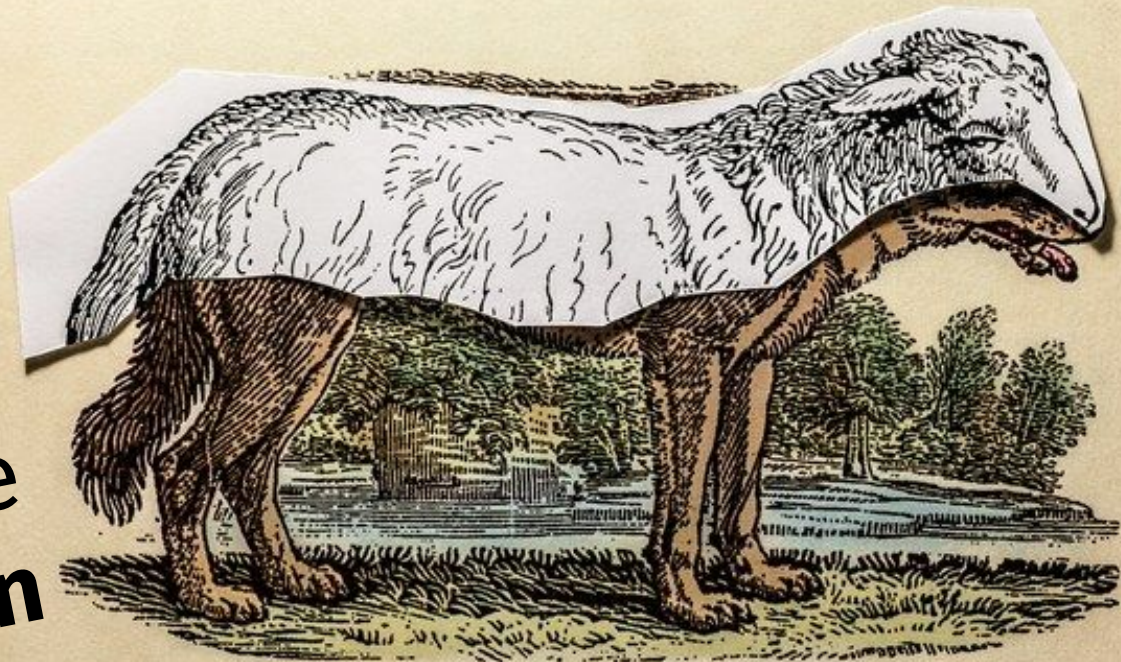
Optionally: lawyers.

Best: who wants to analyze algorithms.

Welcome: anyone, especially who wants to resist surveillance capitalism.



Being an
algorithm
analyst is like
to be an alien
zoologist!



— Fig.1. The Internet —