

In The Wrong

Data Privacy And Security: "Data easy to sell, than to Protect."

The current world runs on the Internet, we are living in a digital era, finding ways on the Internet to make our lives convenient, we have succumbed to such a point that it has become a necessity and a part of our lives... I have named my paper, *In the Wrong (Data privacy and Security:- "Data easy to sell, than to Protect")* because 80% of the population who uses the internet hardly knows how the services that we get for free works.

Keywords: Privacy, Security, Scandal, Data Breach, Psychographic, Campaign. Tech Moguls.

Abstract:

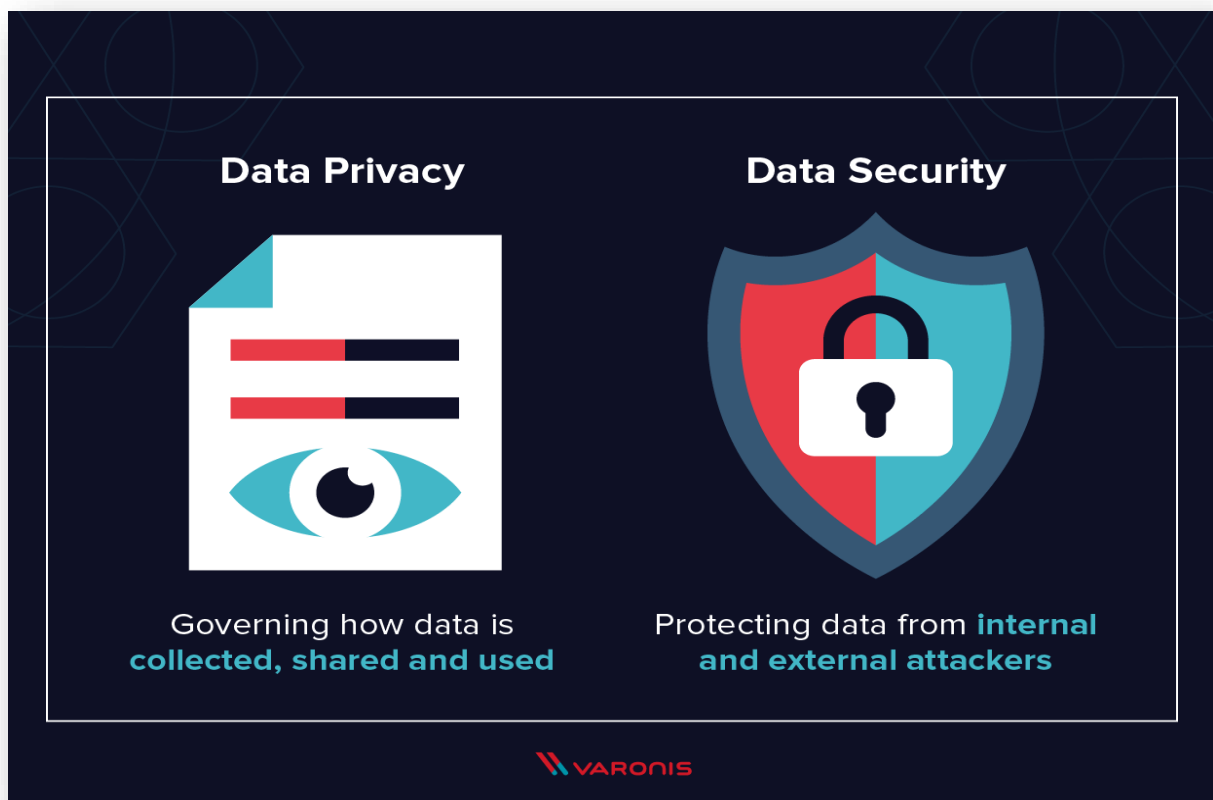
Data Privacy and Security is a very important aspect in today's world and quite often we are concerned about our data's safety. The data or information could be anything, it could be Personal Information or any Documents or our Bank transaction details anything. We have created a virtual social world around ourselves with applications like Google, Facebook, Instagram, Whatsapp, Twitter, etc.

Have you ever wondered, the majority of the applications we use on the internet provide their service for free, yet they are so profitable and are surviving as Tech Moguls?

In this article, we will see why data privacy and security is important and how Google and other Social media applications protect or use our data. And what is the source of revenue for these organizations by giving us services for free?

In this paper, we will look into some of the Data Breaches or Scandals of a few Organizations like Facebook & Yahoo. More importantly, will talk about in detail the Largest Data Breach in the history of Facebook, the *Cambridge-Facebook Data Scandal (Cambridge Analytica)*, how Cambridge Analytica breached Facebook user's data, and what was their purpose. We will also learn about how data could be used to predict the future of an event, for example, an upcoming election.

These scandals created awareness amongst the General Public as to how safe their data is and how preciously it ought to be used.



Data Privacy & Protection

What is Data Privacy and Data Protection?

Data: Data is a piece of information. Data is all about you/us, we are the subject, product, and the price. Data could be anything it may not be specific, it might be as simple as our day to day activities monitoring like Ordering food, watching a movie online, etc.

Data is a powerful tool without the data one cannot do anything. So, whatever we do it's all based out of data. For example, when we converse with a stranger, most of us would just introduce ourselves by sharing very minute specifics like Contact or our profession, how likely are we to give out our Bank Details to someone we just met? So, there we will try to protect our data or information. Because we are not willing to reveal our data or information if we do so, another person will take that data there will be a chance that he going to make use of that data. This is why we will try to protect our data.

This is where Data Privacy comes to picture, how we are going to protect our data.

Data Privacy: Privacy is everyone's right, it is a barricade that protects people. Data may generate in many forms or Data may be anything some are: Profiles, Id, Locations, Financial Data, Political Insights, Health Related, E-mail, etc..These are some types of data that are shared, used, and must be protected.

Types Of Information.



Why Data Privacy is important?

Data privacy is more about how we maintain our personal data it may be offline or on the internet but the major data will be on the internet. Data on the internet could be from the online applications we use like Google, Facebook, Twitter, Yahoo, Instagram, etc..

All these applications that we use are for some specific purpose, it could be Entertainment, Study, Work-related, or anything, to use these applications we provide our personal information & we agree for some Terms and Conditions of that particular application. This is where we give access to our data.

Since all these applications store data and there is a chance that they can keep track of us. This is why Privacy is so important, if there was no privacy then data may get into the hands of a third or unauthorized party. To avoid such data breaches, our data has to be stored securely.

The Most important Data that need to be protected are:



Data Protection

1. Personal Details (Name, Contact, Address, etc...).
2. Bank Transaction Details.
3. Health Information.
4. Educational Data, etc.

Note:

Terms and conditions: Often we are not going to read all terms and conditions of that particular application it is not out interest too. But it is important that one must go through all the points in terms & conditions. There might be several things written on that which we not aware when we read we notice some things and decides whether are we going to use that application or not, but the main point is "The application uses your data for better services and experience".

Note: Data Privacy is all about how we collect, store and use. And Privacy is about personal information (how safe the information is) Security is important to maintain Privacy.

What is Data Security?



Data Security

Data Security is how well the data is protected from unauthorized use or access. As I said earlier Data is an important asset of any organization all their activities rely on data, which has to be secure. If they lose our data they cannot do any activities. If some unauthorized person accesses those data he will be benefited from that. So, all the organizations make sure they have the highest security.

How Security Is Done (Security Elements):

1. Confidentiality: Maintaining secret, ensure that it should be accessed by only authorized personnel.
2. Integrity: It tells that the data is accurate or reliable.
3. Availability or Accessibility: It Ensures that data is Available and Accessible for specific needs.



Confidentiality

Why Data Security Is Important? What Happens If There Is No Data Security?.

Data Security is very important in today's world, since no user would like their data to be leaked. For example, if I take my phone or my personal laptop it contains a lot of my personal information, I don't some other person to view my contents or documents for this I'll maintain security in this case I'll provide some Authentications(Password, etc...) This will control the other person interfering with my content.

Similarly, large organizations also have to protect their valuable data so, they maintain security & make sure it works all the time. These organizations have special securities like the way of security is different from personal security they might have the security elements(Confidentiality, Integrity, & Availability) based on this they provide Authentications(Username, password).



Authentication

Note: Data security is not only Authentication, this is one of the way to secure data there are many ways like Backup and recovery, Encryption, Data access control, Tokenization, and many other.

What causes Security Issues: Importance of data security are:

1. Data Protection: Ensures Data is safe without losing it.
2. Business Continuity: Many businesses run on data if there is no data there will be no business running, data security plays a major role here it protects all business-related data.
3. Avoid Data Breaches: It's a common issue over the internet if there is no data security. Intentionally or unintentionally confidential information could be released.
4. Prevent unauthorized access: This where data security plays a major role it controls unauthorized access. So, the third party cannot have access to other data or information.

How different is Privacy from Security:

| Privacy | Security |
|---|--|
| Privacy is to protect personal information | Security protects against Unauthorized access. |
| Privacy is Protecting sensitive information. | Security is for all types of data and information. |
| Privacy cannot be achieved without security. | Security can be achieved without privacy. |
| The information is the name, address, contact numbers, etc... | This focuses on the assets of organizations. |
| Privacy may be poor. | Security should be strong. |

How is Data Generated?

As I said earlier Data is all about us, we are the source, subject everything. Data plays a major role the source of data may be anything but once data is generated we can draw beautiful insights out of it.

Do you really think Data is Important?

Yes, it is. Data is very important because of that we go for **Privacy and Security** Policies. Data is changing the face of the world it is used to increase or boost the company revenue and do some analysis to know the future. Also why data is so important because as a human we can do many things read, write, imagine, etc.. but in terms of a machine is not possible, we have to feed some commands to do such activities. So, the data that we give or input should be structured so that it can process and give some information for the case we write, a Program, which is defined to do a task. This is why data is most important.



Data generated in many forms here are: Data may be anything like Personal Data, Web Data, Transactional Data, Sensor's Data. Since the generation of data is rapidly increasing it's very difficult to handle it so, we have moved towards something called **Big Data** Technology. But here I'm not going to discuss Big Data but will I'll discuss how privacy and security are important while dealing with data. As I said we are the source of data we will see how.

In the beginning I said, today we live in a digital era and we want everything to happen so easily, we have made an alternative and we want lives to be so convenient. We don't want to take risks for any of our work so we are so dependent on the internet and its applications. It could be simple as such searching for information or communicating with others etc..

There are many ways we can do this over the internet some examples are Google, Facebook, Instagram, Twitter, etc. Why we are using these applications? Because these are the best online platforms for our needs.

Examples:

1.If I take Google one can do anything, We can search, browse different websites. Whatever questions or doubts we have we will just search in Google and within a second will get answers.

2. If I take Facebook, we connect to different people and stay in touch.

Still, we have many online platforms that serve people across the globe free of cost but majorly all we use is applications like Google and Facebook.

These online applications are providing free service for all people. Yes, it's true. But looking all this some questions come to my mind:

1. Every service are free. Why free?.

2. Since they provide free services what is the source of revenue?.

3. How they are surviving over the years?.

4. Are they storing our Data. And selling to any third parties?.

All of the above questions are important. And everyone should think about this since they provide free services they have been surviving for as Moguls in the Tech industry, with revenue as

(1) Google \$46.1 Billion(2019) &\$ 41.2 Billion (2020).

(2)Facebook \$70.7 Billion (2019).

How was this much revenue generated by giving out services for free? We will see some cases, as to how they are doing all this.

1. Google:



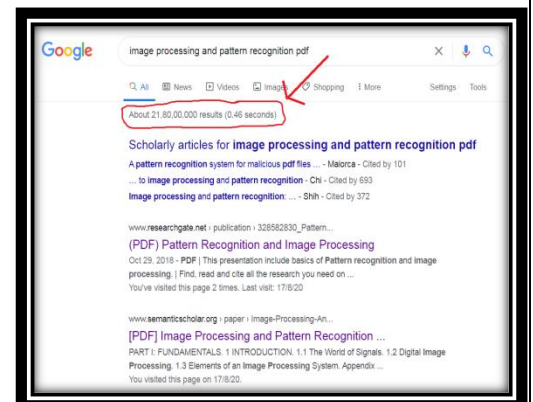
Google

Many of us know Google only as a company, yes. Google is the biggest technology company specialized in services and products as well as mainly it is a search engine, online advertising technologies. Where we can search many websites through this which will give the results within a fraction of seconds. Before Google, there were many search engines like Yahoo, Lycos, AltaVista, WebCrawler, Dogpile; these are some search engines used before Google. But the drawback of these engines is they were not accurate, for a particular search they were not showing an exact or related answer. When Google developed this, they overcame the drawbacks of the previous search engines, so Google became famous over the years. **Google uses the Page Ranking Algorithm at the backend which ranks the page which is most frequently searched or frequently visited (maximum views).**

Coming to the history of Google in 1996, Larry Page and Sergey Brin, students at Stanford University, built a search algorithm first known as "BackRub"; later in 1998 it was officially named as "Google". This search algorithm provided great results as compared to other search engines. Now Google has the largest subscribers over the internet every day: 5.6 billion searches are done and per minute 3.6 million searches are done in Google. And yearly 2 trillion searches are done over Google; to maintain all this they have got large data centers around the globe.

Google is not only a search engine; it has 240+ children companies under it. Also, Google has many applications; those are Google Chrome browser, Gmail, Google Photos, Google Drive, YouTube, Google Maps, many others which serve under Google.

If Google goes down for one day, it would make our lives miserable, that's how dependent we are on Google. Google has so much impact on everyone.



Searches

Coming to the point all these Google applications are free, have we ever thought why are they free? And how do they make money? Let me discuss this, Nothing in life is free. Google provides its services free because it can profit from those services in one or other ways. Always we have to remember one thing: If we aren't buying/paying a product then, we are the product. When we want to use these applications we have to agree for the terms and conditions of that particular application that means we are ready to provide our data. Most of the revenue comes from **Advertisements**.

Now you will get a question saying How Advertisements?

As I mentioned when we agree on the application(company) policies we give access to them like they keep track of us they will store all our data it includes personal data also the search history. Personal Data is when we register to that application we will provide all our details and whatever work we do on that particular site it's get recorded also whatever we browse on Google the history Data will be recorded they store all this information.

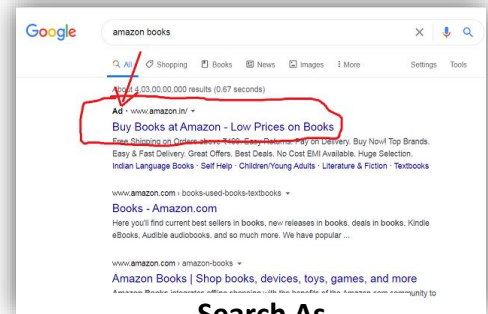
Example: Every day we use Gmail, Drive, Chrome when we use these a lot of information is gathered. In Gmail, we will get emails from different sources and we want that mails to stay for longer so as per company policies they store that data and when we browse or search something for information the search history gets recorded all these are the source of data.

So, what they will do is they sell all our data into some third party companies they will do some operation and segregate particular data like personal, history of search. Based on this Data they will give advertisements on Google. The advertisements that each company will give are customized for a particular person they will check our data on what that person is interested in, what his frequent search, what thing he mostly likes etc.. Based on all these the advertisements are given. for each advertisement, Google will charge a particular amount from each company or those organizations.

85% of the valuation Google gains from these advertisements.

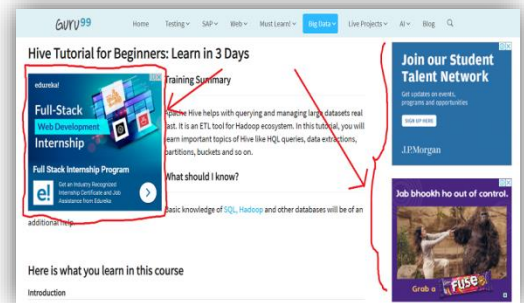
The advertisements on Google are two types:

1. Search As: This type of advertisement occurs when we search for something and with all searches will get an advertisement page with a # tag. When you search for the Best mobile under 10K it gives a variety of mobile followed by its company names.



Search As

2. Display as: This type of advertisement will get when we are in some particular web page looking for something. By side of that page will get some adds example saying Join course, Buy this item, etc..



Display As

For each advertisement, Google charges a particular amount. In Search as ads for each click, the charge will be \$1 or \$2, and In-Display as ads they will charge monthly as \$9000 to \$10000. This is how the revenue comes to Google.

Other than advertisement Google has many other ways where it gains money.

1. YouTube: We can upload and watch videos on YouTube but the cost is we gave to watch advertisements and give our data to Google for a better target.
2. Google Maps: This is a widely used Google application. Many other applications use maps Like Uber, Ola, Swiggy, Zomato, these companies run on Google Map APIs for their tracking purpose, which in turn costs.

Still, Google has many applications and makes money in many ways but for all this, they need Data, where the data comes from is, it's all users Data which we use daily. By using this Data They make large revenue. Because of this Google has survived over the years with such large valuations.

"In one word, all I can say that they sell all our data, keep track on each and everyone, and use people's data for Business."

2. Facebook:



Facebook

Facebook is the world's largest social media Application, founded by Mark Zuckerberg along with his fellow roommates and students at Harvard college, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, originally as The Facebook.com, today's Facebook, a popular global social networking website? Facebook is one of the world's most valuable companies. Which was founded on February 4, 2004.

Initially, Facebook was limited only for Harvard students and they extended to Columbia, Stanford, and Yale. Since 2006 it has been available for everyone for the last 14 years. Facebook can be used only after Registering a user profile, once become a registered user of Facebook, and accept the terms and policies(local laws) provided by the application. Facebook can be accessed by any devices which have internet connectivity like Personal computers, tablet, and smartphones. After registering the user can customize their own profiles, the profile may contain their personal details, interests, and many more. So, by using this we can communicate with millions of peoples around the globe, not only communicate or connect but also one can send a text(message), upload photos, videos and share with their "friend". Facebook services are free they provide services through many platforms such as Facebook Messenger, Facebook Watch, and Facebook Portal. Also, Facebook acquired Instagram, WhatsApp, Giphy, and more to serve customers. Facebook acquired WhatsApp by paying \$19.3 billion and they give out their services for free. And Facebook has a total revenue/valuation of \$70.6 billion as of 2019. How much of that revenue can be gained by providing free services? The **Facebook Business model works on Advertisements as like Google.**

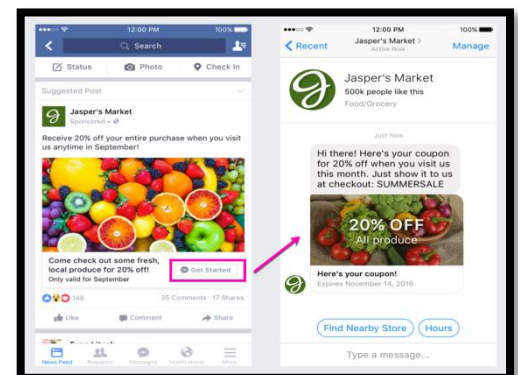
Note: After Facebook launch, Mark Zuckerberg became the youngest Billionaire in the world. Facebook is the only organizations which uses or works on users data. This is the only application used for used by majority of people for Entertainment or communicating or connecting.

Let us see how:

The maximum of the revenue, Facebook gains are from sending advertisements to users. In February 2016, Facebook announced that it had reached two million active advertisers coming from small businesses. And in March 2016, Facebook announced that it reached three million advertisers with more than 70% outside the US. For advertisements, it uses user data/information. The business model works as they sell all the used data/information databases to some advertising companies so that each company will target the user based on their interest or search, they will send advertisements when the user is using the application. 99% of the revenue for Facebook comes from ads, the ads on Facebook differ from other applications like Google. Now there are about 7 million advertisers on Facebook the advertisement which we get on Facebook is similar to advertise we get on TV, Newspaper and other things first they had normal display ads since then they have ads which target the particular user. Each ad we see on Facebook is specific to you/us they show ads that people going to buy a product and they guarantee that they won't let ad company money and time to waste.

Example: Since the ads are targeted, for example, the shoe ad is sent only to people who have searched for shoes online before, similarly a chicken burger ad is sent only to the person who is non-vegetarian not a vegan or vegetarian.

As I mentioned they will harvest information and try to figure out what kind of a person you are and they sell data to related ad companies. Facebook also gets data from other websites using Facebook pixel. Based on the colloidal scope of details Facebook forms an advertisement profile for each user putting them in certain groups that advertisement companies can choose. Ads can be targeted on interests, kinds of the phone using, political leaning, ethnicity, and income level based on these the ads, they can be blend on your feed so, you would not be able to recognize it.



Advertisements

IMPORTANT NOTE!!

Above I spoke about two big companies how they make money and all but the most important fact that we have to understand is that data is nothing. We are. Because they are competing for the user's attention. Everything online is being watched and is being tracked & measured. Why? I mentioned above if you're not paying for a product you are the product. So, every action carefully measured and recorded Example: If you look at an image they know, what image you looked at, and at what time and for how long you looked at it. They know when you are lonely, when you feel depressed what you will do at late at night, they have every information about us. All these data are fed into systems that have almost no human supervision, and they are making better and better and better predictions about who we are and what we are going to do.

One misconception is that all data is sold. No, they do not sell all our data it's not their interest too, but what they do with the data?

They build models that predict user actions and whoever has the best wins. All the clicks, likes, and videos everything brings back to rebuild a more and more accurate model.

Every technology company has three goals:

1. Engagement goal: To drive up your usage to keep you scrolling.
2. Growth goal: TO keep you coming back and inviting as many friends and getting them to invite more friends.
3. Advertisement goal: Making much money as possible from advertisements.

Each of these goals is powered by an Algorithm whose job is to figure out what to show you to keep those numbers going up and connected. Now we are moving from a technology-based environment to addiction and a manipulation-based technology environment.

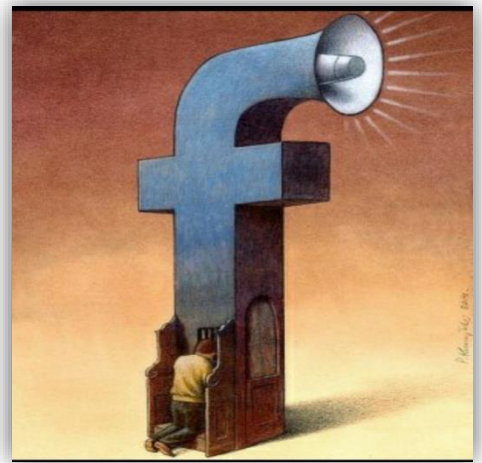
"There are only two industries that call their customers as 'users' illegal drugs and software".

Algorithms are opinions embedded into code and those algorithms are not objective, they are optimized to some definition of success.

Example: If commercial enterprises build an algorithm to their definition of success it's a commercial interest. It's usually profitable.

People think the algorithm is designed to give them what they want but actually, it is not. The algorithm is trying to find rabbit holes that are very powerful and trying to find which rabbit hole is the closest to your interest and then if you start doing that activity(watching videos) then that will be recommended over and over again.

One more thing is that "Fake news on social media spreads 6 times faster than true news". Because always people concentrated on fake news than true. Fake news makes more money than true so people use social media to spread fake news. "Truth is always boring". Even the election predictions are also done in the same way by spreading fake news about the candidate by hiding his truth.



Fake

This is how the business model works on each technology company. They target users and fight/compete for them and build predictive models using Artificial Intelligence.

When we think of AI we think that they are going to rule the world. As we watched in movies like The Terminator, where Skynet becomes self-aware. And what people miss is that AI technology already runs today's world right now. We are giving the computer the goal state "I want this outcome" and then the computer itself learns how to do it. We are using Machine Learning and Deep Learning technologies.

According to me 'AI' is just a metaphor, when we use algorithms for a simple problem it gives better results but when the complicated algorithm we call it "Intelligence".

Till now I discussed two main applications/companies how they provide services, why the services are free, and how they make money. And we came to know that they make money by sending advertisements for a particular user for that they store and sell our Data.

Now the question pops up in my mind that where is the Data Privacy? and Security?

Here the concept of Data Privacy and Security plays a very important role. We trust that these applications protect our Data, but they are using all this information for improving their business and to make money. This all started when we agreed on the terms and conditions of that particular applications. Most of the time we have to take care of the privacy and security of our data once we agree with the terms and conditions of that application we are under it, nothing can be achieved by deleting our account also the data will be stored at the backend so, we have to take care of our data if we don't take care, there will be chances of Hacking the Data and Data Breach would happen without the users being aware of it, it could as well as be applications/companies. All these Data Breaches happen intentionally because at the backend by using this data they wanted to analyze or predict something which runs their business.

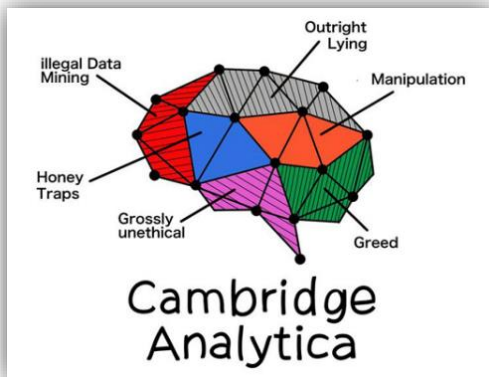
Let's look at one such incident which turned peoples head, and showed limelight on how important data privacy is: The incident is,

Facebook-Cambridge Analytica data Scandal.



The **Facebook-Cambridge Analytica data Scandal** is also commonly known as **Cambridge Analytica Scandal**. Which was the largest data leak in early 2018 whereby millions of Facebook user's personal data was harvested by [Cambridge Analytica](#). And which made Facebook pay a fine \$5 billion and made users delete the Facebook account and move towards other social media platforms.

Cambridge Analytica: Before talking about the Scandal, I'll just give a brief introduction to Cambridge Analytica.



Cambridge Analytica Ltd (CA) is a British political consulting firm that combines misappropriation of digital assets, data mining, and data analysis with strategic communication during the electoral process. It was started in 2013 as an offshoot SCL Group and was led by Alexander Nix(CEO). The company is partially owned by Robert Mercer, an American hedge-fund manager who supports many politically

conservative causes. The firm-maintained offices in London, New York, and Washington, DC. CEO Alexander Nix announced that the firm(CA) was involved in 44 US political races in 2014. In 2015, CA performed data analysis for Ted Cruz's presidential campaign. In 2016, CA worked for Donald Trump's presidential campaign. The firm closed operations in 2018 in the course of the Facebook-Cambridge data Scandal. Because of the company involved in many illegal/controversial activities such as acquired user's data from Facebook, Honey Traps, sting operations.

CA is a data analytics firm the data analysis methods were large degrees. They believed that with the minimum number of "likes" one can be analyzed better than friends or relatives can do. So, they are focusing on personal data mainly, voters data. They collect voter's data related to demographics, consumer behavior, and internet activity. They focus on public or private resources where they can get these voters' data and using that they will campaign for elections.

Facebook-Cambridge data Scandal: It was the largest data leak in Facebook history where people's personal data was harvested for political advertising.

The Sequence of Events:

A data scientist at Cambridge University, Alexander Kogan developed an app called "**This Is Your Digital Life**" in 2013. Which consists of a series of questions to build the psychological profiles on users. And he provided this app to Cambridge Analytica. However, Facebook allowed this app not only to collect personal information from survey respondents but also to respondents "Facebook Friends".(Basically, they harvested the user's data that completed the question, but also the user's Facebook friends). In this way, Cambridge Analytica acquired data from millions of Facebook users. Initially, there were only 270,000 Facebook users who used this app "This Is Your Digital Life" by giving third-party app permission. But then, this app gave access to the user's friend's network. This is what is made to collect millions of user's data. This app breaks the terms and services of Facebook.



The harvesting of personal data by CA was first reported in December 2015 by Harry Davis. He reported that CA working for a US election campaign using Facebook user's data without their consent. Further reports followed in December 2016 and 2017. The information on data breach headed in march 2018 with the emergence of whistleblower and ex-employee of CA Christopher Wylie. He is an anonymous source of an article *The observer*, headlined "The Great British Brexit Robbery". He says that he is responsible for that and also, he regrets and it is an ethical experiment playing with the psychology of the entire country.

Number and Information:

The data-set(leaked data) included 50 million Facebook users. And Cambridge Analytica claims that it had only collected 30 million Facebook users' profiles.

Finally, Facebook confirmed that it had on potentially 87 million user's data with 70.6 million are from the United States. Facebook estimated that California was the most affected state, with 6.7 million impacted users, followed by Texas, with 5.6 million, and Florida, with 4.3 million users. **Data was collected on 87 million users while only 270,000 users downloaded the app.**

Facebook sent a message to users who believed to be affected, saying the information includes "Public Profile", page likes, birthday, and current city by using this Cambridge Analytica created psychographic profiles of the subjects of data. The data also include the location of a person. For a given political campaign, each profile suggested what type of advertisement to be sent and based on location what kind of a political event should be conducted.

Usage of Data:

Cambridge Analytica used Facebook data for a political campaign for politicians paid to them.

1. Ted Cruz Campaign: In 2016, Ted Cruz hired CA to the presidential campaign and he paid \$5.8 million in services. Although CA was not-well-known, they created psychographic profiles and sent advertisements to users and sway them to voting for Ted Cruz.

2. Donald Trump Campaign: Donald Trump's 2016 presidential campaign used the harvested data to build psychographic profiles determining user Facebook activity. The campaign team used a micro-targeting technique, displaying a customized message about trump to different voters on digital platforms. Ads were segmented into different groups, by using user chats, likes, share pages, etc.. and they displayed ads or sent messages only the positive graphs and ideas about Trump and they gave negative graphics or ideas about his opponent Hillary Clinton.



Responses and Actions:

After the Data Breach Facebook CEO Mark Zuckerberg apologized calling it a "**breach of trust**". And then Facebook started locking all data and implementing new Privacy and Security policies.

UK's Information Commission Office announced Facebook to pay a fine \$663,000 over the data breach, but finally, the Federal Trade Commission approved fining Facebook \$5 billion. After the Data Breach the likes, posts, shares are decreased by almost 20% which made Facebook to large loss the stock fell by 24%.

How the election predicted using personal data:

Personal data includes your demographic details like Name, Contact Number, Private messages, email, status, interests, groups, your Likes, political views also location. By using all these data they build related profiles and for each profile or the Data, they build an Artificial Intelligence Algorithm to Analyse each person.

How did they do that?

Suppose you are interested in something, so let's take you for example, who likes Cars, you only browse about Cars and like Car pictures, visit all Car pages also write a lot about it. Now, all this gets stored and this data combines with the Artificial Intelligence Algorithm built by them and decides or results that you are a Car person. This how they analyze each of us.

The same thing happened in the case of Cambridge Analytica after collecting Data from Facebook they built an Artificial Intelligence Algorithm which results in users most interested in or what they like. After these results, they started sending Ads to users about the candidate(Trump) about how he would fulfill all your interests. So, people were influenced by that and the result of the election was a win.

*Similarly, one more, such incident happened in 2017, it was **YAHOO** now, the Data Breach where 3 billion Yahoo users data was leaked, the data leaked were Name, email, address, and contact number. After this Data Breach Yahoo underwent a huge loss, the revenue decreased from 35000 crores to 2400 crore.*

All these Data Breaches made users get attention and made us aware of our Data usage over the internet, and showed maintaining Privacy is very important to secure Data.

What One should do, to protect data:

- 1. Whenever using any application read The Terms & Conditions carefully.***
- 2. Don't allow any third party apps to share your details.***
- 3. Don't over share the contents.***
- 4. Limit access to data.***
- 5. Don't share your username and password with anybody.***
- 6. Have unique password settings.***
- 7. Turn off your Notifications.***
- 8. Don't look at the video or image which is recommended for you.***

This is why Data Privacy and Security is so important in our digital life. This plays a major role in protecting Data, if there is no Privacy or Security, the chances of our Data being used for the wrong events is much higher, **"In The Wrong"** way. So, **It is important for us to protect the data than to sell.**

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