

How Safe Are You?

By Alex Bissessur

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- Kubernetes Person™ at La Sentinelle
- Python & Rust “dev”
- Linux and FOSS enthusiast
(maybe too enthusiastic)
- Most interesting thing about me?
> My homelab

A Wild ALEX
Appeared!



This Is How Often Online Ads Are Auctioning Off Your Data Every Day

Advertisers—and shady ad middlemen—are paying to violate your privacy hundreds of times every day you're online.

By **Shoshana Wodinsky** Published May 16, 2022 | Comments (0)

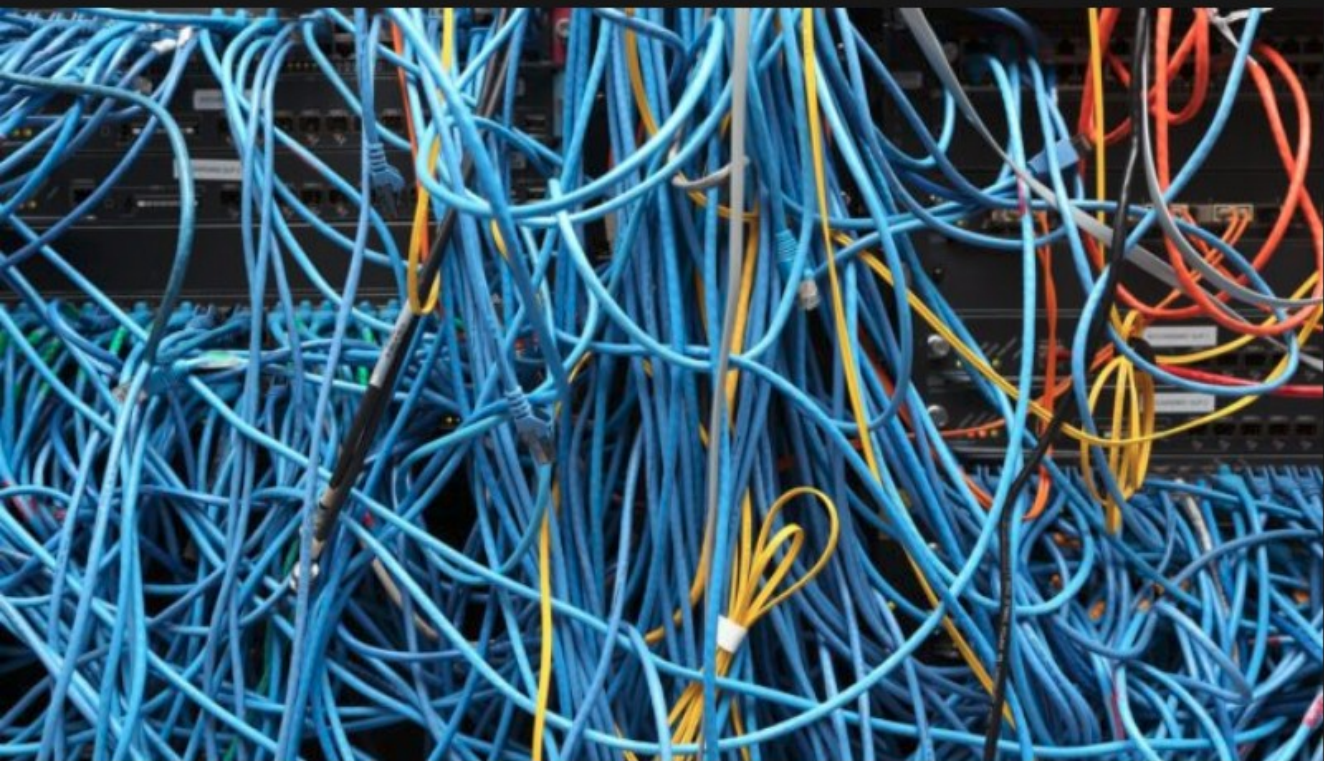


Photo: Michael Bocchieri (Getty Images)

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How many times do you think your privacy gets violated every day you spend surfing the web? Maybe once? Twice? A few dozen times? It turns out that daily number is in the hundreds, according to [a new report](#) from the Irish Council for Civil Liberties (ICCL). On average, a European user's data is shared with advertising and adtech middlemen **376** times per day—and for Americans, it's double that: **747 times daily**, the report reads.



Your Data Is More Valuable Than
Your Life.

Who wants your data?

- Ad-serving companies for targeted advertising
- Governments for surveillance
- Insurance companies for targeted premiums
- Malicious dudes on the dark web

Facebook

- *“Connect with friends and the world around you on Facebook”*
- Your friends and friends of your friends share pictures, tagging each other
- Facebook serves to create a digital profile of who you are, who you know, and what you like

What Does Facebook Ask of You?

- Name, surname
- Address
- Phone number
- Birthday
- Gender
- School(s) attended
- Education level
- Contact info
- Members of your family
- Relationships
- Political/religious affiliations
- Life events



Points

- Facebook stores your data whether you have an account or not. ⌵ 🕒 ✎
- The service can read your private messages ⌵ 🕒 ✎
- This service can view your browser history ⌵ 🕒 ✎
- Deleted content is not really deleted ⌵ 🕒 ✎
- This service keeps user logs for an undefined period of time ⌵ 🕒 ✎
- App required for this service requires broad device permissions ⌵ 🕒 ✎
- This service may collect, use, and share location data ⌵ 🕒 ✎
- This service may keep personal data after a request for erasure for business interests or legal obligations ⌵ 🕒 ✎
- The service collects many different types of personal data ⌵ 🕒 ✎
- Tracking via third-party cookies for advertising ⌵ 🕒 ✎
- This service tracks you on other websites ⌵ 🕒 ✎

Google

- *The* monopoly of the tech world.
- Has Android
- Has Google Chrome
- Has Google (the search engine)
- Has Gmail, Google Maps, Youtube, Photos, Drive, Contacts
- Has Google AdSense (78% of revenue)



Points

- ⊘ They store data on you even if you did not interact with the service ⌵ ⌚ ✎
- ⊘ This service can view your browser history ⌵ ⌚ ✎
- 💬 This service may collect, use, and share location data ⌵ ⌚ ✎
- 💬 If you sync with your Google Account, many different types of personal data are collected ⌵ ⌚ ✎
- 💬 This service shares your personal data with third parties that are not involved in its operation ⌵ ⌚ ✎
- 💬 Your profile is combined across various products ⌵ ⌚ ✎
- 💬 You are tracked via device fingerprinting ⌵ ⌚ ✎
- 💬 The service may keep a secure, anonymized record of your data for analytical purposes even after the data retention period ⌵ ⌚ ✎
- 💬 This service gives your personal data to third parties involved in its operation ⌵ ⌚ ✎

Google (continued)

1. You google search for a product eg: headphones
2. Google matches this interest to your profile
3. Google gives the link to Adsense
4. Adsense serves ads related to the product
- 5.

More Google

- Google has Android
- Android knows your location at all times
- Location data can piece together where you are at all time
- Build a digital profile of your habits, everything you do – where you work, eat, sleep, exercise etc...

