Social and Privacy Issues of Data Mining

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Outline

- companies

- Data mining implications

Companies

- Apple

- Google

- Facebook

- Microsoft

- Amazon

Measurements

- Encryption

- Intention

- Tracking

- Transparency

Apple Measurements

- Differential Privacy

- Encryption? YES

- Intention? Better services

- Tracking? No

- Transparency? yes/no

Google Measurements

- Encryption? yes/no

- Intention? Better services

- Tracking? YES

- Transparency? YES

Facebook Measurements

- Encryption? yes/no

- Intention? Better services

- Tracking? Yes

- Transparency? yes/no

Microsoft Measurements

- Encryption? yes/no

- Intention? Better services

- Tracking? No

- Transparency? No but getting better

Amazon Measurements

- Encryption? Yes

- Intention? Better services

- Tracking? YES

- Transparency? poor

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Ways to Collect Data

- Ask for explicit permission

- Encrypt where possible

- Make it clear and transparent

- Make optout simple

Doing it Right

- Apple and differential privacy

- Google and the what they know page

Doing it Wrong

- Microsoft and Windows 10

- Facebook controling news feed

- Amazon and add creepiness

Effects on enduser

- Feels spied on

- Creeped out

- Loss of control

- Most likely move

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Sources

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.eff.org/deeplinks/2016/09/facial-recognition-differential-privacy-and-trade-offs-apples-late

Privacy - Apple
https://www.apple.com/privacy/

Privacy Control | Your Google privacy settings
https://privacy.google.com/take-control.html?categories_activeEl=sign-in

Google Ads | How Google uses your data for ads
https://privacy.google.com/safer-internet.html

Amazon.com Help: Amazon.com Privacy Notice
https://www.amazon.com/gp/help/customer/display.html?nodeId=468496

Facebook Data Policy
https://www.facebook.com/policy.php