

Your Social Media Data

When you use free social media services such as *Facebook* and *Twitter* or even free email services such as *Gmail*, *Yahoo* and *Outlook.com*, you basically turn over data about yourself to these services so they can sell your "eyeballs" to advertisers. The ads you see on "free" websites are paid for by advertisers who would like to target their ads to people they feel might be likely customers. Your "data", information about who you are and what you like, is used to tailor ads that show up on the websites you use. Even Senator Hatch from Utah asked Mark Zuckerberg from *Facebook* how they could make money by giving away free services. "[Senator, we run ads.](#)" was the reply. So it should be no surprise to anyone that we freely exchange data about us in order to use free services. The problem is that none of us have read the Privacy Policies that we have agreed to and few of us have taken the time to customize the Privacy Settings for each service.

Up to 87 million Facebook users



Had their data exposed by



270,000 Facebook users
who took the quiz



Who used a quiz app



thisismydigitallife

A quiz app Kogan built
on Facebook

**Vox article explains what happened at
Facebook**

What Data Do They Have?

Start with your user profile on each site. Your name, your email address maybe even your physical address, your birthday and phone number. Then move on to your posts. What information have you revealed about yourself through your posts? Do you post pictures of home projects, your vehicles, your second home, where you go on vacation? Do you click the Like button on artists, authors, movies, businesses and causes? If someone were to bundle all of this information together they might get a pretty good picture of your likes and dislikes and could tailor ads to you.

Here is an example of the data *Yahoo* says it collects:

"Yahoo (as data controller) collects personally identifiable information when you register for a Yahoo account, when you use

certain Yahoo products or services, when you enter promotions or competitions and when you visit Yahoo pages or the pages of certain Yahoo partners outside the branded Yahoo network of websites. Yahoo may combine information (including personally identifiable information) about you that we have with information that we obtain from business partners or other companies.

When you register with Yahoo, we ask for personally identifiable information such as your name, email address, birth date, gender, postcode, occupation, industry and personal interests.

Yahoo collects information about your transactions with us and with some of our business partners, including information about your use of financial products and services that we offer.

Yahoo also automatically receives and records information on our server logs from your browser including your IP address, Yahoo cookie information, software and hardware attributes, and the page that you requested. Once you register with Yahoo and sign in to our services, you are no longer anonymous to us and your usage data will be connected to your account.

Yahoo uses information (including anonymous and pseudonymous information, as well as personally identifiable information) for the following general purposes: to personalize the advertising and content that you see, fulfill your requests for products and services, improve our services, contact you, conduct research and provide anonymous reporting for internal and external clients."

Apps and Websites

Logged in With Facebook

Active 1 Expired Removed

Data Access Allowed

These are active apps and websites. This means you recently logged into them with Facebook, and they can request info you chose to share with them. [Learn More](#)

Use this list to:

- View and update the info they can request
- Remove the apps and websites you no longer want

Active Apps and Websites [Remove](#)

 **Samsung Mobile**
[View and edit](#)

Apps allowed to view *Facebook* data

What Can You Do About It?

If any of this makes you uncomfortable you can always stop using these services. Close your account and "try" to get your data removed from the

service. The US does not have data privacy regulations as in the European Union. The EU [General Data Protection Regulation \(GDPR\)](#) will go into effect on May 25, 2018 and it gives EU residents much more control over their data and the removal of data. If you think the US should have a similar policy contact your Congressman and Senators. If you still want to use social media, at the very least, do not take any quizzes or engage with any apps on sites like *Facebook*. Use *Facebook* to keep in touch with your friends and family but stay away from posts from third parties. Also, visit the Privacy Settings area of the service to make sure you have selected who can see and gain access to your data.

Here are some links to the Privacy Settings for these services:

- [Facebook](#)
- [Twitter](#)
- [Apple](#)
- [Google](#) (Gmail)
- [Yahoo](#)
- [Microsoft](#) (Outlook.com, Hotmail, MSN, Live)
- For other services search *Google* for "Privacy settings for ..." and fill in the name of the service to find the link.

Facebook, Cambridge Analytica Example

Facebook and *Cambridge Analytica* were in the news recently because as many as 87 million, and maybe more, *Facebook* users data was taken from *Facebook* without permission. Apparently, 270,000 *Facebook* users took the quiz "ThisIsMyDigitalLife" on *Facebook* that was designed to mine user data not only from the user who took the quiz, but also from all the friends of those 270,000 users. This is an example that what your friends do on social media can have an impact on you. *Facebook* has taken steps to stop the *Cambridge Analytica* practice but other loopholes are sure to emerge in the future. Apps and Games in *Facebook* are a problem for data privacy. If you would like to check what Apps or Games you have been tied to, here is the [link](#) to check all the apps that have access to your *Facebook* data. Remove any/all apps you no longer need or want.

Protecting our data will be an ongoing uphill battle unless we have some regulation for data privacy. In the mean time we will need to stay vigilant about checking the privacy settings on the services we use.

More info:

[Tom's Guide - Everything You Need to Know About Facebook, Cambridge Analytica and the Trump Campaign](#)

[Vox - The Facebook and Cambridge Analytica scandal, explained with a simple diagram](#)

[cNet - Mark Zuckerberg answers key questions in scandal, but many remain](#)

[cNet - How to revoke Facebook apps' access to your data right now](#)

[ThaiTeck - How to check all the apps that have access to your Facebook data](#)

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Some of my clients do not realize that my business has expanded to all mobile devices. In fact, any consumer electronic product that you can purchase I can help you with. So if you would like help setting up or syncing your new smartphone or tablet or connecting your new WiFi TV to the Internet, just let me know.

Claude Kerno

Computer & Consumer Electronics Consultant

719.650.9916

claude@kerno.biz - www.kerno.biz