
facebook :

Privacy Invasions and its Other Problems

Alex Chan
Luke Effa

Outline

1. Introduction
2. Why does FB want your data?
3. Facial recognition/databases
4. Owned properties: WhatsApp
5. Owned properties: Instagram
6. News on Facebook
7. Exploitation of emotions?
8. Regulation: is it possible?

1.87bn

Facebook Users

<https://www.statista.com/topics/1164/social-networks/>

22.9%

Of Global Population

<https://www.statista.com/topics/1164/social-networks/>

42%

Of U.S. Social Media Visits

<https://www.statista.com/topics/1164/social-networks/>



Your people are here



More than 1.7 billion
people use Facebook
every month.

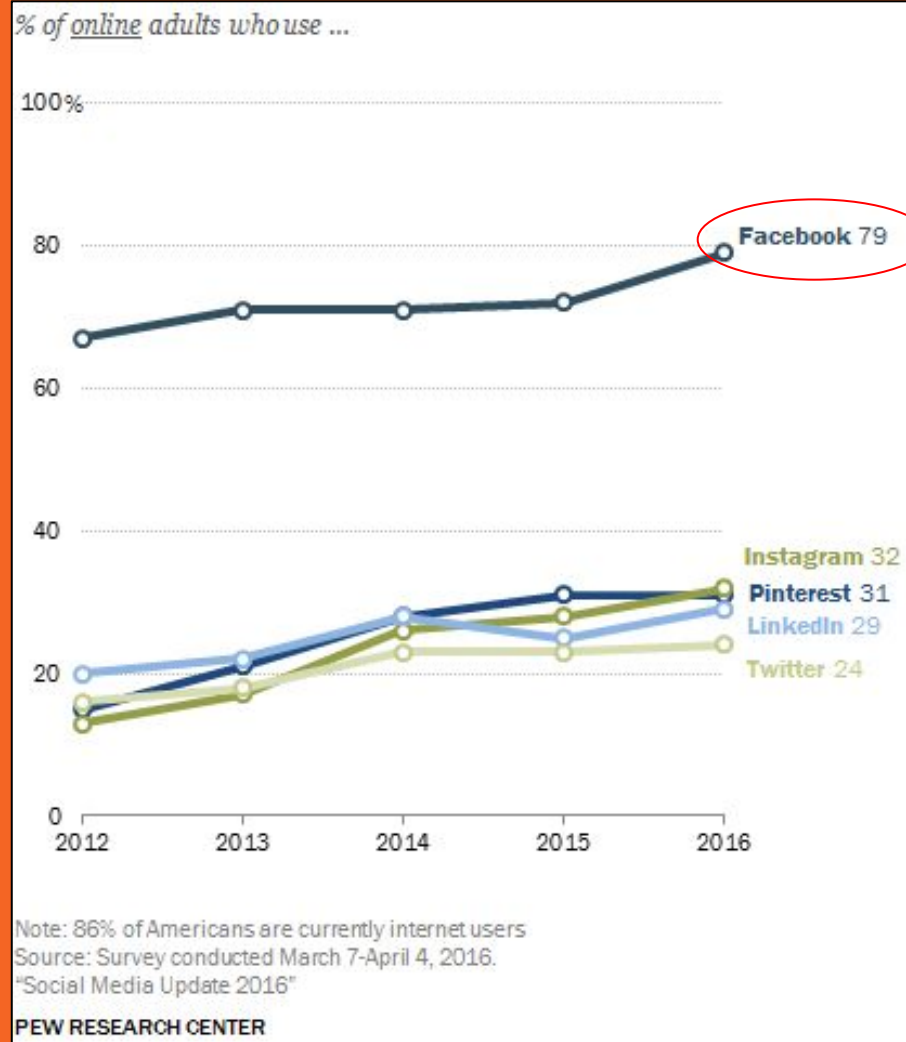


1 of every 5 minutes
people in the US spend
on mobile is on
Facebook or Instagram.



500 million
Instagrammers use the
app each month.

Facebook
remains the most
popular social
media platform



“Big Data”

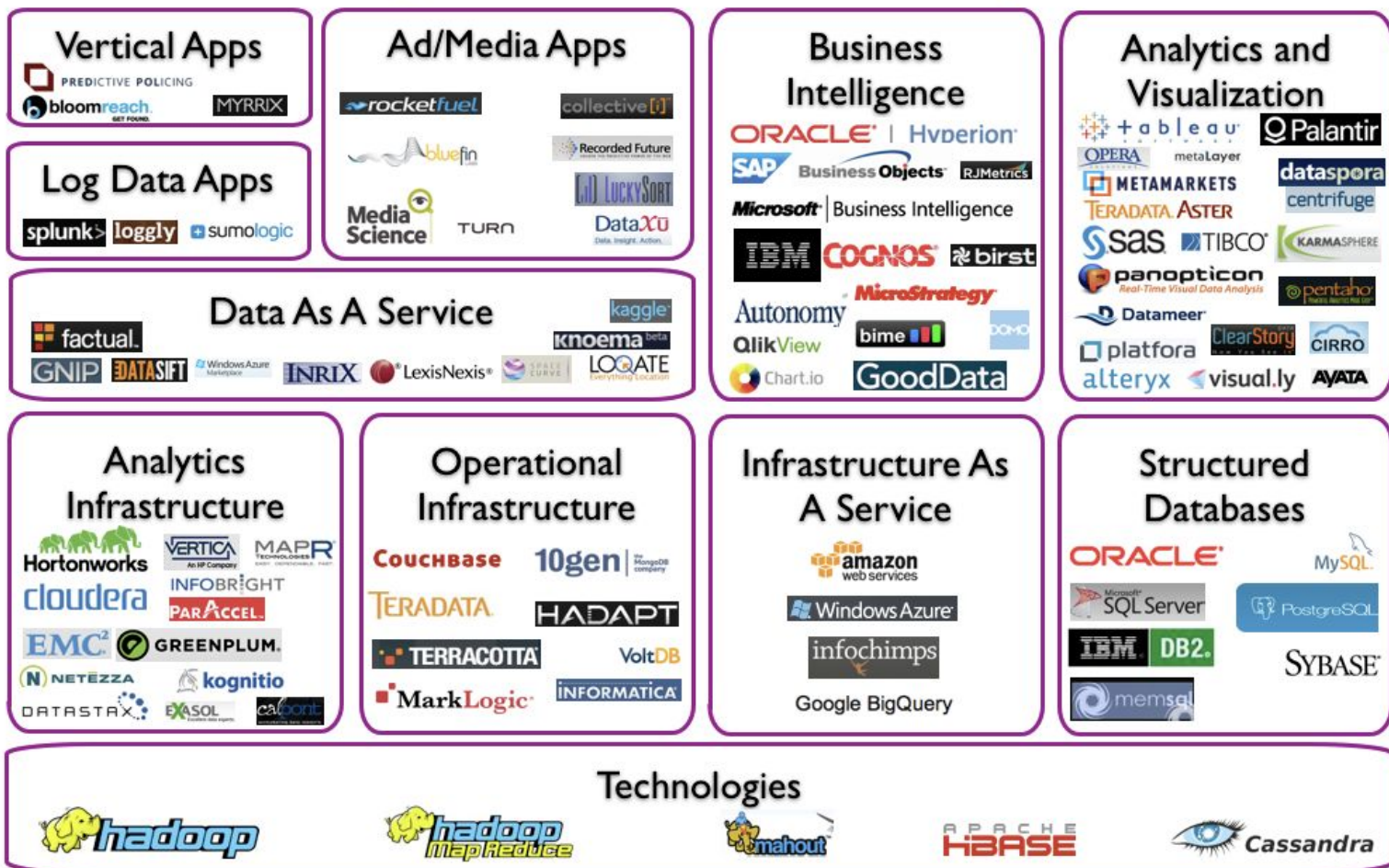
Google

facebook



Microsoft







Last Updated 3/23/2016

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FIRSTMARK

facebook



Instagram



06 Oct 2016

Big Brother Awards Belgium: Facebook is the privacy villain of the year

By EDRI

Big Brother Awards Belgium 2016 – The Devil is in the Default

On 6 October, the Belgian Big Brother Awards 2016 took place in Brussels. The negative prize for the worst privacy abuser was unanimously granted to Facebook by the professional jury. The public confirmed Facebook's title as the ultimate privacy villain of the year – a big majority of the votes went to the social network that is successfully harvesting and generating personal data from people all around the world.

“Facebook is a multi-billion dollar company that has one commodity – you!”

said Joe McNamee, Executive Director of European Digital Rights.

Facebook has access to a wide range of personal data, and it tracks your movements across the web, whether you are logged in or not. And the devil is in the default: To opt out, you are expected to navigate Facebook's complex web of settings.

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AGENDA

29.03.2017

RightsCon Brussels 2017
Brussels, Belgium

03.04.2017

2nd International Conference
on the Right of Freedom of

“ ”

‘gathers email, gender, date of birth, country, post code/zip code and marital status. This information is used to allow us to provide services and features that most likely meet your needs ...’

Technology

Do social network sites genuinely care about privacy?



Mark Zuckerberg, Facebook's founder, has done well from people's willingness to be found.
Photograph: Paul Sakuma/AP



This article is 9 years old

From the 2006 instant messages reviewed in the Winklevoss litigation:

Zuck: yea so if you ever need info about anyone at harvard

Zuck: just ask

Zuck: i have over 4000 emails, pictures, addresses, sns

Friend: what!? how'd you manage that one?

Zuck: people just submitted it

Zuck: i don't know why

Zuck: they "trust me"

Zuck: dumb fucks

**Why does Facebook
want your data?**

Sponsored 

Create an Ad

Facebook Collects Your Data For Targeted Ads



Your Gender, Your Age, Your Location, Your Job, Your Friends, Your Interests, Your Pages, Your Posts, Your Education, Your Likes, Your Religion, Your Marital Status...

50% Off on Sexy Heels for You!

www.sexyheelsads.com



EXCLUSIVE Offer! Your First pair for \$20! Free Returns, Free Exchanges! Take Quiz.

Find Christian Hotties in your City

www.christianhottiesonfacebook.com

Using your Profile to Target Ads

- By compiling your “likes”
- By reference to ads you’ve clicked
- By using your basic demographics (e.g., marital status)
- The more information you put on your profile; the more specific the ads



Collecting data when off Facebook

- Tracking Cookies: tracking which websites you visit--even after you log out
- By using your real-world shopping to target ads

What else can
your data be
used for?

The Atlantic

Popular

Latest

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Magazine ▾

The Details About the CIA's Deal With Amazon

A \$600 million computing cloud built by an outside company is a "radical departure" for the risk-averse intelligence community.



—

- **Privacy/Security Concerns**
- **What about public/government data?**
- **Future of intelligence services?**

Facial Recognition and Databases

Facial Recognition

31	June 18, 2012	Face.com	Face recognition platform	 Israel, Tel Aviv	\$100,000,000				[39][40]
61	November 16, 2016	Faciometrics	Computer Vision, Machine Learning	 USA, Pittsburgh, Pennsylvania	undisclosed	Carnegie Mellon University		Fernando De la Torre	[73]



“ ”

*‘This process will **expedite putting a name to the face of terror suspects, murderers and armed robbers**, and will also help to detect fraud cases involving criminals that use multiple identities. This initiative does **tcnot** involve new powers for the commonwealth; it’s simply a mechanism to share existing information already held by jurisdictions.’*

The new powers do not need to go through parliament to be enacted.

theguardian

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Australian security and counter-terrorism

Facebook photos could be taken for use in national biometric database - officials

The projected national counter-terrorism database could include photos pulled from social media sites, government officials have told Senate estimates

Greens Senator Scott Ludlum asked government officials if there were any law that could prevent the facial recognition system from accessing photos from social media sites. Photograph: Mike Bowers for the Guardian

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2,888
100

Shalailah Medhora
Wednesday 21 October 2015 09:12 BST

Images harvested from social media sites such as [Facebook](#) could be part of the latest counter-terrorism measures, the attorney general’s department has confirmed.

In September, the justice minister, Michael Keenan, announced that the federal government would spend \$18.5m to develop the national [facial biometric matching](#) capability, known simply as “the capability”.

Under questioning in Senate estimates on Tuesday night, senior officials from the



The Illinois Biometric Information Privacy Act, which passed in 2008, says no private entity can gather and keep an individual's biometric information without prior notification and written permission from that person

SECTIONS

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Chicago Tribune

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SUNDAY FEB. 5, 2017

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What's Next Illinois biometrics lawsuits may help define rules for Facebook, Google



EAT. DRINK. DRINK.
REDEYE

An Illinois law on biometric data, like that used for fingerprint and facial recognition, has triggered a series of class-action lawsuits. (iStockphoto)



By Meg Graham · Contact Reporter

Blue Sky Innovation

JANUARY 17, 2017, 9:00 AM

It's annoying enough when hackers get your credit card number and you have to change it. But what would you have to do if they got your thumbprint?

Biometric identifiers — which include fingerprints, retina or iris scans and facial scans —

WhatsApp: a Facebook Property



“ ”

WhatsApp said on Thursday that it would start disclosing the phone numbers and analytics data of its users to Facebook. It will be the first time the messaging service has affected the digital privacy of his mobile messaging service's millions of users.

Facebook tries to coordinate information across its collection of businesses.

TECHNOLOGY

Relaxing Privacy Vow, WhatsApp Will Share Some Data With Facebook

By MIKE ISAAC and MARK SCOTT AUG. 25, 2016



Jan Koum, one of the founders of the WhatsApp mobile messaging service. When Facebook bought WhatsApp in 2014, Mr. Koum vowed that the deal would not affect the digital privacy of the service's millions of users. David Ramos/Getty Images

Instagram: A Facebook Property



Instagram

“ ”

...according to a newly published investigation by the ACLU of Northern California, which in 2015 obtained the data from Facebook of whom had Instagram, which helped to create a bus — and filled their backpacks full of tools, both the protestances, as a Baltimore police sergeant admitted to identify, and the testimonies they protest should of after their posts became public.

THE VERGE

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POLICY & LAW ▾ US & WORLD ▾ TECH ▾

Facebook, Twitter, and Instagram surveillance tool was used to arrest Baltimore protestors

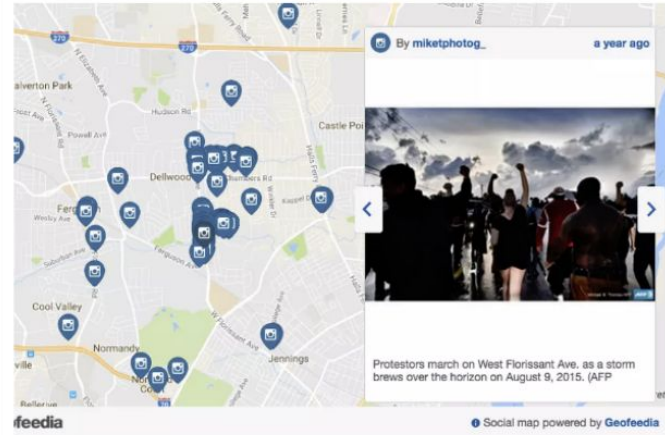
The services have revoked access after an ACLU report

by Russell Brandom | @russellbrandom | Oct 11, 2016, 1:42pm EDT

f SHARE

t TWEET

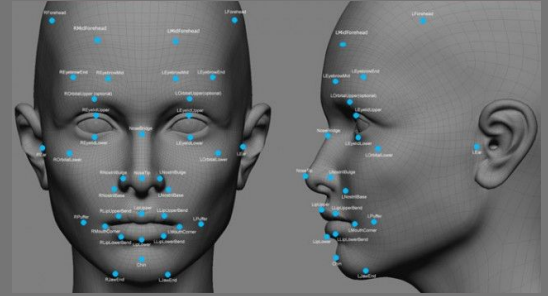
in LINKEDIN



For years, Instagram, Twitter, and Facebook have provided data to a company marketing social media surveillance tools to police, according to a newly published investigation by the ACLU of Northern California.

Geofeedia used the company's API to create real-time maps of social

Where should the line be drawn between preventing threats to public safety and privacy?



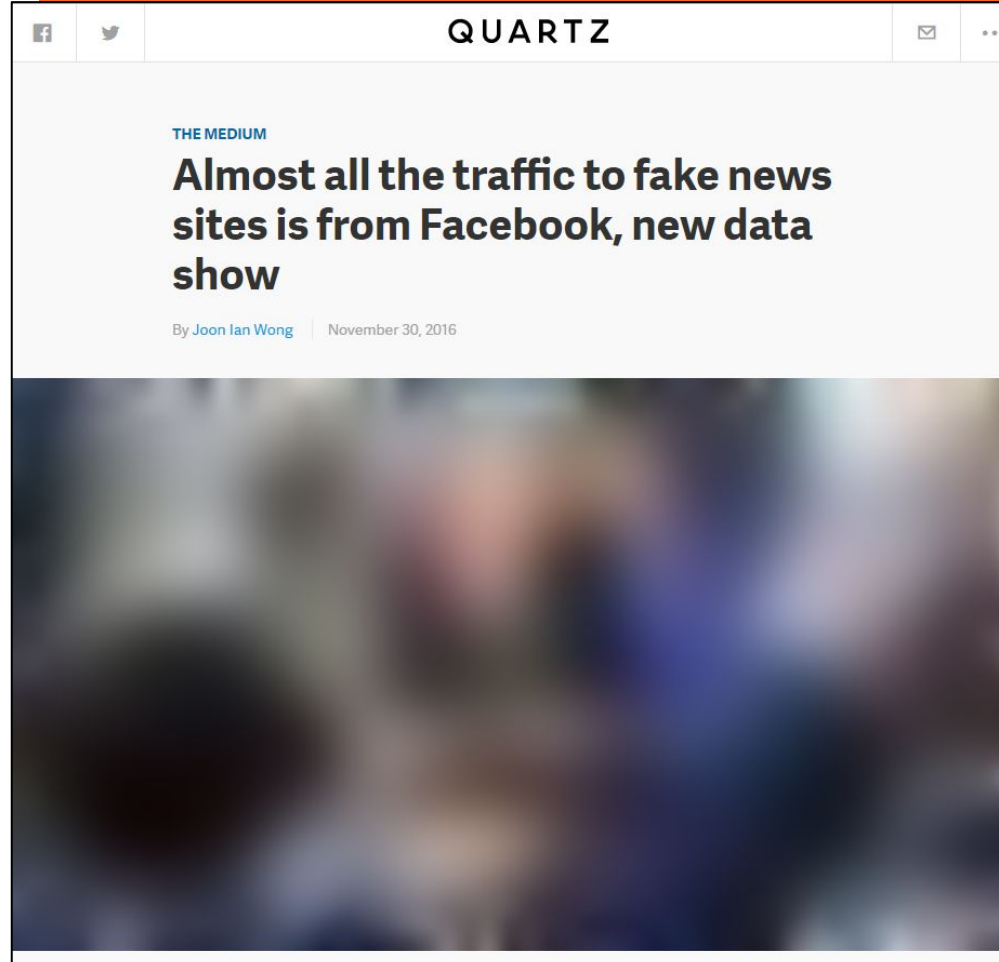
- What if there were guarantees that the photos would remain confidential/private?
- What other limits could be imposed to make these “capabilities” more easier to swallow?
- How can we balance prohibitions on “urban camouflage” with public safety?

News on Facebook



Sites that publish fake or hyperpartisan news are almost completely reliant on Facebook for their readership, according to data collected by the marketing analytics firm Jumpshot.

The company found that several of these sites get over 70% of their desktop-device traffic from Facebook referrals.



“ ”

... according to a former journalist who worked on the [“trending” section] ... workers prevented stories about the right-wing CPAC gathering, Mitt Romney, Rand Paul, and other conservative topics from appearing in the highly-influential section, even though they were organically trending among the site’s users.

Former Facebook Workers: We Routinely Suppressed Conservative News



Michael Nunez

5/09/16 9:10am · Filed to: FACEBOOK



1.7K

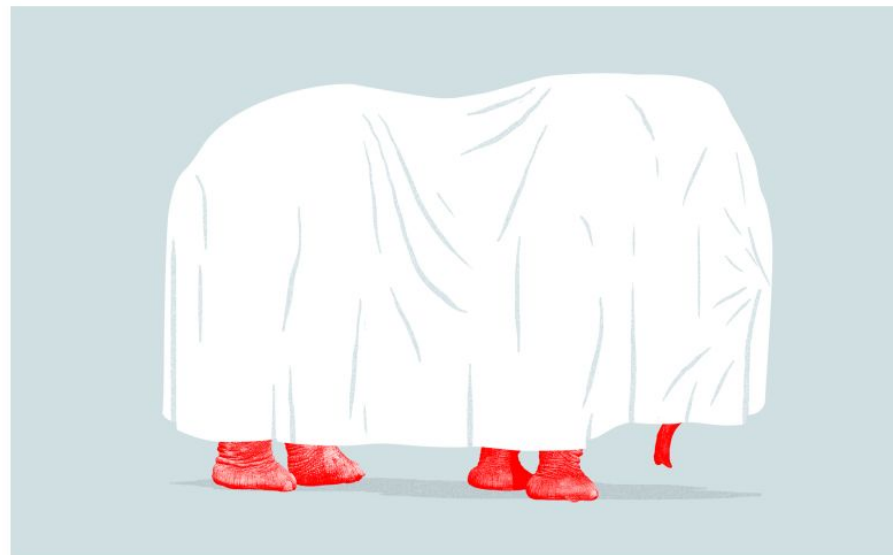


Illustration: Jim Cooke

Facebook workers routinely suppressed news stories of interest to conservative readers from the social network’s influential “trending” news section,

Manipulation/Exploitation of Emotions

- 689,000 users
- News feed filtering to study “emotional contagion”
- “Failed to gain informed consent”

Facebook reveals news feed experiment to control emotions

Protests over secret study involving 689,000 users in which friends' postings were moved to influence moods

[Poll: Facebook's secret mood experiment: have you lost trust in the social network?](#)



 Activists and politicians called Facebook's experiment 'scandalous', 'spooky' and 'disturbing'. Photograph: Dado Ruvic/Reuters

Using your input



Like



Love



Haha



Wow



Sad



Angry

- Brain-computer interface engineer/ Neuro imaging engineer
- Telepathy as “ultimate communication technology”
- Ultimate privacy nightmare?

FP TECH DESK

TRENDING

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Facebook may be working on a way to read your mind, according to new job postings



JAMES TITCOMB, THE TELEGRAPH | January 13, 2017 1:20 PM ET

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Typo?



More

Regulation: should we?
Can we?

-
- What does effective regulation of social media platforms look like? Should we be beholden to terms-of-agreement?
- How do you control the data that's being stored?
- If we don't want ad-targeting, how else do we pay for the service?

Facebook

Privacy no longer a social norm, says Facebook founder



People have become more comfortable sharing private information online, says Facebook founder Mark Zuckerberg. Photograph: Eric Risberg/AP



198 76

This article is 7 years old

Bobbie Johnson, Las Vegas

Monday 11 January 2010 01:58 GMT

The rise of social networking online means that people no longer have an expectation of privacy, according to Facebook founder Mark Zuckerberg.

Talking at the Crunchie awards in San Francisco this weekend, the 25-year-old chief executive of the world's most popular social network said that privacy was

Reasons for Optimism

Our Impact

Through our connectivity efforts we've brought more than 25 million people online who otherwise would not be and introduced them to the incredible value of the internet. They're doing better in school, building new businesses, and learning how to stay healthy. Here are a few stories of how Free Basics is having an impact.

