

OLLI DIGITAL PRIVACY

Dan Venese

February 25, 2014

Agenda

- How tracking occurs
- Who is tracking you
- What information is collected and correlated
- Consequences of tracking
- Countermeasures

Themes

- Tracking is pervasive
- Difficult to minimize tracking
- Huge ecosystem exists to support
- Automated end to end
- Unlike cybercrime tracking is not illegal and little regulated

Typical Tracking Techniques

- Gmail scans contents of emails, integrates with email account, contact list, and Internet address, use of google for travel planning, including search terms, companions, frequent flyer status
- Shopping sites track items viewed and purchased
- Facebook records use of “like” button
- Google map records addresses entered
- Cellphone provider tracks movements
- Police license plate scanner records location
- Stores and store aisles visited tracked through WiFi signal
- Store cameras capture image
- Credit card companies can share all purchases
- Store reward program track all purchases to an individual
- This data integrated with social networking sites e.g., Facebook, LinkedIn

Terminology

- Cookie: a small file that is placed on your computers when you visit a site using a web browser
- Third party cookie: a cookie that is placed on your browser by a site (e.g., tracking network) other than the one you are visiting
- Web beacon, web bug, flash cookie: another technology to track behavior by a third party

What is Digital Privacy

- Ability to:
 - Know and control what information is being tracked
 - Opt out of tracking
 - Right of redress to correct errors and misinformation
 - Selectively choose when to share information
 - Understand and manage privacy settings



Zuckerberg Videos

Social Network Business Plans

- Business plan of virtually every social networking site is based upon consumers giving up varying degrees of privacy in exchange for services offered

NEW YORK (CNNMoney)

Consumer data companies are selling lists of rape victims, seniors with dementia and even those suffering from HIV and AIDS to marketers, underscoring the need for tighter government regulations, a privacy group told Congress Wednesday.

The World Privacy Forum uncovered these lists, along with several others, while investigating how data brokers collect and sell consumer information. Marketers buy this data so they can target shoppers based on everything from their income to clothing size.

Other lists the nonprofit found included the home addresses of police officers, a mailing list for domestic violence shelters (which are typically kept secret by law) and a list of people with addictive behaviors towards drug and alcohol.

<http://money.cnn.com/2013/12/18/pf/data-broker-lists/>

Current State of Affairs 1/2

- Privacy laws in the US are non-existent compared to Western Europe
- You are responsible for protecting your digital privacy
- An entire ecosystem exists to collect, correlate, and sell your personal information
- As has been widely reported, companies use social media to screen employees, misdeeds or embarrassing photos can haunt you forever

Current State of Affairs 2/2

- Companies can and do change their privacy policies to maximize profit
- Data posted on-line can be used for unexpected purposes
- Hackers and organized crime target sites housing personal data such as social media sites, credit card data, and tracking networks

How Tracking Occurs

- Internet users leave digital footprints with virtually every action
 - Visiting Internet sites
 - Browsing articles
 - Shopping
 - Using social networks
- Companies collect and correlate these digital footprints
- **Collection, integration, correlation, and use of digital data is automated end to end**

First Party Cookie



Browse to Internet site



Site passes back cookie
that is stored in browser



ID=Dan



Third Party Cookie

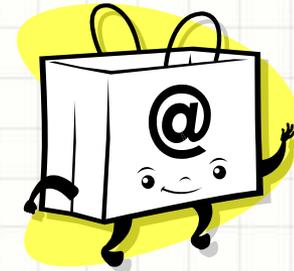
Browse to Internet site



Site passes back cookie
that is stored in browser



ID=Dan



double
click

Business
relationship

Tracking Across sites

- Third party cookies can track users across Internet
- When you surf to site A, a third party cookie can track your behavior when you go to hemorrhoids.com!
- Social networks insert cookies that link to your profile allowing sites to uniquely identify you and link your Internet behavior to your social profile

OpenTracker (Technology Product)

- Discovered during research
- Offers tracking technology even when third party cookies are disabled
- “Opentracker utilizes 1st party cookie technology
 - Many anti-spyware applications and default privacy settings block 3rd party cookies
 - Very difficult to block first party cookies and surf the Internet”

Example of IE Cookie

Name	Internet Address	Type	Size	Expires	Last Modified
cookie:home1@...	Cookie:home1@microsoft.com/	Text Document	1 KB	1/21/2024 9:02 AM	1/23/2014 9:0
cookie:home1@...	Cookie:home1@real.com/	Text Document	2 KB	1/1/2017 10:27 PM	1/22/2014 10:
cookie:home1@...	Cookie:home1@switchboard.real.com/	Text Document	1 KB	1/22/2014 11:25 PM	1/22/2014 10:
videos	http://videos.real.com/api/channels/Bes...	JSON File	58 KB	1/22/2014 10:01 PM	1/22/2014 9:2

WT_FPC	SRCHUSR
id=2723756850c1ea63522878 3886583369:lv=13904857316 34:ss=1390485564038	AUTOREDIR=0&GEOVAR=&DO B=20140107
microsoft.com/	microsoft.com/
1024	124
1839166336	1620459392
31083634	30346222
30349379	

Cookies Decoded

- Cookies are one of the most common ways to track Internet users
- Every time you log on to a web site you give away a lot of information:
 - Service provider
 - Operating System.
 - Browser type.
 - Screen resolution and amount of colors. (only in IE)
 - CPU type.
 - Your service provider's proxy server (if used).
 - Your IP address (again, this changes)
 - **What server you were on last**

You're Being Tracked

- Hidden inside Ashley Hayes-Beaty's computer, a tiny file helps gather personal details about her, all to be put up for sale for a tenth of a penny.
- The file consists of a single code—`4c812db292272995e5416a323e79bd37`—that secretly identifies her as a 26-year-old female in Nashville, Tenn.
- Her favorite movies include "The Princess Bride," "50 First Dates" and "10 Things I Hate About You." It knows she enjoys the "Sex and the City" series. It knows she browses entertainment news and likes to take quizzes.
- Ms. Hayes-Beaty is being monitored by **Lotame Solutions Inc.**, a New York company that uses sophisticated software called a "beacon" to capture what people are typing on a computer

What can Lotame do with your Data

- Lotame packages data into profiles about individuals, without determining a person's name, and sells the profiles to companies seeking customers: websites—their comments on movies, say, or their interest in parenting and pregnancy. Ms. Hayes-Beaty's tastes can be sold wholesale (a batch of movie lovers is \$1 per thousand) or customized (26-year-old Southern fans of "50 First Dates").

Yahoo's use of Web Beacons

- Yahoo! may collect information through web beacons about your web browsing activities such as the address of the page you are visiting, the address of the referrer page you previously visited, the time you are viewing the page, your browsing environment and your display settings.
- We may use the information we collect through web beacons to improve Yahoo! products and services.
 - To optimize your browsing experience
 - To understand how you use and interact with Yahoo! products and services
 - To provide anonymous individual and/or aggregate auditing, research, modeling and reporting for our advertisers and other partners.

Internet Tracking Ecosystem

Internet users

Your Data has Value

- Advertisers and publishers are increasingly recognizing the value of their audience data. Site publishers - from newspaper sites to ecommerce sites - are piling on more and more tracking technologies to better understand their audiences and sell their audience data to data aggregators and exchanges.
- Among the top 1,000 sites measured in May and October, nearly 98% set cookies, and around 85% had cookies set by a third party.

<http://adage.com/article/digital/tracking-cookies-rise-advertisers-seek-data-web-surfers/238473/>

Tracking Networks

Top 25 Most Prolific Trackers

ranked by commonality score,⁹ first quarter 2012

Rank	Element Name	Commonality Score
1	Google Analytics	398.6
2	Google AdSense	50.4
3	Facebook Social Plugins	43.9
4	Google +1	39.5
5	Facebook Connect	38.6
6	Twitter Button	32.5
7	Quantcast	28.6
8	DoubleClick	26.2
9	ScoreCard Research Beacon	21.2
10	AddThis	17.1
11	Omniure	14.8
12	OpenX	10.2
13	INFOline	8.8
14	Audience Science	6.8
15	ChartBeat	6.4
16	ShareThis	5.1
17	Google AdWords Conversion	4.7
18	NetRatings SiteCensus	4.3
19	Right Media	4.2
20	Rubicon	4.1

Source: <http://www.pcworld.com/article/257603>

Top 20 Ad Networks/Buy Side Networks			
Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	<i>219,970</i>	<i>100.0</i>
1	Google Ad Network**	203,739	92.6
2	Specific Media**	188,665	85.8
3	Vibrant Media**	186,274	84.7
4	AOL Advertising**	185,014	84.1
5	AT&T AdWorks**	181,258	82.4
6	Genome from Yahoo!**	180,175	81.9
7	ValueClick Networks**	174,684	79.4
8	Real Media Group - 24/7 Access**	173,119	78.7
9	PulsePoint**	168,607	76.7
10	Microsoft Media Network US**	165,779	75.4
11	Casale Media - MediaNet**	164,099	74.6
12	Tribal Fusion**	161,426	73.4
13	Collective Display**	157,079	71.4
14	RadiumOne**	150,016	68.2
15	Cox Digital Solutions - Network**	144,293	65.6
16	Burst Media**	143,981	65.5
17	AudienceScience**	133,181	60.5
18	Undertone**	123,145	56.0
19	Adconion Media Group**	117,372	53.4
20	Technorati Media**	116,732	53.1

Companies Selling On-Line Ads

The ranking only considers ad networks, companies that sell advertising on a group of domains primarily for third-party owned websites.

Read more: <http://www.businessinsider.com/guess-who-the-top-ad-network-was-in-september-2012-10#ixzz2Ji2W1iW6>

Tracking Networks Found by Ghostery

 Ghostery found the following:

Microsoft Atlas	more info
https://switch.atdmt.com/action/msnus_MSNBC_homepa...	
Omniture	more info
http://www.nbcnews.com/js/s_code.js	
Pulse360	more info
http://content.pulse360.com/A1CD29A0-9CD4-11E0-8A...	

Edit Blocking Options

<http://www.nbcnews.com/>

 Ghostery found the following:

Audience Science	more info
http://js.revsci.net/gateway/gw.js?csid=E12331&auto=t	
Facebook Connect	more info
http://connect.facebook.net/en_US/all.js	
Google AdWords Conversion	more info
http://www.googleadservices.com/pagead/conversion.js	
Omniture	more info
http://www.rakuten.com/scripts/omniture/om_complete_...	

Edit Blocking Options

<http://www.rakuten.com/>
Shopping site

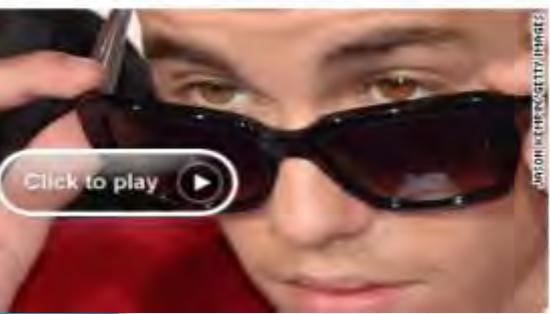
Tracking Networks



- Audience Science
- ChartBeat
- DoubleClick DART
- Dynamic Logic
- Facebook Connect
- Google Analytics
- InsightExpress
- KruX Digital
- NetRatings SiteCensus
- Optimizely
- Outbrain
- ScoreCard Research Beacon
- TRUSTe Notice
- Visual Revenue

NEWS

Justin Bieber arrested



Bieber arrested on suspicion of DUI, drag racing

The 19-year-old pop star was arrested today in Miami Beach. This is the first time he's been arrested, although he is under investigation for allegedly egging his California...

LIVE TV



New Day
8am ET / 5am PT

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ANN TAYLOR

CLOTHING SHOES ACCESSORIES PETITES TALL WEDDINGS & EVENTS LOOKBOOK SALE

NEW ARRIVALS MUST-HAVE LOOKS BLOUSES & TOPS KNITS & TEES SWEATERS DRESSES SKIRTS SUITS PANTS DENIM JACKETS OUTERWEAR SWIM

THE NEW LINEUP

This month navy commands attention, sleek lines stand out and zebra prints run wild.

NEW ARRIVALS > PETITE NEW ARRIVALS >



- Adroit Digital Solutions
- AdRoll
- Advertising.com
- BrightTag
- Channel Intelligence
- DoubleClick Floodlight
- DoubleClick Spotlight
- Facebook Social Plugins
- Google Analytics
- Netmining
- Omniure (Adobe Analytics)
- RichRelevance
- Searchignite
- Tapad

Before Blocking

The image shows a screenshot of the Nordstrom website in a browser window. The browser tabs include "Home | WAMU 88.5 - Air...", "Nordstrom: Shoes, Dress...", and "Plant | Adobe Creative Cl...". The address bar shows "rdstrom.com". The website header features the Nordstrom logo, navigation links like "Sign In", "Your Account", "Recommendations", "Stores & Events", "Wish List", "Shopping Bag [0]", and "Checkout". A search bar is present with the text "Search by keyword or item #". A banner for "NEW BEGINNINGS" is visible. Below the navigation menu, there are two main promotional images: one for women's clothing with the text "ready to REFRESH" and "SHOP: OUTFITS ALL WOMEN'S CLOTHING", and another for beauty and fragrance with the text "FREE GIFT WITH PURCHASE A \$100 VALUE" and "SHOP BEAUTY & FRAGRANCE | SEE DETAILS". On the right side of the page, a purple box lists various advertising companies, including Advertising.com, AppNexus, BloomReach, BrightTag, Buysight, Change, Coremetrics, DoubleClick, Facebook Exchange (FBX), Facebook Social Plugins, Fetchback, ForeSee, Google AdWords Conversion, Google Analytics, Maxymiser, OpenX, PubMatic, Right Media, Soasta, and TellApart.

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Search by keyword or item #

NORDSTROM

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ready to
REFRESH
SHOP: OUTFITS
ALL WOMEN'S CLOTHING

FREE GIFT WITH PURCHASE
A \$100 VALUE

SHOP BEAUTY & FRAGRANCE | [SEE DETAILS](#)

Advertising.com
AppNexus
BloomReach
BrightTag
Buysight
Change
Coremetrics
DoubleClick
Facebook Exchange (FBX)
Facebook Social Plugins
Fetchback
ForeSee
Google AdWords Conversion
Google Analytics
Maxymiser
OpenX
PubMatic
Right Media
Soasta
TellApart

After Blocking

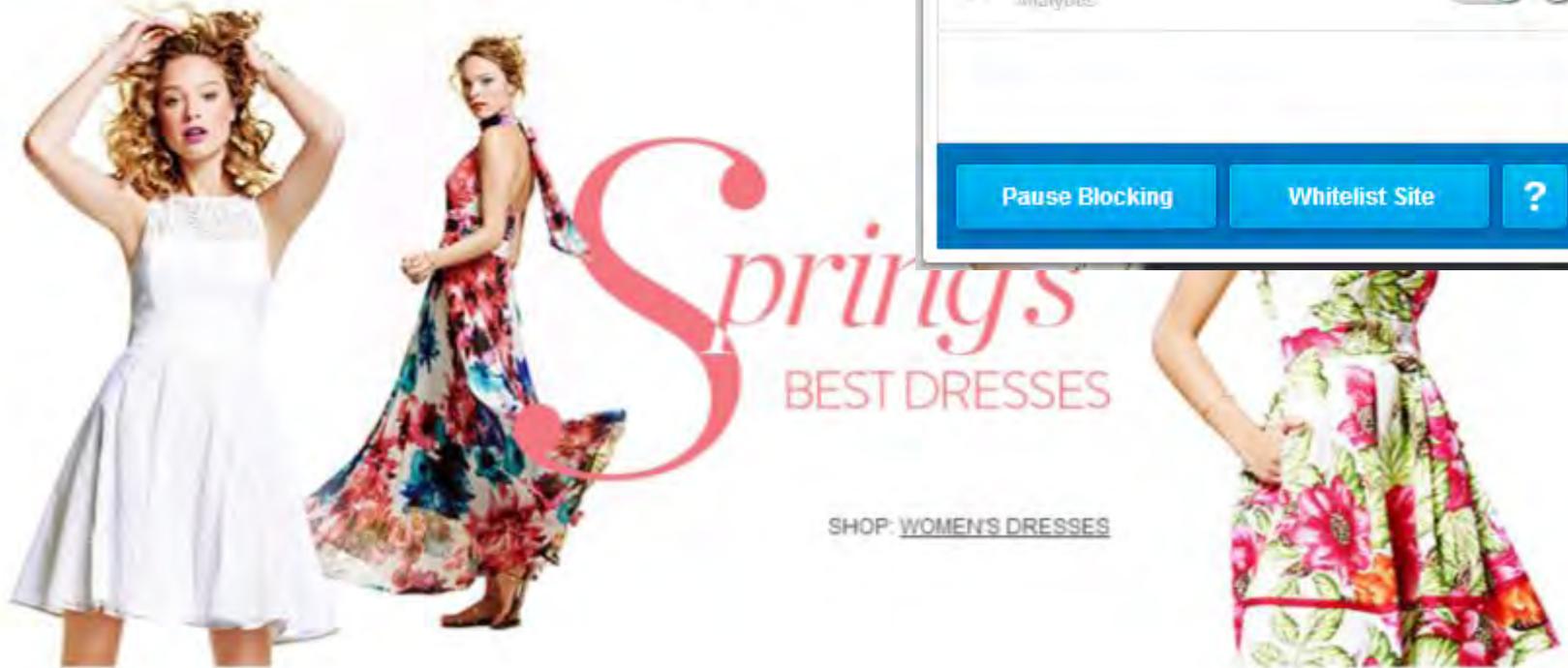
amazon.com - Unli... HP - See What's Hot HP Games Web Slice Gallery Bookmarks

Sign in | Your Account | Recommendations

NORDSTROM

WANT A PERSONAL STYLIST? It's fast, fun, free... and zero pressure! [Get started](#)

Women Men Shoes Handbags Accessories Beauty Designers Juniors



Ghostery found 5 trackers
shop.nordstrom.com

- Coremetrics Analytics
- Facebook Social Plugins Widgets
- Google Analytics Analytics
- Maxymiser Beacons
- Seasta Analytics

Pause Blocking Whitelist Site ?

The New York Times

Sunday, March 9, 2014 Today's Paper Personalize Your Weather

U.S. NEW YORK BUSINESS OPINION SPORTS SCIENCE ARTS FASHION & STYLE VIDEO All Sec



THIS LAND

The 'Boys' in the Bunkhouse

By DAN BARRY

For decades, dozens of men with intellectual disabilities lived in an old schoolhouse in Iowa and worked in a turkey plant. No one knew just what they endured.

157 Comments

Watch the Documentary

Sunday Review

NEWS ANALYSIS

When Health Costs Harm Your Credit

By ELISABETH ROSENTHAL

A minor medical bill could block your mortgage.



OPINION

Eulogy for a Source

By HELEN EPSTEIN

Jiri Fiedler, murdered in Prague, was entranced by Jewish history.



Editorial: An Uninhibited Press, 50 Years Later

OP-ED COLUMNISTS

Douthat: Four Factions, No Favorite

Dowd: Little R-S-P-E-C-T

Kristof: To End the Abuse, She Grabbed a Knife

BUSINESS DAY »

WORKOLOGIST

Beauty Tips an Employee Can Do Without

A reader's sister faces constant pressure from her

- Atlas
- Audience Science
- Brightcove
- ChartBeat
- DoubleClick
- Dynamic Yield
- Facebook Connect
- Google AdSense
- Google Analytics
- Krux Digital
- Moat
- NetRatings SiteCensus
- New York Times
- ScoreCard Research Beacon
- Typekit by Adobe
- WebTrends

Search

ON AIR NOW



2p^{et}

Fox News Sunday w/ Chris Wallace

WATCH LIVE



3p^{et}

The Journal Editorial Report

Hosted by Paul Gigot

On Air Personalities

Union Entertainment Tech Science Health Travel Lifestyle World Sports On Air

46°

New York, NY Detailed Forecast

MARKETS

FOX BUSINESS

DJIA	16,452.72	+30.83	+0.19%
Nasdaq	4,336.22	-15.90	-0.37%
S&P 500	1,878.04	+1.01	+0.05%

Enter Stock Symbol

Get Quote

- Crisis Scars Linger Even as Bull Market Turns Five
- Week Ahead: Consumer Sentiment, Small Biz Optimism
- Report: Networks Seek Mobile Rights for Local MLB Games

WATCH NOW



Malaysia jetliner?

PEARANCE of Malaysia Airlines flight with 239 people on board around feared crash site that may be a piece of debris from the e to determine the identities of two people who boarded the jet with

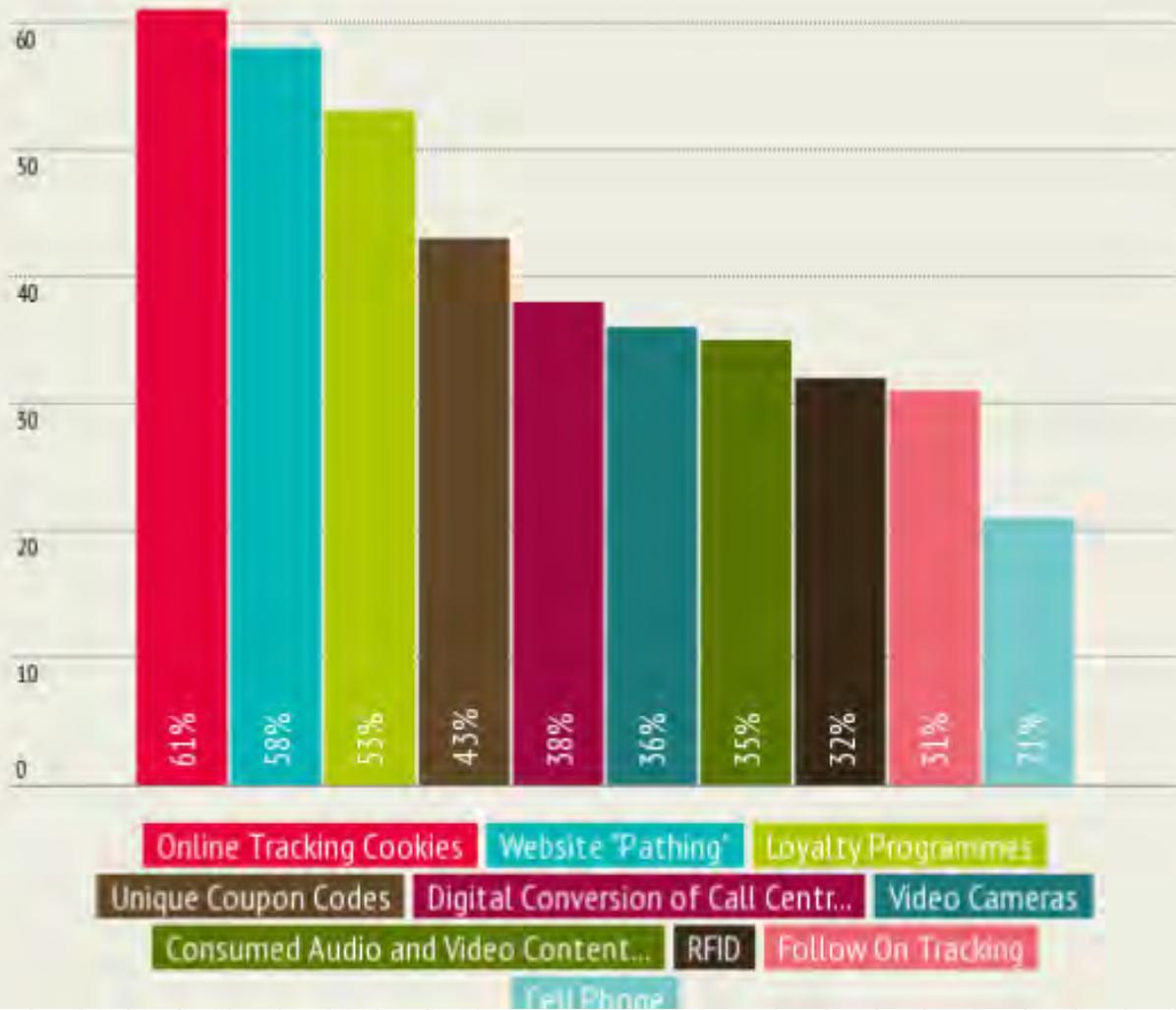
- Adobe Test & Target
- DoubleClick
- Google Analytics
- Janrain
- Media Optimizer (Adobe)
- Nativo
- NetRatings SiteCensus
- Outbrain
- Parse.ly
- ScoreCard Research Beach
- Visual Revenue

What Data Brokers Collect

- “...basics, like names, addresses and contact information, and add on demographics, like age, race, occupation and "education level”
- “...lists of people experiencing "life-event triggers" like getting married, buying a home, sending a kid to college — or even getting divorced.”
- “...names of expectant parents and families with newborns”
- “...data about your hobbies and many of the purchases you make.”
- “...detailed salary and paystub information for roughly 38 percent of employed Americans”

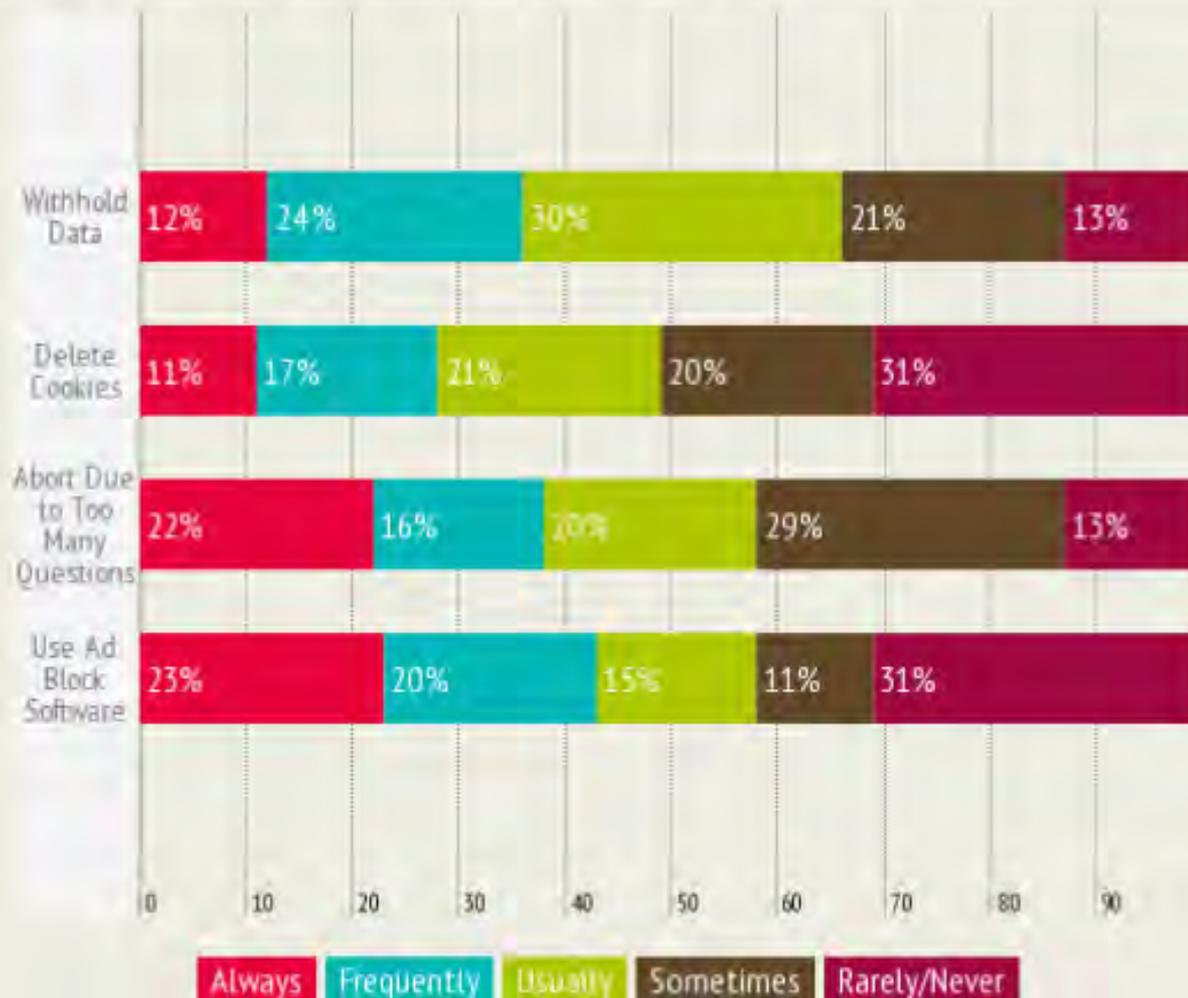
<https://www.propublica.org/article/everything-we-know-about-what-data-brokers-know-about-you>

How Data Brokers Collect Data



<https://blog.zenmate.com/how-data-brokers-track-you-and-5-simple-steps-to-avoid-them/>

Users steps to Protect Privacy



Source: Forbes

<https://blog.zenmate.com/how-data-brokers-track-you-and-5-simple-steps-to-avoid-them/>

60 Minutes Program on Data Brokers

- Merchants learn that selling customer data can be as valuable as their goods or services
- Personally identifiable profile of religion, ethnicity, political affiliations, user names, income, sexual orientation, and medical history: medications, alcoholism, depression, psychiatric problems, genetic problems, cancer, heart disease, sexually transmitted diseases, purchased adult material and sex toys
- Websites such as "GoodParentingToday.com" exist to collect information to sell

March 9, 2014

Browsing history, searches (Google)

On-line Purchases (Amazon)

Travel (Trip Advisor)

News Articles

Cell phone tracking

Integration

Music tastes (Pandora)

Photos (Instagram)

Data Mining

On-line surveys

Education, work history (Linkedin)

Subscriptions (Wash Post)

Correlation

Friends, relationships (social media)

Credit report, income (Transunion, others)

Gadget Tracking

- Thermostats tell power companies when you get home
- E-Z pass transponders and license plate readers track your travel
- Smart thermostats know when you're home or away
- Cell phones track your location
- Stores track the phone in your pocket and know each step you take towards the cash register
- Reward cards associate all purchases with one identity

<http://www.nbcnews.com/tech/security/>

byte-me-how-our-gadgets-track-our-every-move-n18621

Bad Things Can Happen with your Data

Identity Theft

Cyber Harassment

Profiling

Inadvertent Leakage

Big Data is Big News

- NY Times *How Big Data Became So Big* by Steve Lohr, August 11, 2012
 - This has been the crossover year for Big Data — as a concept, as a term and, yes, as a marketing tool. Big Data has sprung from the confines of technology circles into the mainstream.
- McKinsey Global Institute Big data: The next frontier for innovation, competition, and productivity
 - The increasing volume and detail of information captured by enterprises, the rise of multimedia, social media, and the Internet of Things will fuel exponential growth in data for the foreseeable future.

Technology Allows Massive Volumes of Data to be Analyzed

- Cost of storage continues to drop
- Powerful data mining technology enables web data to be analyzed to develop complex profiles and interrelationships
- Money to be made drives innovation
- Product exists to correlate data from a variety of different sources

Barriers to Protecting Your Privacy

- Most casual computer users lack the skills to understand how they are being tracked and what to do about it
- Companies are highly motivated to monetize your data and can change privacy policies to do so
- Controlling your data requires a lot of work
- Can be a challenge even for skilled computer professionals
- Rapid evolution of technology constantly changes the game e.g., OpenTracker
- Easy to inadvertently share sensitive information
 - Location information embedded in photos taken by GPS enabled smartphones
 - Amazon wish lists are searchable

Should You Care About Your Digital Privacy

- Ultimately, a personal decision, but information collected provides an incredibly detailed portrait of your behavior, politics, lifestyle, finances, etc.
- Hackers steal your information to commit crimes
- Companies have inadequate controls that make your data vulnerable
- Data brokers create profiles using inaccurate data
- You have to protect yourself since our privacy laws are weak



Opting out is like.....

My On-Line Strategy

- Email
 - Segregate to reduce and manage risk
 - Create two email accounts, one for use with friends and another for business and on-line activity
 - Allows you to abandon business email when/if spam becomes prominent
- Opt out where reasonably easy
- Internet browsing
 - Use Chrome as primary browser with privacy plug-ins
 - Minimize ability to be tracked
 - Use IE when plug-ins interfere with on-line usage
- Create different 12 character passwords for financial and other sensitive business accounts and other less sensitive accounts
- Use anti-virus with current subscription current and Spybot, immunize everything

WIKIHOW TO REDUCE YOUR DIGITAL FOOTPRINT

- 1. Delete accounts: Facebook, Instagram, Flickr, Twitter, LinkedIn, etc
- 2. Create email accounts with no association to you, for accounts that cannot be deactivated insert bogus information
- 3. Remove your blogs, articles you have posted (as possible)
- 4. Get unpublished or unlisted phone number

<http://www.wikihow.com/Delete-Yourself-from-the-Internet>

Wikihow Strategy to Reduce Your Digital Footprint

- 5. Unsubscribe to mailing lists
- 6. Request removal from Google
- 7. Consider paying for various services to act on your behalf
- 8. Remove cookies, personal information, etc from your computer

How to Reclaim Your Digital Privacy

- Regularly clear your cookies and your browser cache. AdBlock Edge blocks ads and third-party trackers
- Use strong privacy settings on each of your social networks, placing limits on who can see your posts. [not as easy to do as recommended]
- Use Internet security protocols, SSL and TLS, (browser's address line will start with https, and a small padlock appears)

<http://www.popularmechanics.com/technology/how-to/computer-security/7-ways-to-reclaim-your-digital-privacy-16453529>

StopDataMining.me

A directory of Opt-Out links to stop data brokers from selling your pers

[Home](#)

[Our Mission](#)

[Contact](#)

[Blog](#)

Data brokers have pioneered advanced techniques to collect and collate information about co
been slow to develop innovative ways for consumers to gain access to the information that c
purposes. Now [federal regulators](#) are [pressuring data brokers](#) to operate more [transparently](#).

In 2012, a [report by the Federal Trade Commission](#) recommended that the industry set up a pub
information of every data broker doing business in the United States, as well as describe consur
the data brokers have been too busy to build a centralized Web portal for consumers. So, we de

Master List of Data Broker Opt-Out Links

Now tracking 50 data mining companies.

Show entries

CATEGORY ↕	COMPANY NAME ↕	OPT-OUT LINK
TOP 10	Acxiom Corporation	https://isapps.acxiom.com/optout/optout.aspx

Voluntary Effort

“...data broker Acxiom recently launched aboutthedata.com, a site that allows you to review some of the information the company has connected to your name - - and, potentially, edit and update it as well.

Can also opt out



[Home](#) » [Port](#)

Who are you?

If you want to get the best advertising delivered to you, based on your actual interests, start here. Tell us who you are so we can show you the information used to fuel many of the marketing offers you receive from advertisers using Acxiom's digital marketing data.

If this is your first time here, visit the [New User](#) section. To make sure we are accessing information about the correct person, we ask for some personal information, which we then compare to our Authentication system. We do this for your protection so that we can verify that we are only giving access to Acxiom's digital Marketing Data about you.

New User ?

Note: The information entered here will be matched against what we have in our fraud detection and prevention database so that we can authenticate your identity. We will NOT use this information for marketing purposes.

* Indicates a required field

Full First Name:*	Middle Name:	Last Name:*	Suffix:
<input type="text" value="First name"/>	<input type="text" value="Middle name"/>	<input type="text" value="Last name"/>	<input type="text" value="Select one"/>

<https://aboutthedata.com/portal>

Other Companies to Opt-Out

- Your credit cards
- Phone/Cable/Internet
- On-line shopping sites generally do not allow you to opt-out

How to Find out How to Opt Out

- Privacy and opt-out policies are often buried deep within company websites (they don't want to make it easy)
- Search as follows:
 - How to opt out [company name]
 - How to opt out Verizon, Comcast, Chase Bank, etc



Select Your Privacy Preferences

[Help with this page](#)

Select Type Provide Information Select Preferences Verify Confirmation

All screens are secure. If you have both personal and business accounts, submit two separate requests - one request for all of your personal accounts and one for all your business accounts.

Note: An account number is required for online preference selection.

Account Type - Step 1 of 5

- Personal Account
- Business Account

Google Privacy Settings

- <https://www.google.com/ads/preferences> — View and edit your profile within Google's system as it relates to advertising (you can also opt out of interest-based ads here).

Verizon Wireless Privacy Policy

- Verizon Wireless needs your permission to share your Customer Privacy Network Information(CPNI) within the Verizon family of companies to facilitate the offering of better service packages to you
- CPNI will not be shared with unrelated third parties
- To opt out go to to **My Verizon**, sign in and click the "Account" tab located on the top navigation bar. Select "Account Profile" and scroll to the "Alerts and Preferences" section, then click on "Manage Privacy settings" in the "Privacy Settings" section.



Ads Settings

Languages

N/A

Interests

Unknown [Edit](#)

From your previous settings

Advertisers' campaigns
you've blocked ?

None

From your blocking activity

N/A

Opt-out settings

[Opt out of interest-based ads on Google](#)

[Opt out of interest-based Google Ads Across the Web](#)

What it means to opt out ✕

- **You'll still see ads after opting out of interest-based advertising. The ads will be less relevant.**
- Ads won't be based on your interests and may appear in other languages.
- Ads won't be based on visits to advertiser websites (remarketing).
- This opt-out is tied to your browser. If you delete your cookies, your opt-out will be erased.
- Your opt-outs may not occur instantaneously.

[Opt out](#)

[Cancel](#)

Amazon

- Login, go to Amazon Advertising Preferences

Amazon Advertising Preferences

Your Current Advertising Preference: Personalize Ads from Amazon

What are personalized ads? Personalized ads, sometimes referred to as targeted ads, are ads that are tailored to your interests based on your past purchases on Amazon.com, visits to websites where we provide ads or content personalized by Amazon here, or visit our [Interest-Based-Ads](#) page to learn more.

Submit Your Preference

- Personalize Ads from Amazon
- Do Not Personalize Ads from Amazon for this Internet Browser

Submit

Must be done for each browser and computer



Disposable Email Address Services

Never insert your real email address in a form on the Web. They might spam you or, worse even, give your address to spammers. Use a disposable address instead, and choose from a number of services that offer them.

[Top Disposable Email Address Services](#)

If you give Web sites and new contacts a disposable email address instead of your real one, you can selectively disable a disposable address as soon as you get spam through it, but continue using all other aliases. Disposable email address services provide this basic functionality, but some have other neat features that make life with email less...

[E4ward.com](#)

E4ward.com is a down-to-earth and very useful disposable email service that makes it easy to prevent spam to your real email address with easily erasable aliases.

[2 Prong - Disposable Email Address Service](#)

2 Prong offers email addresses for one-time

[GishPuppy](#)

GishPuppy is a disposable email address s

[KasMail](#)

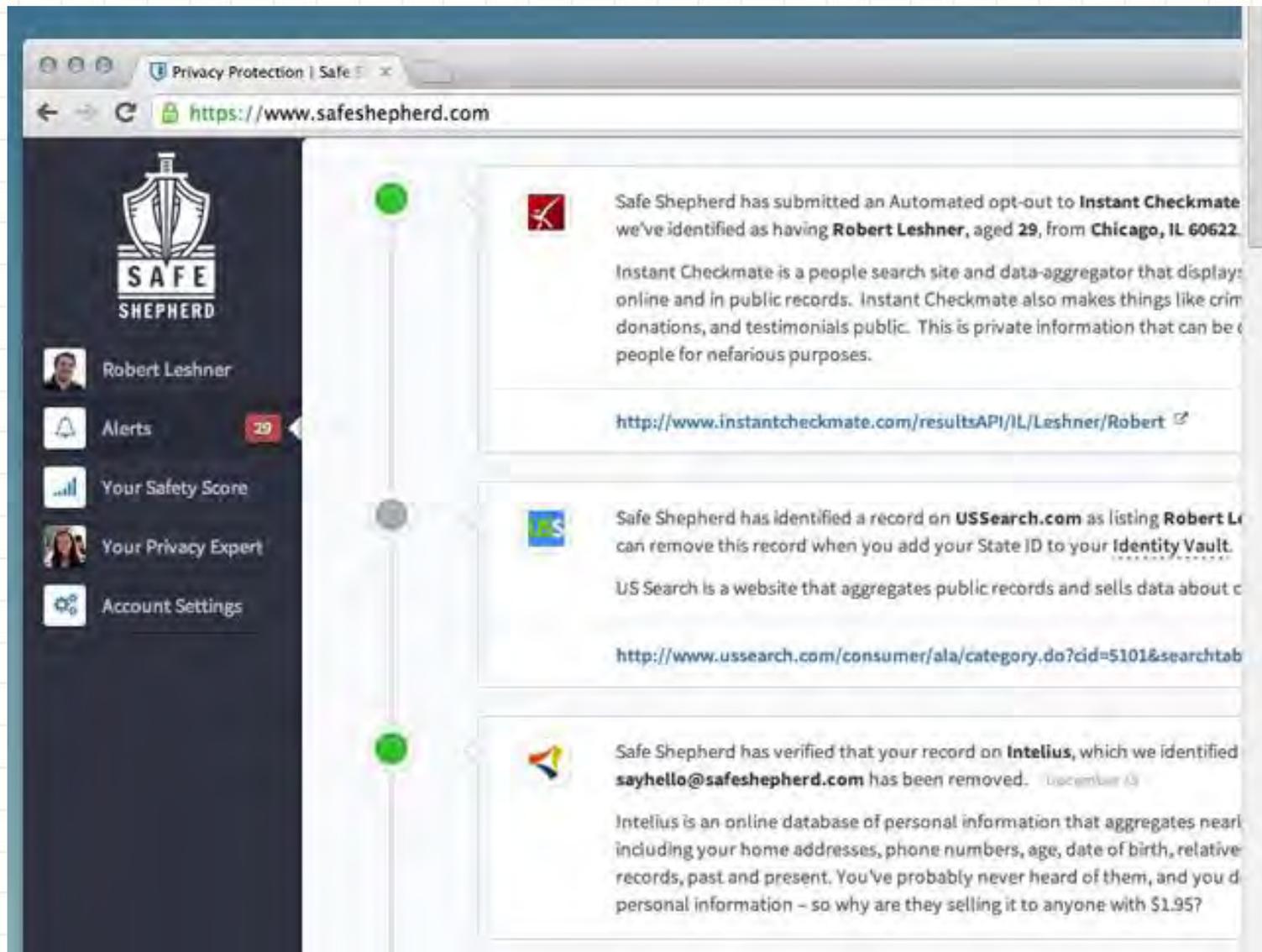
KasMail makes it easy to set up disposable and optionally auto-expiring email aliases with a swift browser bookmarklet.

Disposable email services to use when an email is required by a website

Opt-Out Resource

- <http://mashable.com/2013/11/12/opt-out-data-tracking/>
 - Google's Shared Endorsements
 - Google's Interest-Based Ads
 - Facebook's Social Ads
 - Twitter's Tailored Ads
 - Bing, Yahoo, Google search history

Safe Shepherd



The screenshot displays the Safe Shepherd website interface. On the left is a dark sidebar with the 'SAFE SHEPHERD' logo and navigation options: Robert Leshner (with a profile picture), Alerts (with a red notification badge showing '29'), Your Safety Score, Your Privacy Expert, and Account Settings. The main content area features a vertical timeline with three green circular markers. The first marker is expanded to show a notification from Instant Checkmate, stating that an automated opt-out has been submitted for Robert Leshner, aged 29, from Chicago, IL 60622. The notification explains that Instant Checkmate is a people search site and data-aggregator that displays online and in public records, including things like criminal records, donations, and testimonials. A link to the Instant Checkmate results page is provided. The second marker is a grey circle, indicating it is not expanded. The third marker is expanded to show a notification from US Search, stating that a record listing Robert Leshner has been identified and can be removed by adding a State ID to the user's Identity Vault. The notification explains that US Search aggregates public records and sells data. A link to the US Search consumer page is provided. The fourth marker is a green circle, indicating it is not expanded. The fifth marker is expanded to show a notification from Intelius, stating that a record for sayhello@safeshepherd.com has been removed. The notification explains that Intelius is an online database of personal information that aggregates nearly all public records, including home addresses, phone numbers, age, date of birth, relative records, past and present. A link to the Intelius removal page is provided.

Has free and paid services to opt out on your behalf

Spybot Scan

Scan for malware

Description	Location	Threat Level	Type	Category	Rule#
IncrediBar					
<input checked="" type="checkbox"/> User settings	HKUS\S-1-5-21-1927790099-33073441...		Registry Change	HijackersC	6FA574B7
Log					
<input checked="" type="checkbox"/> Install: setupa...	C:\Windows\setupact.log		File	Tracks	8E73A7FB
Internet Explorer					
<input checked="" type="checkbox"/> User agent	HKUS\DEFAULT\Software\Microsoft\...		Registry Change	Tracks	0BC7B918
<input checked="" type="checkbox"/> User agent	HKUS\S-1-5-18\Software\Microsoft\...		Registry Change	Tracks	0BC7B918
MS Direct3D					
<input checked="" type="checkbox"/> Most recent a...	HKUS\DEFAULT\Software\Microsoft\...		Registry Change	Tracks	C2A44980
<input checked="" type="checkbox"/> Most recent a...	HKUS\S-1-5-21-1927790099-33073441...		Registry Change	Tracks	C2A44980
<input checked="" type="checkbox"/> Most recent a...	HKUS\S-1-5-18\Software\Microsoft\D...		Registry Change	Tracks	C2A44980
MS DirectDraw					
<input checked="" type="checkbox"/> Most recent a...	HKLM\SOFTWARE\Microsoft\DirectD...		Registry Change	Tracks	EB49D5AF
<input checked="" type="checkbox"/> Most recent a...	HKLM\SOFTWARE\Microsoft\DirectD...		Registry Change	Tracks	EB49D5AF
Windows					
<input checked="" type="checkbox"/> Drivers installa...	HKLM\SOFTWARE\Microsoft\Windo...		Registry Change	Tracks	1E4E2003
<input checked="" type="checkbox"/> Drivers installa...	HKLM\SOFTWARE\Microsoft\Windo...		Registry Change	Tracks	1E4E2003
Windows Explorer					
<input checked="" type="checkbox"/> Run history	HKUS\S-1-5-21-1927790099-33073441...		Registry Key	Tracks	7308A845
Cookie					

Scan finished.
15 results.

Start a scan Fix

Privacy Enhancing Plugins

- AdBlockPlus blocks banner ads, pop-up ads, rollover ads, stops you from visiting known malware-hosting domains, and disables third-party tracking cookies and scripts.
- Disconnect blocks third party tracking cookies, protects you from tracking by social networks like Facebook, Google, and Twitter
- HTTPS Everywhere will shunt your connection to SSL whenever possible
- Web of Trust (WOT) shows whether a specific site has been known to host malware

<http://lifehacker.com/the-best-browser-extensions-that-protect-your-privacy-479408034>

On-Line Resources

- How to review and add plug-ins for Chrome & IE
- <http://www.networkadvertising.org/choices/>
- <http://www.privacychoice.org/privacyfix>
- <https://www.privacyrights.org/online-information-brokers-list>

More On-Line Articles

- 8 Tools for the Online Privacy Paranoid
- How to Opt Out of Everything Online
- Everyone's Trying to Track What You Do on the Web: Here's How to Stop Them
- How to Muddy Your Tracks on the Internet NY Times
- 5 Ways to Stealth Yourself Online
- maravis.com/library/understanding-cookies/
- How Online Tracking Companies Know Most of What You Do Online (and What Social Networks Are Doing to Help Them)

Opt Out Electronic Resources

- **Network Advertising Initiative:**
http://www.networkadvertising.org/managing/opt_out.asp
- **PrivacyChoice.org:**
<http://www.privacychoice.org/companies/all>
 - Privacy Fix: [PrivacyFix](#) supports [Firefox](#) and Google Chrome. The extension can automatically check your privacy settings across specific Web sites, including Facebook and Google. It then displays and explains your settings, giving you the opportunity to manage them directly.

How to have Personal Information Removed or Redacted

- Major effort, very fragmented, few legal protections
- <https://www.privacyrights.org/online-information-brokers-list> (has list of 254 Data Brokers where you can have information removed)
- <http://www.reputation.com/online-internet-privacy-software> (\$99/year for basic plan)
- Abine, which also makes the free anti-cookie software Taco, sells [an à la carte service](#) called DeleteMe for removing specific pieces of content

Privacy Policy: <http://www.411locate.com/privacy>



Opt-Out: No.

555-1212.com

Terms of Service: <http://www.555-1212.com/about/terms/>

Privacy Policy: <http://www.555-1212.com/about/privacy/>

Opt-Out: Yes, <http://www.555-1212.com/about/opt-out/>

A1 People Search

Terms of Service: <http://www.a1peoplesearch.com/Terms.aspx>

Privacy Policy: <http://www.a1peoplesearch.com/Privacy.aspx>

Opt-Out: Partial, read privacy policy

Abika

Terms of Service: <http://abika.com/help/Termsfuse.htm>

Privacy Policy: <http://abika.com/help/Termsfuse.htm>



Opt-Out: No

Accurint (Seisint)

Terms of Service: <http://www.lexisnexis.com/terms/>

Privacy Policy: <http://www accurint.com/privacy.html>

Opt-Out: Partial <http://www.lexisnexis.com/privacy/for-consumers/opt-out-of-lexisnexis.aspx>

Accutellus.com

Terms of Service: <http://www accutellus.com/terms.php>

Privacy Policy: <http://www accutellus.com/terms.php>

Opt-Out: Yes, https://www accutellus.com/opt_out_request.php

Acme People Search

Privacy Policy: <http://acme-people-search.com/privacy.php?u=1189617520ADMN>



Opt-Out: No

Data brokers are not required to allow opt-out

Electronic Freedom Foundation



UPDATES

[American Sues Ethiopian Government for Spyware Infection](#)

PRESS RELEASE | February 18, 2014

[New Entrants in the Takedown Hall of Shame: AIDS Deniers and Televangelists](#)

DEEPLINKS BLOG | February 18, 2014

[Support the Right to Repair in South Dakota \(and Everywhere Else\)](#)

DEEPLINKS BLOG | February 18, 2014

[EFF Calls For the Immediate Release of Vietnamese Blogger Le Quoc Quan](#)

DEEPLINKS BLOG | February 17, 2014

7 Ways to Reclaim Y...htm

International Spyware

- Italian spyware company relies on US Internet servers
- WASHINGTON — An Italian computer spyware firm, whose tools foreign governments allegedly have used to snoop on dissidents and journalists, relies heavily on the servers of US Internet companies, according to a new report.
- At least 20 percent of the servers used by clients of Hacking Team, based in Milan, are located in the United States, effectively making the companies that own those servers key nodes in a hidden global network of spyware servers, according to a report to be released by Citizen Lab, at the University of Toronto's Munk School of Global Affairs.

Microsoft Document Inspector

- If you plan to share an electronic copy of a Microsoft Office document, it is a good idea to take the extra step of reviewing the document for hidden data or personal information that might be stored in the document itself or in the document properties (metadata).
- Free tool, downloadable

<http://office.microsoft.com/en-us/help/remove-hidden-data-and-personal-information-from-office-documents-HA010037593.aspx>

NAI Opt Out

The screenshot shows a web browser window with the URL www.networkadvertising.org/choices/. The page has three tabs: "All NAI Member Companies (100)", "NAI Members Customizing Ads For Your Browser (23)", and "Existing Opt Outs (0)". The "NAI Members Customizing Ads For Your Browser (23)" tab is active, showing a list of 23 member companies. To the left of the list is a text box explaining the process of opting out. At the bottom, there is a "Submit your choices" button and a note about storing preferences.

All NAI Member Companies (100) | **NAI Members Customizing Ads For Your Browser (23)** | Existing Opt Outs (0)

These 23 member companies have enabled Online Behavioral Ads for this web browser.

Click the company name to find out more about a member company. To opt out from targeted ads by one or more member companies, check the box(es) in the "Select" column next to the company name(s), and then hit the "Submit your choices" button. You can also click the "Select all shown" box to pre-check all the listed companies before you hit the "Submit" button. [Need help?](#)

Company Name	Select all <input checked="" type="checkbox"/>
33Across	<input checked="" type="checkbox"/>
Accuen Inc.	<input checked="" type="checkbox"/>
Adara Media, Inc.	<input checked="" type="checkbox"/>
AddThis (including XGraph)	<input checked="" type="checkbox"/>
Bazaanvoice, Inc.	<input checked="" type="checkbox"/>
Bizo	<input checked="" type="checkbox"/>
Brillig, a division of Merkle	<input checked="" type="checkbox"/>
Channel Intelligence, Inc.	<input checked="" type="checkbox"/>
DataXu Inc.	<input checked="" type="checkbox"/>
FetchBack Inc.	<input checked="" type="checkbox"/>

Submitting your choices for the selected companies stores your opt out preference(s) to interest-based advertising in your browser. [Learn more.](#) **Submit your choices**

NAI Opt Out Results

All NAI Member Companies (100)	NAI Members Customizing Ads For Your Browser (1)	Existing
<p>These 22 companies have seen an opt out preference for Online Behavioral Advertising in your browser.</p> <p>Need help?</p>	<p>Opt Outs Not Fully Completed</p> <p>Your opt out requests for 22 participating companies were successfully completed for this browser.</p> <p><small>33Across</small></p> <p><u>Opt out requests weren't completed for 1 participating companies.</u></p> <p><small>Adara Media, Inc.</small></p> <p>This may be a temporary technical issue. You can try your opt out requests again now or later, or click "Learn More" for additional help.</p> <p>To see the companies for which opt outs weren't completed, click "Continue" and visit the "All Participating Companies" tab.</p> <p>If opt out requests are incomplete for a substantial number of companies, this may indicate that your current browser or other software settings are affecting your requests. All incomplete opt out requests are automatically reported.</p> <p><small>Brilig, a division of Merkle</small></p> <p>Learn More - Continue</p> <p><small>Channel Intelligence, Inc.</small></p> <p><small>DataXu Inc.</small></p>	

Privacy Fix

Do websites protect your personal data?



Some companies reserve the right to share your email address for marketing. You can request deletion of your data.

Having trouble?

 Websites sharing data

 Websites with other issues

Visted sites sharing data were reviewed **FIXED**

forbes.com

- ✓ Personal data generally is not shared
- ✓ Deletion requests are honored
- ! No assurance of notice if data is requested
- ✓ Vendor confidentiality is confirmed

You also visited 222 unrated sites

NEXT »

ACLU Digital Privacy Risk Assessment



Your Digital Privacy

Are you exposing yourself online? Get your risk assessment and find out how outdated laws are putting your personal data in jeopardy.

QUESTION 1

How often do you use email?



Rarely. I have to look up my password on my Rolodex every time I want to check my email.



I have to use it at work, but on the weekends, I don't even want to think about it.



I check my email frequently and use it to stay in touch.



Only when I need to tell my mother something. Kthxbai!

YOUR RISK ASSESSMENT

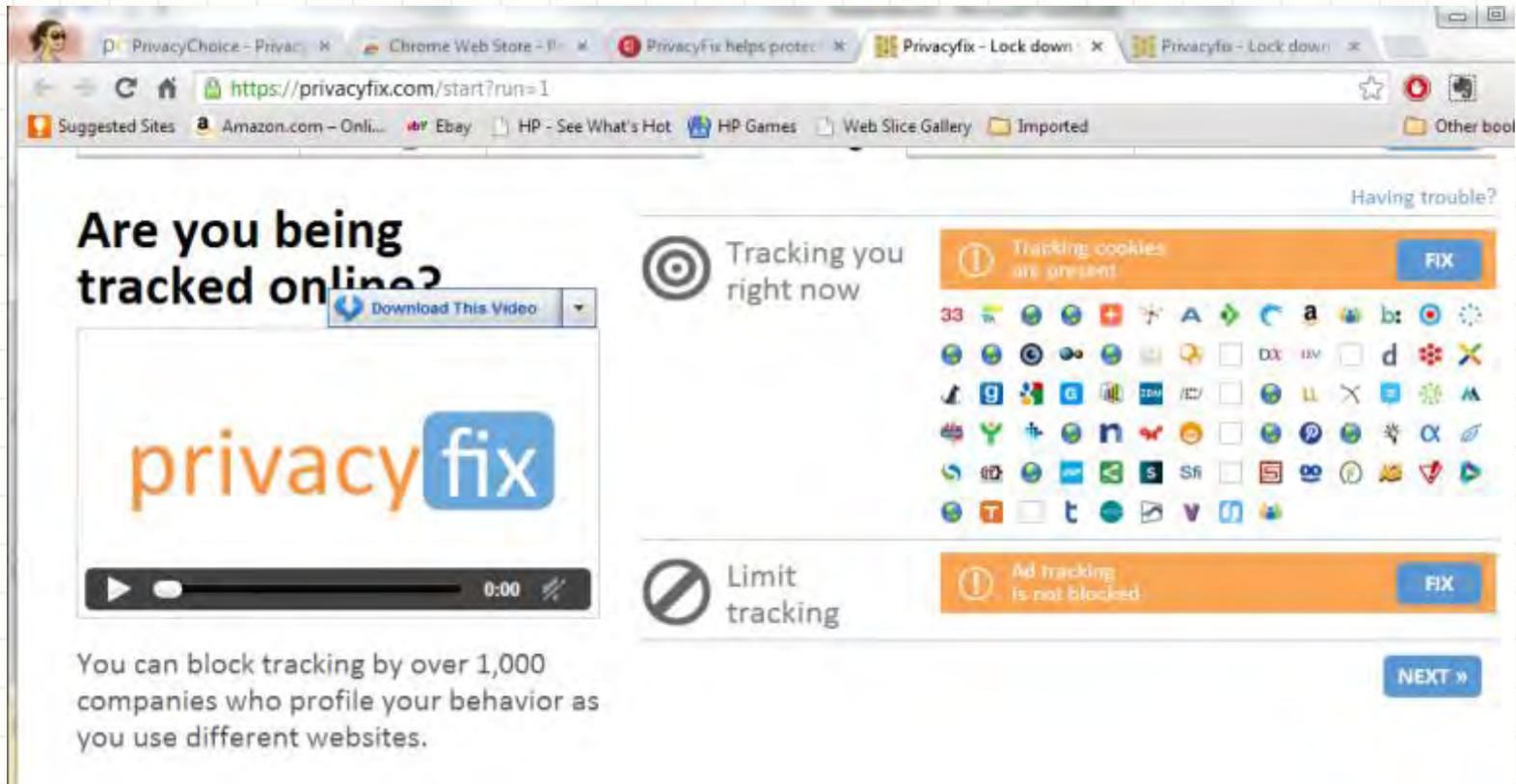
Updated after each answer

LOW

MEDIUM

HIGH

Massive Degree of Tracking Takes Place



The screenshot shows a web browser window with the URL <https://privacyfix.com/start?run=1>. The page features a video player with the title "Are you being tracked online?" and the PrivacyFix logo. Below the video, text states: "You can block tracking by over 1,000 companies who profile your behavior as you use different websites." To the right, a "Tracking you right now" section shows a target icon and a list of 33 blocked tracking cookies, each with a "FIX" button. Below this, a "Limit tracking" section shows a crossed-out circle icon and a message "Ad tracking is not blocked" with a "FIX" button. A "NEXT »" button is located at the bottom right of the interface.

Future Tracking Techniques

- Advertisers and publishers developing technology called fingerprinting
- Identifies your computer by plugins and software you have installed, the size of the screen, the time zone, fonts and other features of any particular machine
- Electronic Frontier Foundation has found that 94% of browsers that use Flash or Java – which enable key features in Internet browsing – had unique identities.

<http://www.forbes.com/sites/adamtanner/2013/06/17/the-web-cookie-is-dying-heres-the-creepier-technology-that-comes-next/>