

Saturday, September 10, 2016

NSA v Facebook - Who's More Evil

With all the Edward Snowden revelations about the extent of activities of the U.S.A's N.S.A, we are all like oh how dare they the privacy invading bastards, we all attack and condemn them - rightly so! We now realise how far out of control they and other Five Eyes member nations really are, so we tend to take more steps to protect our privacy from their prying eyes, make no mistake they are privacy invading power tripping scum who spend more time spying on friendly nations and their own law abiding citizens - than terrorists.

Yet, I'm betting pretty much all of those outraged over the NSA's actions, spend most of their days on facebook, probably an unhealthy amount of time too, revealing everything about their life, now, I wrote some time ago about what I think of the privacy invading POS that is facebook, but recently, information on what they collect by their own admission, came to life, and it would make even the most seasoned operative at the U.S.A.'s NSA and U.K.'s GCHQ jaw drop in puddles of drool...

Facebook goes to great lengths to track you across the web, 98, yes, that's ninety eight data points they use that is or can be linked to you, they probably know more about your life than you do, and most certainly more than you'd like them to.

But then there's creepier stuff that definitely isn't submitted voluntarily, such as the number of credit lines you have, whether you're an investor, what you invest in, whether you carry a balance on your credit card, whether you use coupons

Facebook knows every time you visit a page with a "like" or "share" button whether you hit that button or not, its part of their tracking your every move. Remember back in 2014 or so when that was made public there was an outcry, well, little did we really know what was going on when you visit those sites, and other sites that have nothing to do with facebook.

So what is it exactly these facebook perverts collect on you directly and indirectly? (remember - this is from their own admission and not from some paranoid conspiracy newsgroup) Go get a coffee, it's a long list...

Location

Age

Generation

Gender

Language

Education level

Field of study

School

Ethnic affinity

Income and net worth

Home ownership and type

Home value

Property size

Square footage of home

Year home was built

Household composition

Users who have an anniversary within 30 days

Users who are away from family or hometown

Users who are friends with someone who has an anniversary, is newly married or engaged, recently moved, or has an upcoming birthday

Users in long-distance relationships

Users in new relationships

Users who have new jobs

Users who are newly engaged

Users who are newly married
Users who have recently moved
Users who have birthdays soon
Parents
Expectant parents
Mothers, divided by "stereotype" (soccer, trendy, etc.)
Users who are likely to engage in politics
Conservatives and liberals
Relationship status
Employer
Industry
Job title
Office type
Interests
Users who own motorcycles
Users who plan to buy a car (and what kind/brand of car, and how soon)
Users who bought auto parts or accessories recently
Users who are likely to need auto parts or services
Style and brand of car you drive
Year car was bought
Age of car
How much money user is likely to spend on next car
Where user is likely to buy next car
How many employees your company has
Users who own small businesses
Users who work in management or are executives
Users who have donated to charity (divided by type)
Operating system
Users who play canvas games
Users who own a gaming console
Users who have created a Facebook event
Users who have used Facebook Payments
Users who have spent more than average on Facebook Payments
Users who administer a Facebook page
Users who have recently uploaded photos to Facebook
Internet browser
Email service
Early/late adopters of technology
Expats (divided by what country they are from originally)
Users who belong to a credit union, national bank or regional bank
Users who investor (divided by investment type)
Number of credit lines
Users who are active credit card users
Credit card type
Users who have a debit card
Users who carry a balance on their credit card
Users who listen to the radio
Preference in TV shows
Users who use a mobile device (divided by what brand they use)
Internet connection type
Users who recently acquired a smartphone or tablet
Users who access the Internet through a smartphone or tablet
Users who use coupons
Types of clothing user's household buys
Time of year user's household shops most
Users who are "heavy" buyers of beer, wine or spirits
Users who buy groceries (and what kinds)
Users who buy beauty products
Users who buy allergy medications, cough/cold medications, pain relief products, and over-the-counter meds
Users who spend money on household products
Users who spend money on products for kids or pets, and what kinds of pets

Users whose household makes more purchases than is average
Users who tend to shop online (or off)
Types of restaurants user eats at
Kinds of stores user shops at
Users who are "receptive" to offers from companies offering online auto insurance, higher education or mortgages, and prepaid debit cards/satellite TV
Length of time user has lived in house
Users who are likely to move soon
Users who are interested in the Olympics, fall football, cricket or Ramadan
Users who travel frequently, for work or pleasure
Users who commute to work
Types of vacations user tends to go on
Users who recently returned from a trip
Users who recently used a travel app
Users who participate in a timeshare

Read the full Washington Post article for more.

So... what do you think about your beloved facebook now... huh? Remember, this is the company that you trust your details with, that wants to know so much about you it tracks you even when you're not on facebook , you trust them with your privacy? The same company who's founder and CEO had some accounts hacked because he used a simple password, that being dadada ...

I'm betting you'll still condemn the NSA, again, rightly so, but I'm also betting you still continue to give facebook your life's every little detail...

footnote: when I typed feciesbook at the start of this post (just like now) , Firefox's spell checker recommended I change it, yep, you guessed it, to facebook... ahhh pity it didn't work the other way round

In more facebook rot... The Guardian reports on facebook's farces.

In the weeks since Facebook fired the humans who curated its "trending" news feed, its algorithmic floodgates opened up for fake stories, conspiracy theories and internet bile. This week, the company insisted it is a "neutral" platform that needs no editors, even while it censored art, spread false news and deleted a post by Norway's prime minister because it included a Pulitzer-winning photo from the Vietnam war. The leader had called for Facebook to "review its editing policy", and the company eventually restored the post.

In a semi-regular column, we'll highlight what Facebook doesn't want to: the bogus stories, clickbait and disinformation being framed as legitimate news by one of the most powerful tech companies on Earth.

Read the full story over at The Guardian...

Posted by NoelB at 08:34