

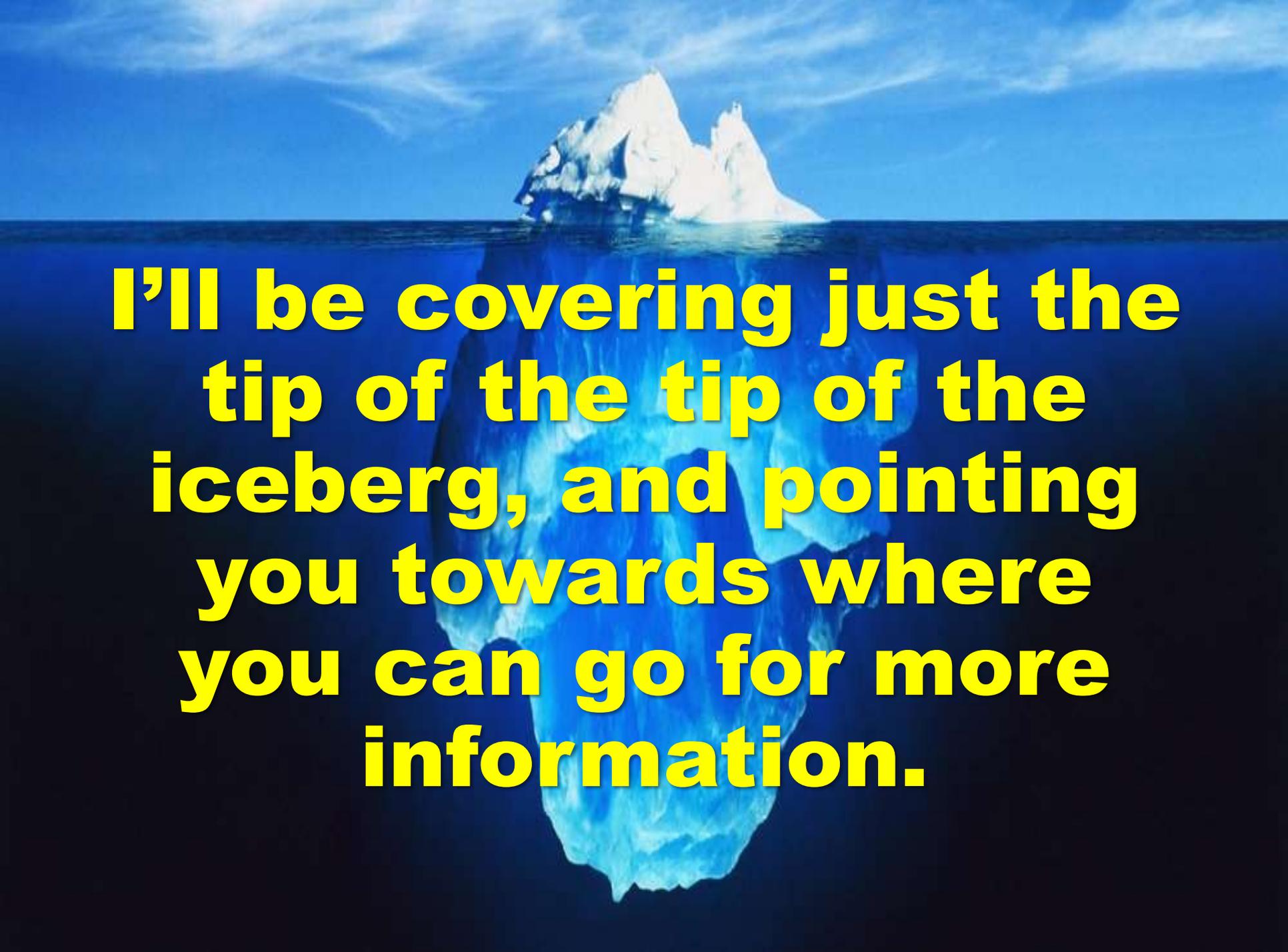


# Privacy On the Internet

## Agenda of our Privacy On the Internet Series:

- ✓ Before Part One: VPN's (Virtual Private Networks)
- ✓ Part One: Privacy on the Internet – Why We Need It
- ✓ Part Two: Browsers and basic browser privacy settings
- ✓ Part Three: Search engines
- ✓ Part Four: Some of the ways you can be tracked
- ✓ Part Five: Anti-Tracking and Ad-Blocker software
-  Part Six: The privacy policies of the internet giants and what they do with your information
- Part Seven: Can you remove all your personal info from the internet?
- Updates: VPN's, CAPTCHA's, and more

**Then we'll see where we go from there**

A photograph of a large iceberg floating in the ocean. The iceberg is white and jagged, with a prominent peak. The water is a deep blue, and the sky is a lighter blue with some wispy clouds. The iceberg's reflection is visible in the water below the surface.

**I'll be covering just the tip of the tip of the iceberg, and pointing you towards where you can go for more information.**

**In part one of Privacy On the Internet:**

- **We looked at why privacy was important**
- **We covered how the main threats to your privacy were from internet giants like Google, Amazon, Microsoft, Apple**

**Now we're going to do a deeper dive on the internet giants:**

- **What are their privacy policies**
- **What information is collected**
- **How is the information used**
- **Who can access the information**

# Websites With the Most Tracking

 fastcompany.com 36 BUSINESS

 rollingstone.com 32 ENTERTAINMENT

 planet.fr 31 ENTERTAINMENT

 pagesix.com 31 NEWS AND PORTALS

 inc.com 30 BUSINESS

 mediaite.com 29 NEWS AND PORTALS

 nypost.com 29 NEWS AND PORTALS

 loft.com 29 BUSINESS

 variety.com 29 ENTERTAINMENT

 history.com 28 ENTERTAINMENT

 ncaa.com 28 ENTERTAINMENT

 cnn.com 28 NEWS AND PORTALS

 barstoolsports.com 28 ENTERTAINMENT

 channel3000.com 28 NEWS AND PORTALS

 aarp.org 28 ENTERTAINMENT

 scotsman.com 28 NEWS AND PORTALS

 tvline.com 27 ENTERTAINMENT

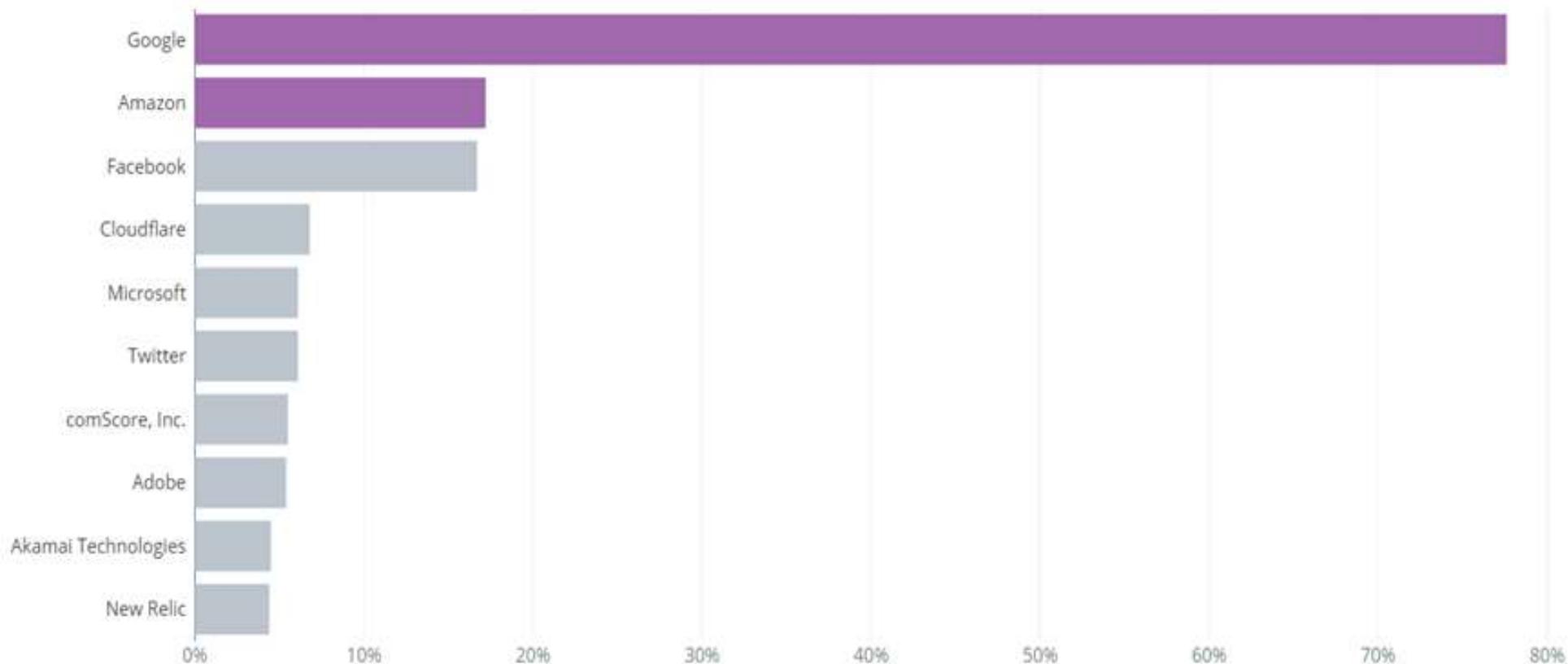
 cbslocal.com 27 ENTERTAINMENT

 sport5.co.il 27 ENTERTAINMENT

 order-order.com 26 ENTERTAINMENT

<https://whotracks.me/>

# Tracker Market Share



<https://whotracks.me/>

# Privacy Policies Table

	Tracking cookies	Collects Unique device IDs	Scans user content	Logs user activity	Collects Location	Collects friend /contact lists	Uses localization	Uses recommendations/ promotions/	Uses 1st party ads	Uses 3rd party ads	Shares personal info	Shares de-identified info	Stores info in multiple countries	Indefinite retention
Google	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Apple	●	●		●	●	●	●	●	●	●		●	●	●
Microsoft	●	●	●	●	●	●	●	●	●	●		●	●	●
Facebook	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Reddit	●	●	●	●	●		●	●	●			●	●	
Twitter	●	●	●	●	●	●	●	●	●	●		●	●	
LinkedIn	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Instagram	●	●	●	●	●	●	●	●	●	●		●	●	●
WhatsApp		●		●	●	●								●
Snapchat	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Amazon	●	●	●	●	●		●	●	●	●		●	●	●
Ebay	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Netflix	●	●	●	●	●		●	●		●		●		●
Hulu	●	●	●	●	●	●	●	●	●	●		●		●

<https://www.comparitech.com/blog/vpn-privacy/we-compared-the-privacy-policies-of-internet-giants-side-by-side/>

# Comparing the Privacy Policies

Company	Privacy	Clarity	Scope
Major Platforms			
Google	2	5	3
Apple	3	2	3
Microsoft	1	4	4
Social Media			
Facebook	1	5	5
Reddit	3	4	5
Twitter	3	3	5
LinkedIn	2	3	4
Instagram	4	4	5
VoIP and Messaging			
WhatsApp	5	4	4
Skype	See Microsoft		
Snapchat	2	2	4
Ecommerce			
Amazon	2	3	1
Ebay	2	3	5
Streaming Entertainment			
Youtube	See Google		
Netflix	4	2	5
Hulu	2	2	5

Each company's privacy policy is scored based on three subjective factors:

- **Privacy:** Does the privacy policy actually protect users' privacy?
- **Clarity:** Is the privacy policy clear and concise?
- **Scope:** Does the privacy policy cover everything it should?

<https://www.comparitech.com/blog/vpn-privacy/we-compared-the-privacy-policies-of-internet-giants-side-by-side/>

# The privacy policies of the internet giants and what they do with your information

Most of the information in this presentation is from:

<https://www.comparitech.com/blog/vpn-privacy/we-compared-the-privacy-policies-of-internet-giants-side-by-side/>

There is a great deal more info and detail in this article than I am going to cover here, including:

- More detailed info on their privacy policies
- What information do each of them collect
- How is that information used
- Who can access the information



**On many websites, you have the option to access the site directly or through an account you set up on the site**

**OR**

**To access the site through Facebook, Google, Amazon, Instagram, etc.**

**As soon as you access the site through one of these third parties, they are tracking you.**

**That said, as soon as you go to these sites you're probably being tracked anyway.**

# **Reminder: Search Engines and Browsers**

**DuckDuckGo has a feature that allows you to use Google's search engine through DuckDuckGo by prepend "*!Google*" to searches. By using this feature DuckDuckGo partially launders your search, but in reality DuckDuckGo may not isolate your identity and your searches as much as you'd like from Google.**

**Other search engines such as Quant and SwissCows use Bing (Microsoft) as their underlying search engine.**

# Privacy On the Internet

So this session we've looked at the privacy policies of the internet giants and what they do with your information

Next session:

**Can you remove all your personal info from the internet?**

# Welcome to the new world order: Ordering a Pizza in 2022

**CALLER:** Is this Pizza Hut?

**GOOGLE:** No sir, it's Google Pizza.

**CALLER:** I must have dialed a wrong number, sorry.

**GOOGLE:** No sir, Google bought Pizza Hut last month.

**CALLER:** OK. I would like to order a pizza

**GOOGLE:** Do you want your usual, sir?

**CALLER:** My usual? You know me?

**GOOGLE:** According to our caller ID data sheet, the last 12 times you called you ordered an extra-large pizza with three cheeses, sausage, pepperoni, mushrooms and meatballs on a thick crust.

**CALLER:** Super! That's what I'll have.

**GOOGLE:** May I suggest that this time you order a pizza with ricotta, arugula, sun-dried tomatoes and olives on a whole wheat gluten-free thin crust?

**CALLER:** What? I don't want a vegetarian pizza!

**GOOGLE:** Your cholesterol is not good, sir.

**CALLER:** How the hell do you know that?

**GOOGLE:** Well, we cross-referenced your home phone number with your medical records. We have the result of your blood tests for the last 7 years.

**CALLER:** Okay, but I do not want your rotten vegetarian pizza! I already take medication for my cholesterol.

**GOOGLE:** Excuse me sir, but you have not taken your medication regularly. According to our database, you purchased only a box of 30 cholesterol tablets once at Lloyds Pharmacy, 4 months ago.

**CALLER:** I bought more from another Pharmacy.

**GOOGLE:** That doesn't show on your credit card statement.

**CALLER:** I paid in cash.

**GOOGLE:** But you did not withdraw enough cash according to your bank statement.

**CALLER:** I have other sources of cash.

**GOOGLE:** That doesn't show on your latest tax returns, unless you bought them using an undeclared income source, which is against the law!

**CALLER:** WHAT THE HELL!

**GOOGLE:** I'm sorry sir, we use such information only with the sole intention of helping you.

**CALLER:** Enough already! I'm sick to death of Google, Facebook, Twitter, WhatsApp and all the others. I'm going to an island without the internet, TV, where there is no phone service and no one to watch me or spy on me.

**GOOGLE:** I understand sir, but you need to renew your passport first. It expired 6 weeks ago...

**Welcome to the future???**