

# 8 Unbelievable Things You Never Knew About Tracking

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Laura Kalbag [laurakalbag.com](http://laurakalbag.com) [@LauraKalbag](https://twitter.com/LauraKalbag)  
Small Technology Foundation [small-tech.org](http://small-tech.org)

www.pinknews.co.uk/2019/11/04/strictly-come-dancing-same-sex-dance-bbc-l

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UK


PinkNews

NewsEntertainmentTransLifeOpinionPride


FILM AND TV

# Strictly made history with its first-ever same-sex dance routine and, unsurprisingly, the world didn't end

JOSH MILTON | NOVEMBER 4, 2019



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Privacy





## **Cork: Want To Get The Latest Vista Hearing...**

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## **25 Celebs You Didn't Realize Are Gay - No. 8 Will Surprise Women**

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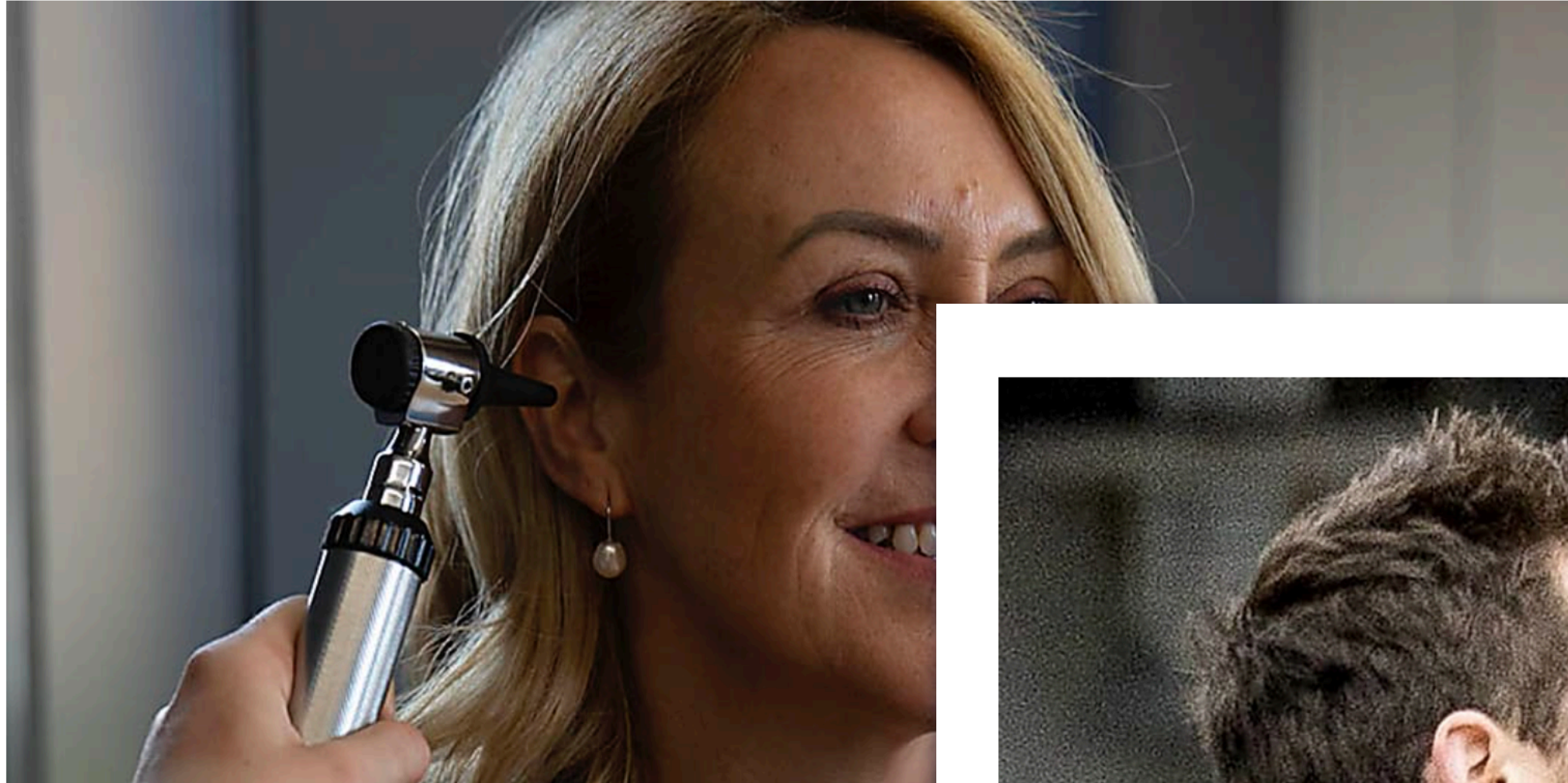




## **Drink This Before Going to Bed to Help Burn Belly Fat**

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# Cork: Want To Get The Late

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# 25 Celebs You Didn't Realiz Will Surprise Women

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# Drink This Before Going to Bed to Help Burn Belly Fat

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www.pinknews.co.uk/2019/11/04/strictly-come-dancing-same-sex-dance-bbc-l

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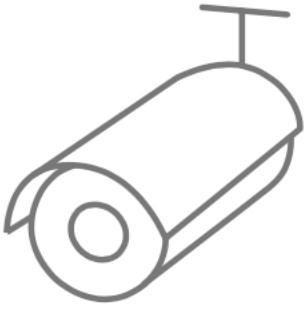
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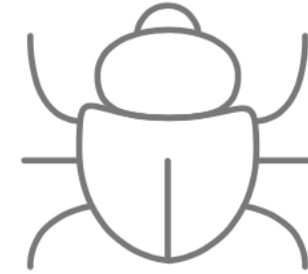
Privacy



**TRACKER**  
Monetises you.



**CLICKBAIT**  
Third-party  
exploitative  
content.



**WEB BUG**  
Invisible tracking  
pixel.

### Block rule


Block domain taboola.com

taboola.com

### Prevalence

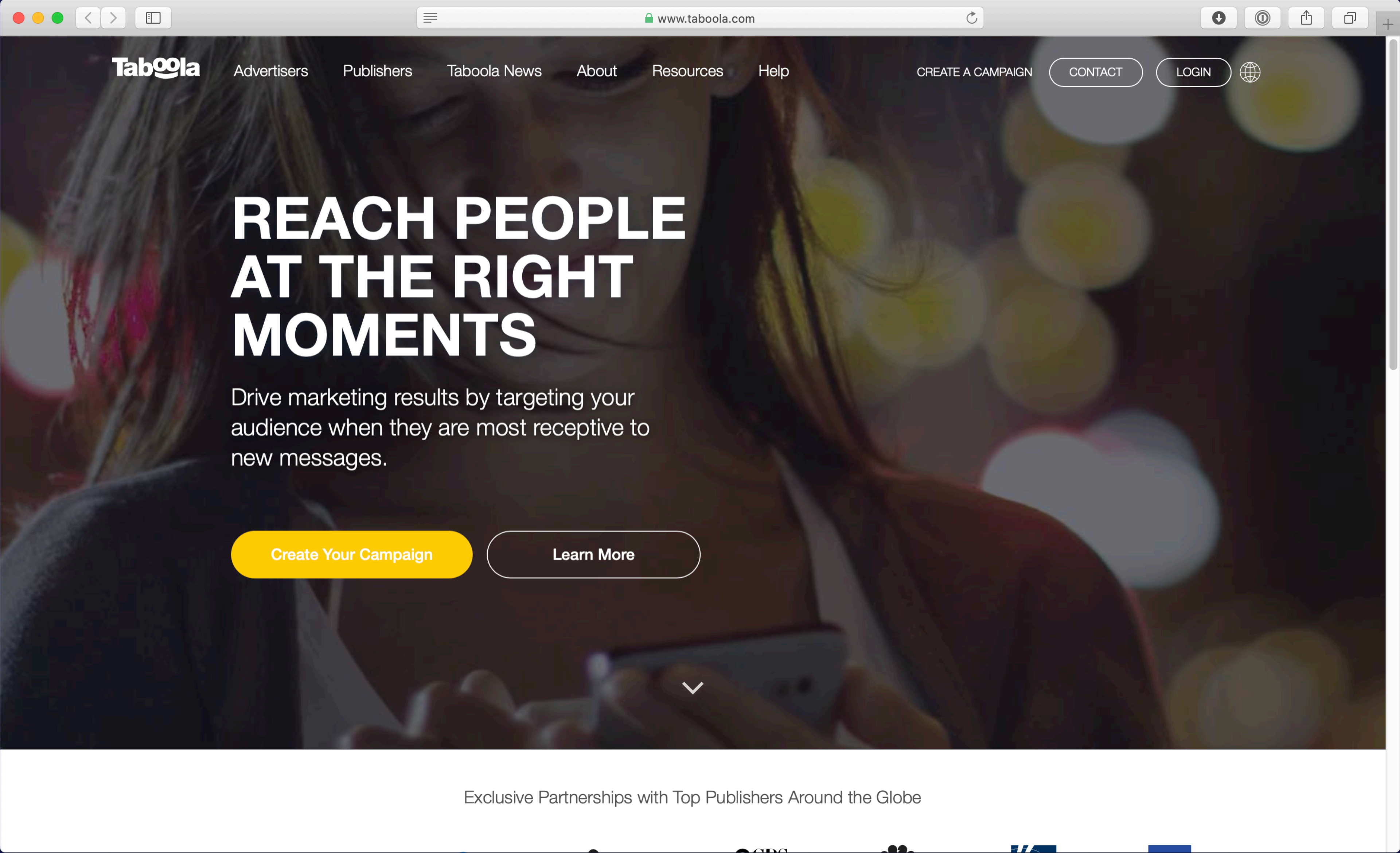
High: found on 4.9% of surveyed sites (354 instances observed).

### Notes

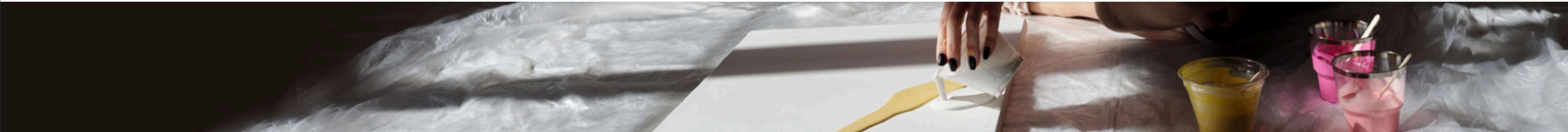
 [Taboola: The internet firm at the forefront of 'click-bait'](#) (BBC News)

<https://better.fyi/trackers/taboola.com/>



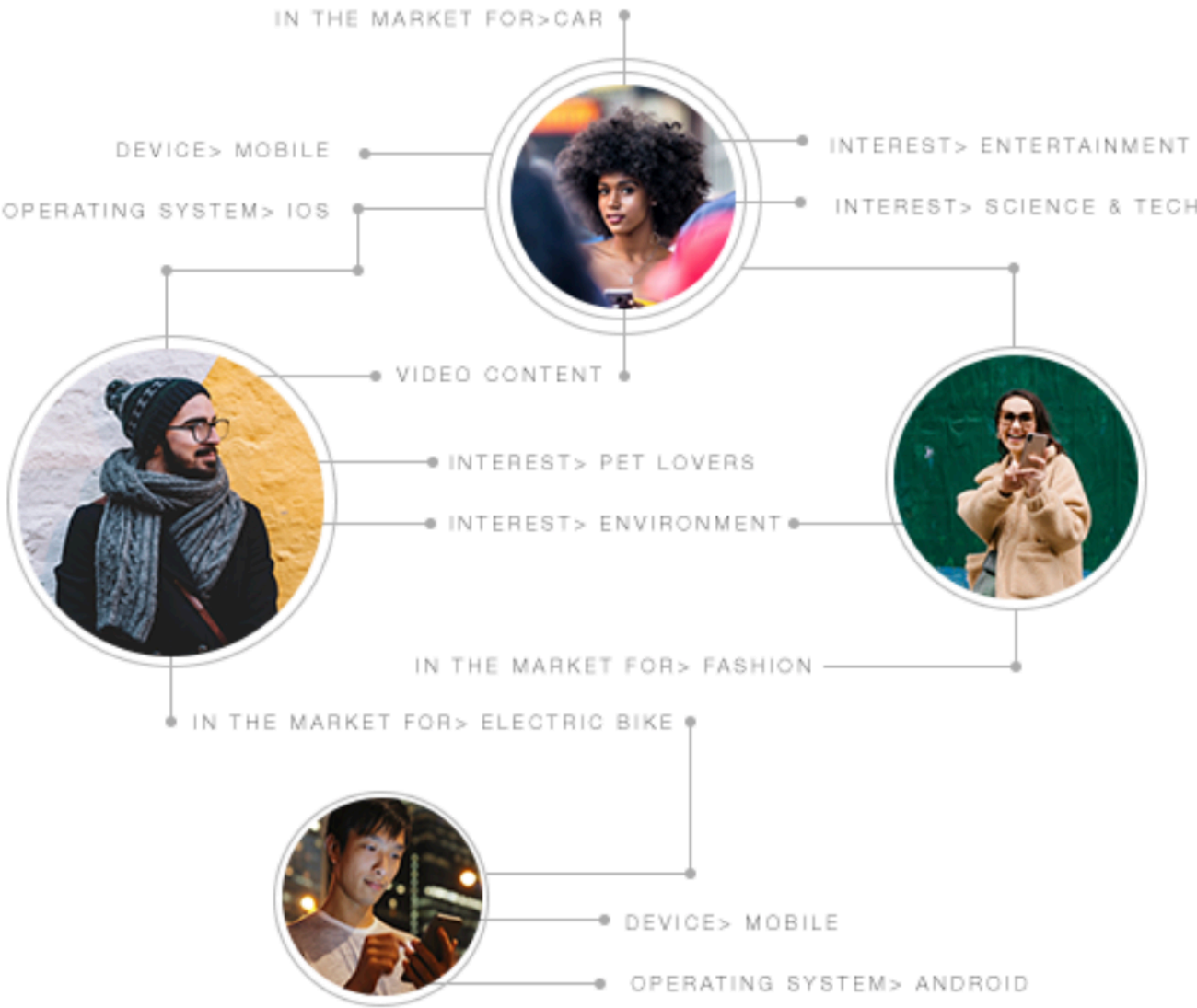






# Data Rich Recommendations

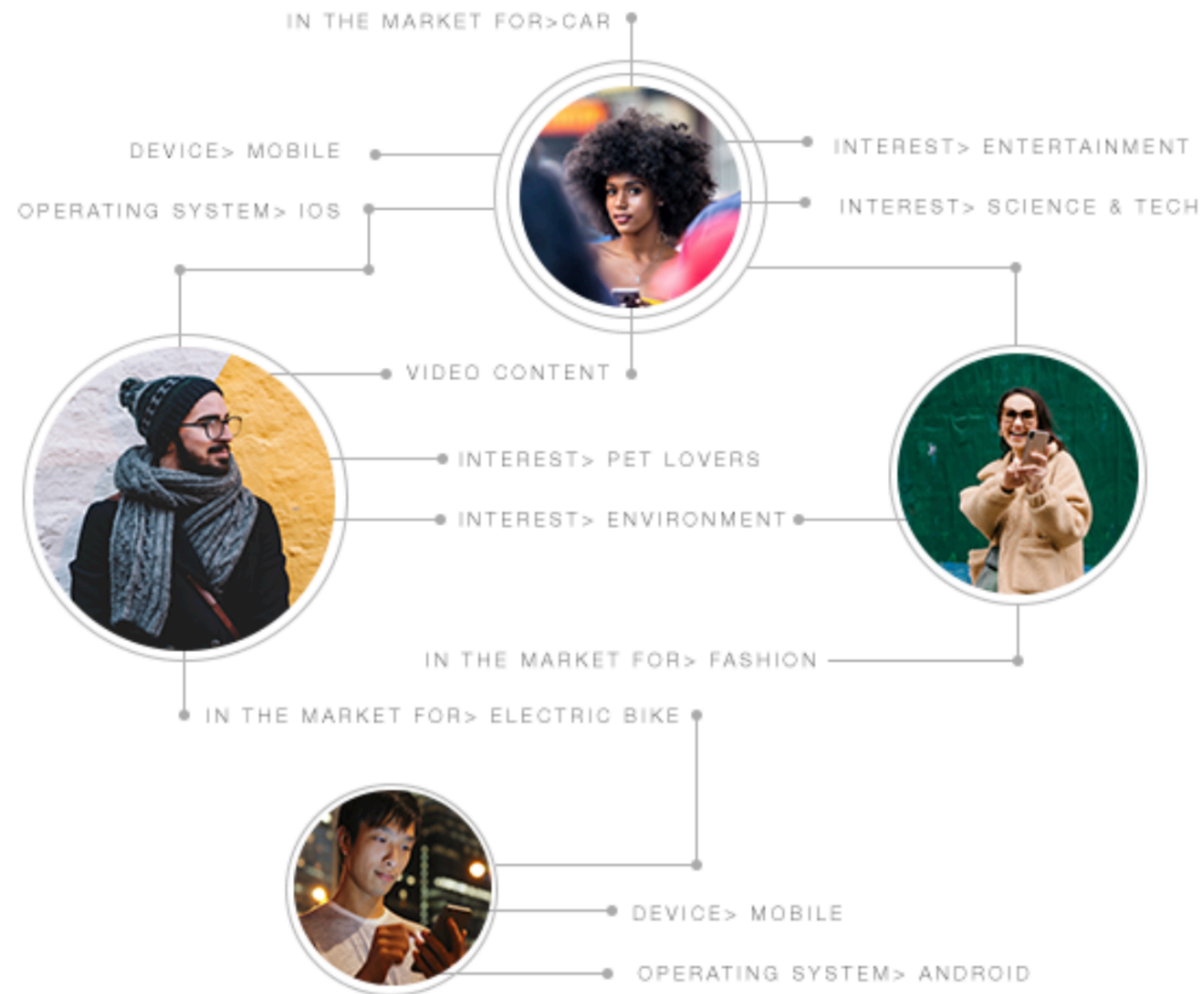
Ensure that your brand reaches interested people by leveraging the massive amounts of user data powering the Taboola engine.





# ations

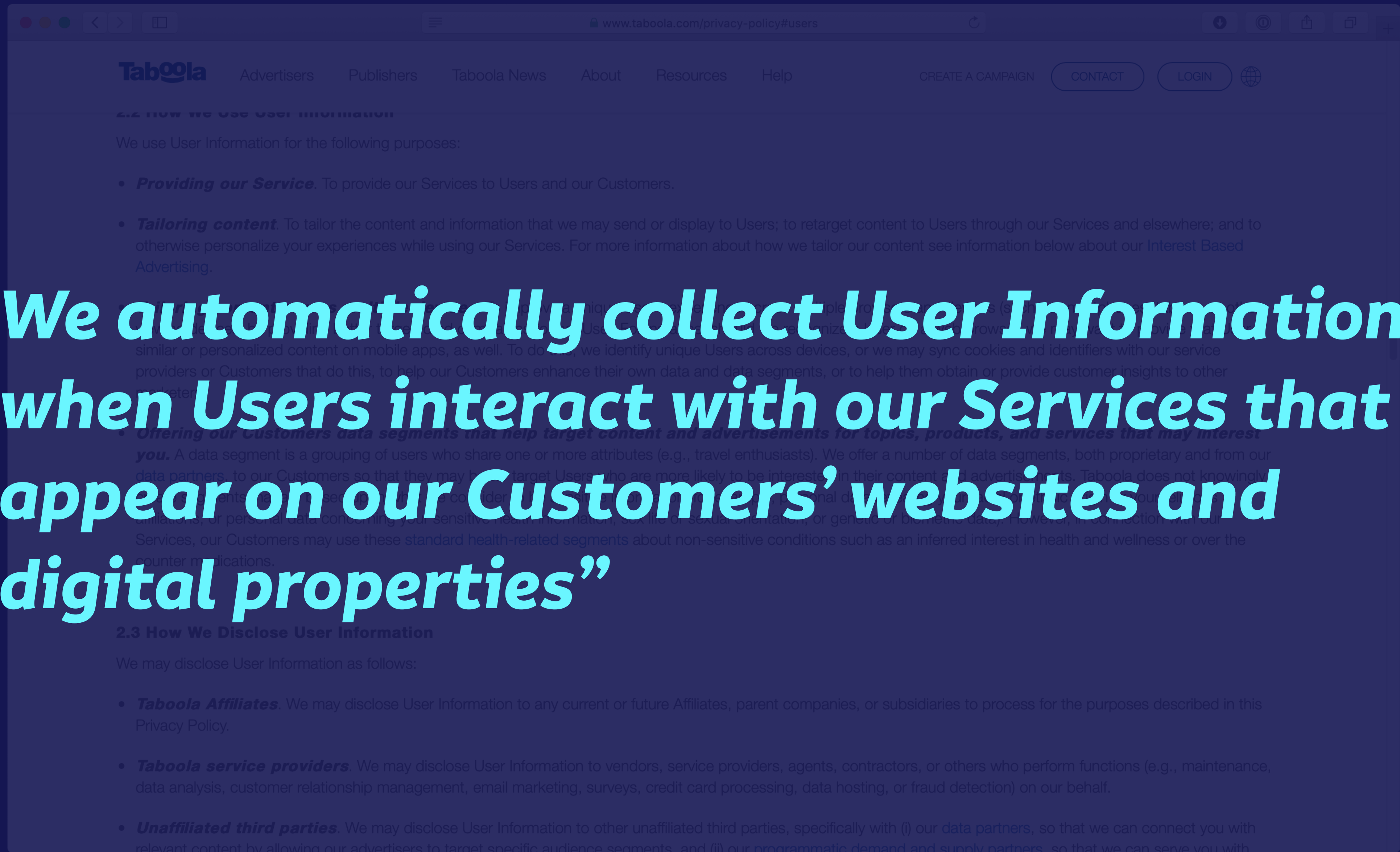
Interested  
amounts  
a engine.

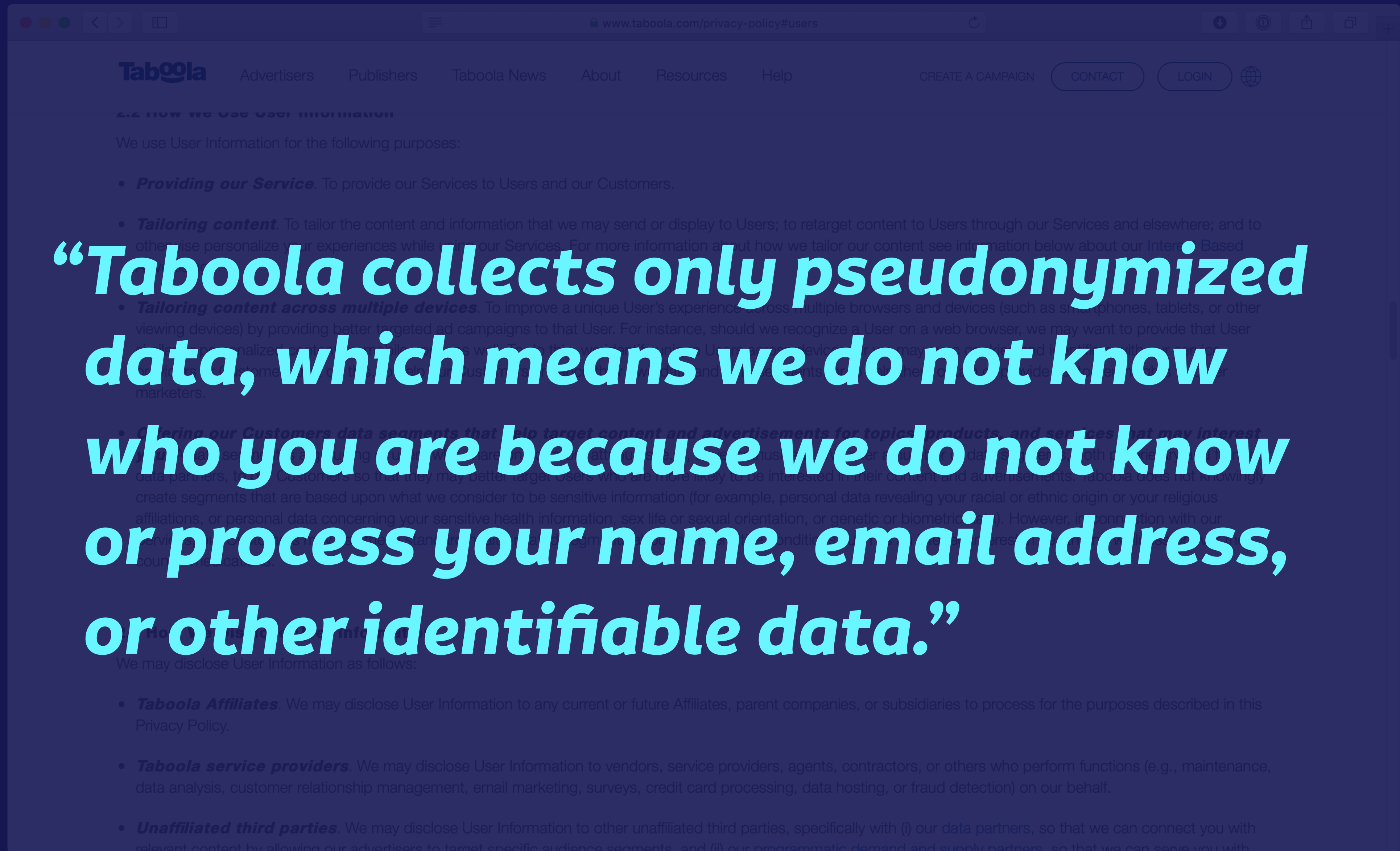






“We automatically collect User Information when Users interact with our Services that appear on our Customers’ websites and digital properties”





**“Taboola collects only pseudonymized data, which means we do not know who you are because we do not know or process your name, email address, or other identifiable data.”**



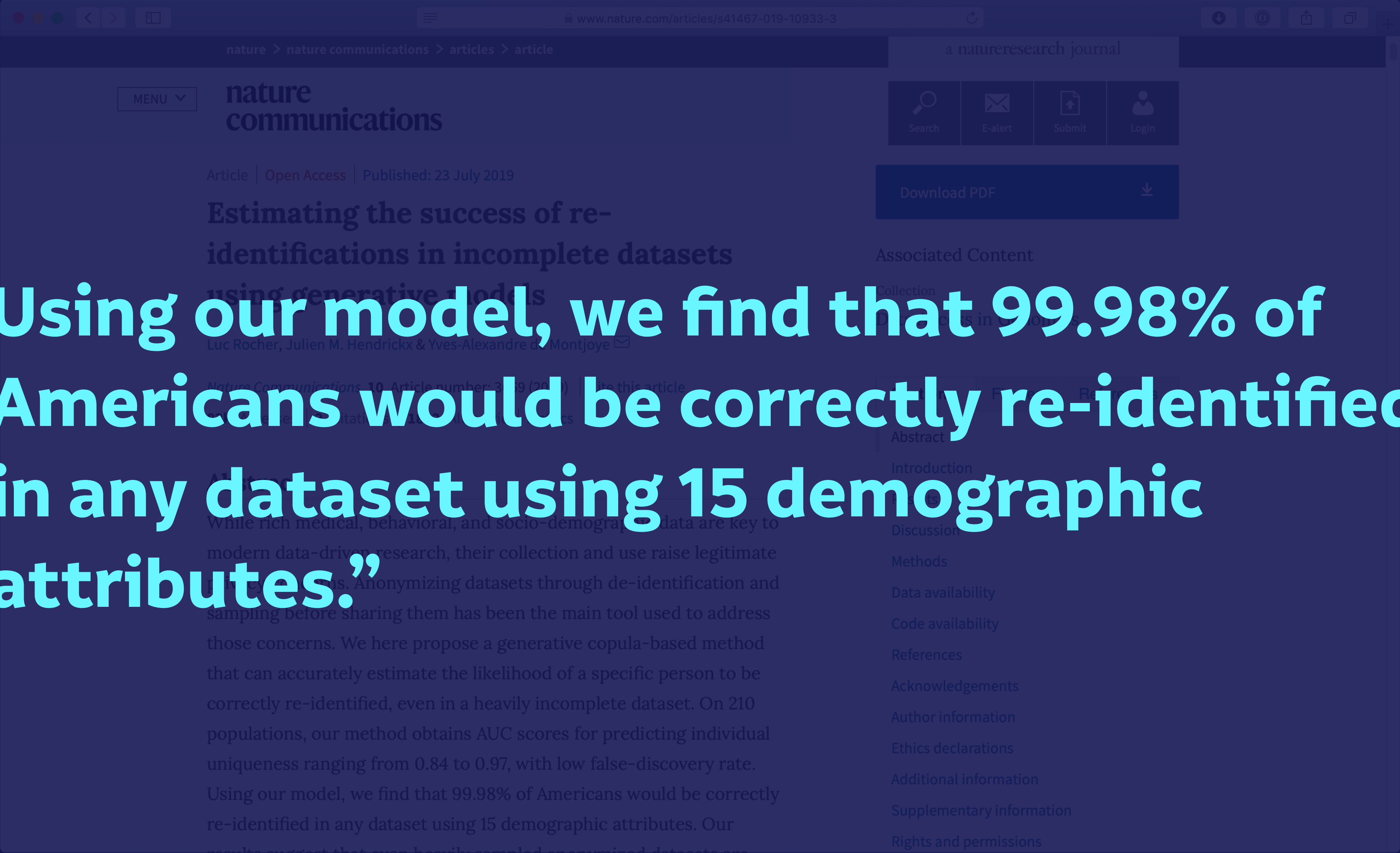
***Pseudonymised or  
anonymised* data doesn't  
mean you're unidentifiable.**



**“It takes only a small named database for someone to pry the anonymity off a much larger anonymous database.”**

**–Bruce Schneier**



A screenshot of a web browser displaying a Nature Communications article. The article title is "Estimating the success of re-identifications in incomplete datasets using generative models". The authors are Luc Rocher, Julien M. Hendrickx & Yves-Alexandre de Montjoye. The article is published on 23 July 2019. The quote "Using our model, we find that 99.98% of Americans would be correctly re-identified in any dataset using 15 demographic attributes." is overlaid in large, bold, white text. The background shows the article's abstract and a table of contents on the right side.

**“Using our model, we find that 99.98% of Americans would be correctly re-identified in any dataset using 15 demographic attributes.”**

<https://www.nature.com/articles/s41467-019-10933-3>



**“A data segment is a grouping of users who share one or more attributes (e.g., travel enthusiasts). We offer a number of data segments, both proprietary and from our data partners”**





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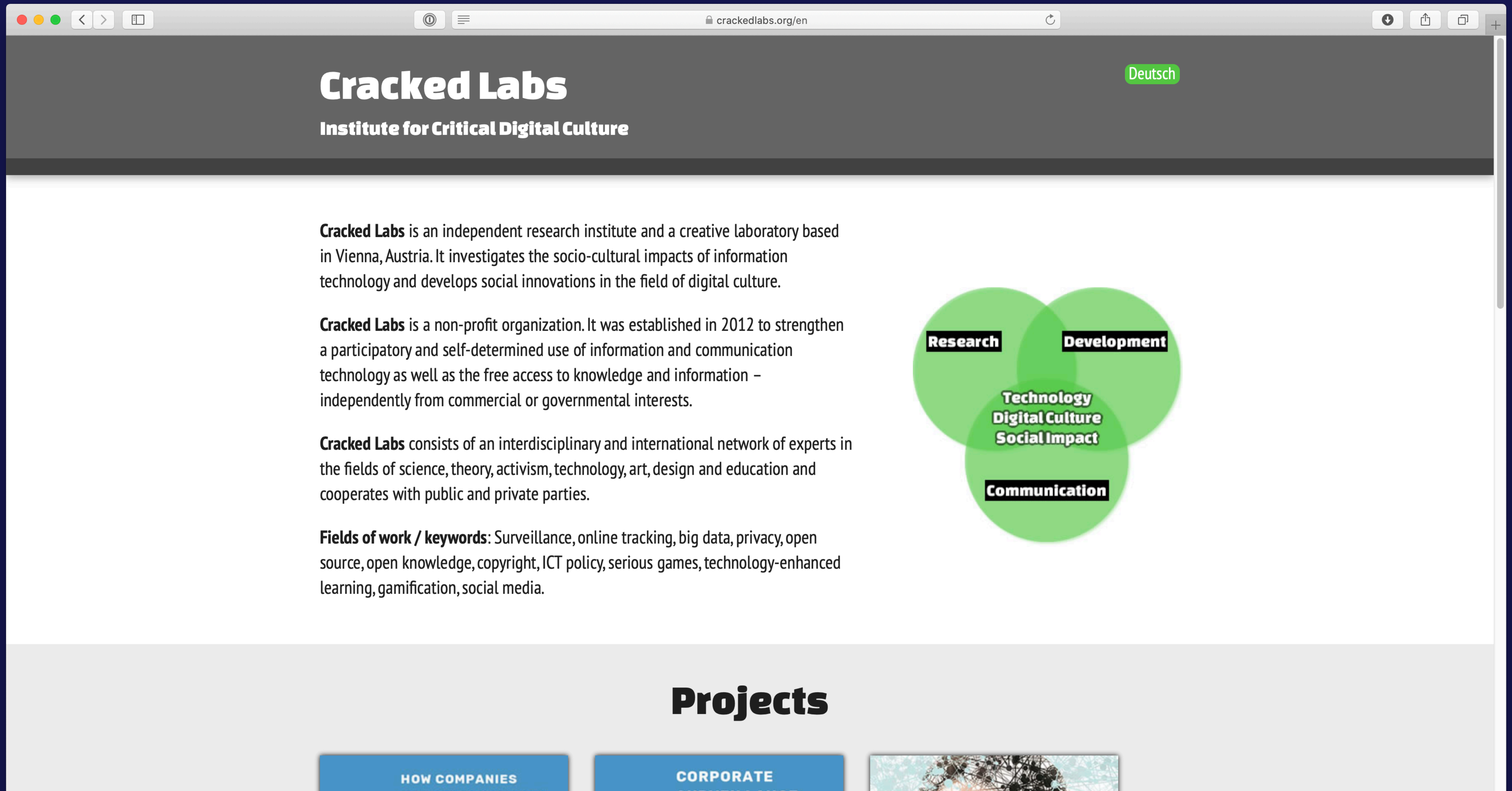
Oracle

Retarget

Taboola has partnered with the following third-party data providers to help you reach your target audience segments. Please note that, while this list is constantly updated, we do not guarantee the accuracy of the information.

- Adobe
- Acxiom
- Bombora
- Connexity
- eXelate
- Eyeota
- Hitwise
- LiveRamp
- Lotame
- Navegg
- Neustar
- Oracle
- Retargetly
- Screen6
- Specialist Marketing Services
- Tail
- TruSignal
- V12
- Visual DNA
- Webbula





<https://crackedlabs.org/en>



ORACLE®

acxiom®

**“Acxiom provides up to 3000 attributes and scores on 700 million people in the US, Europe, and other regions.”**

***–Wolfie Christl***



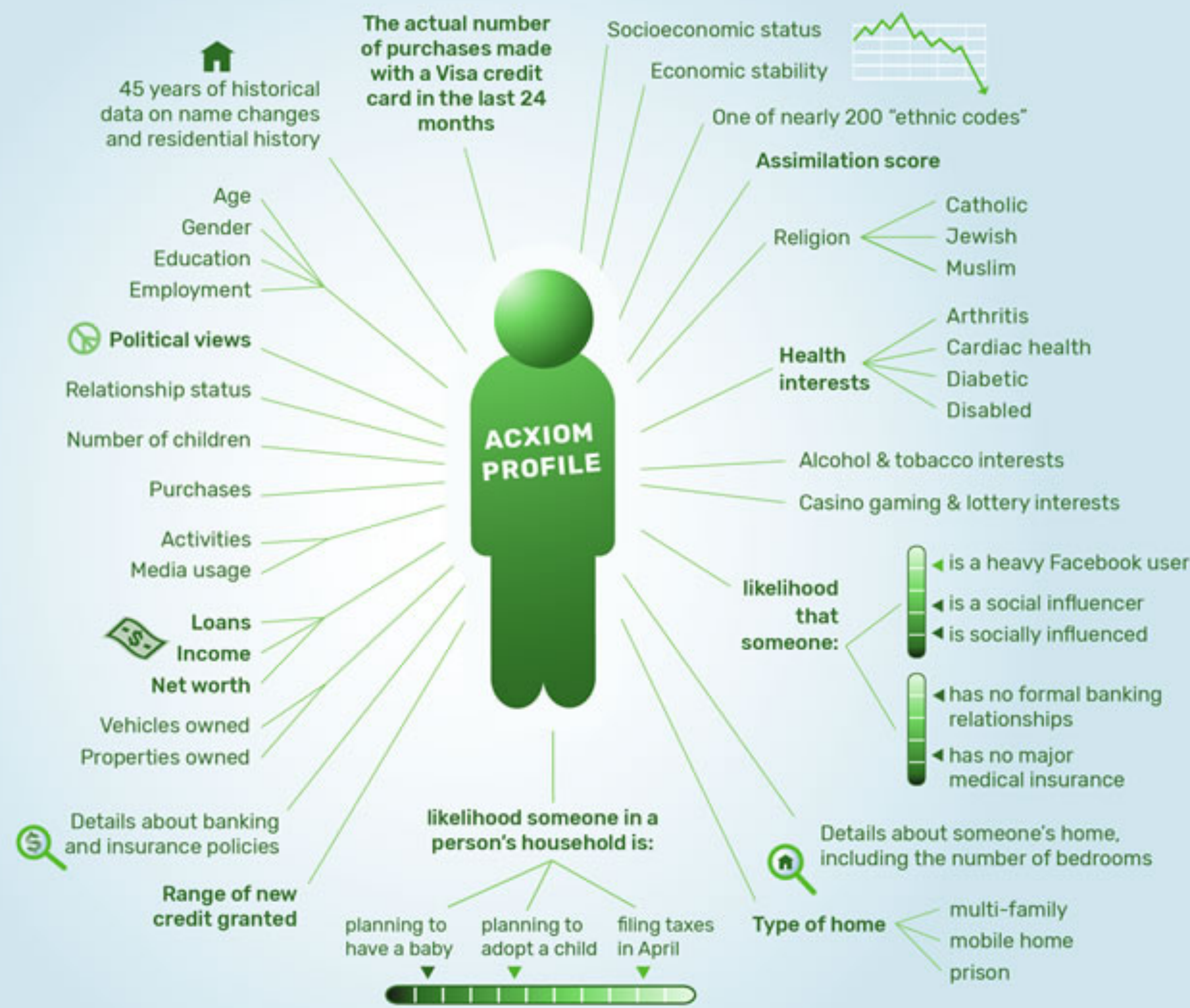
**“Oracle sorts people into thousands of categories and provides more than 30,000 attributes on 2 billion consumer profiles.”**

***–Wolfie Christl***

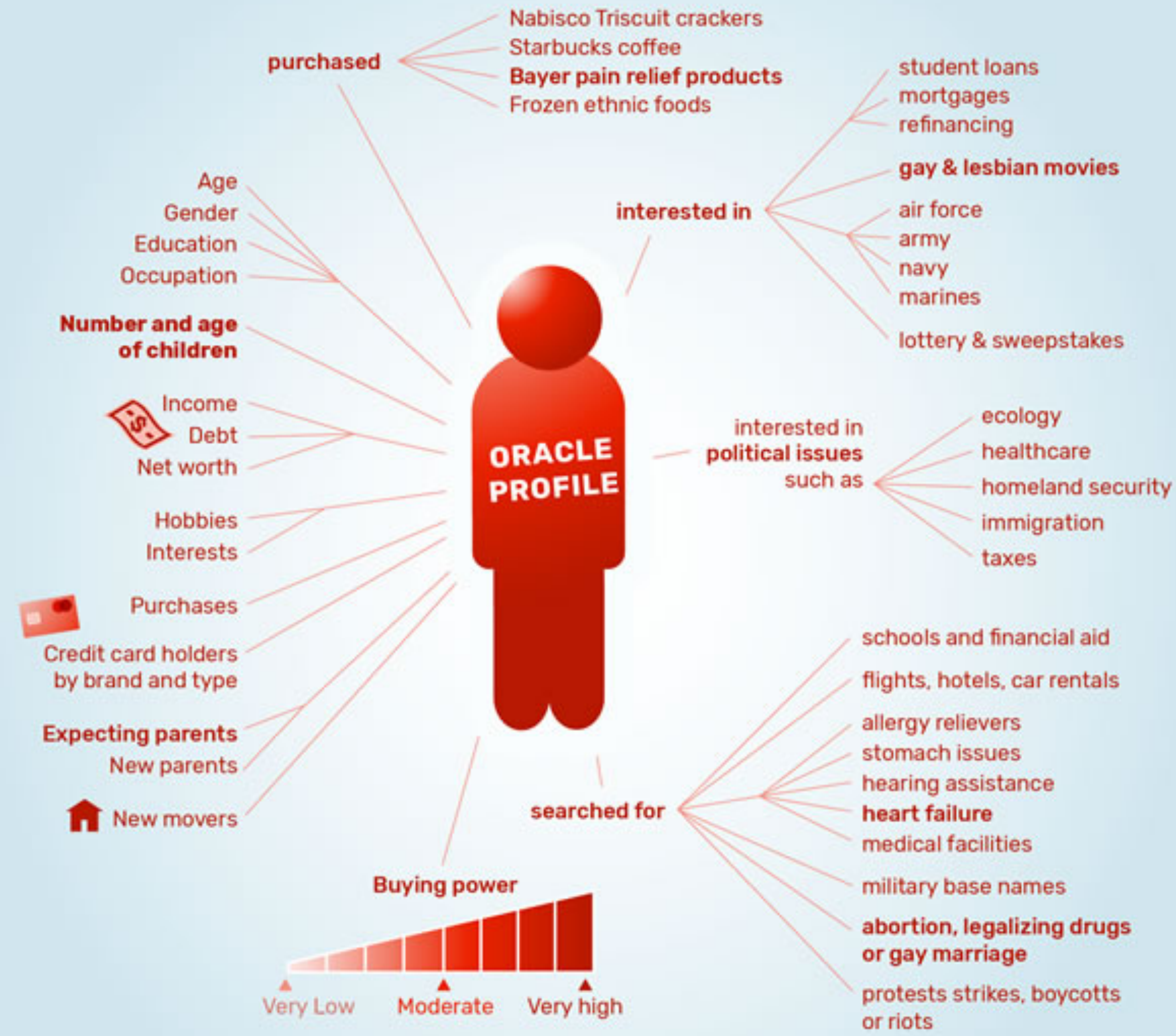


# DATA BROKERS HAVE EXTENSIVE PROFILE INFORMATION ON ENTIRE POPULATIONS

## Examples of data on consumers provided by Acxiom and Oracle



Acxiom provides of up 3,000 attributes and scores on 700 million people in the US, Europe, and other regions.

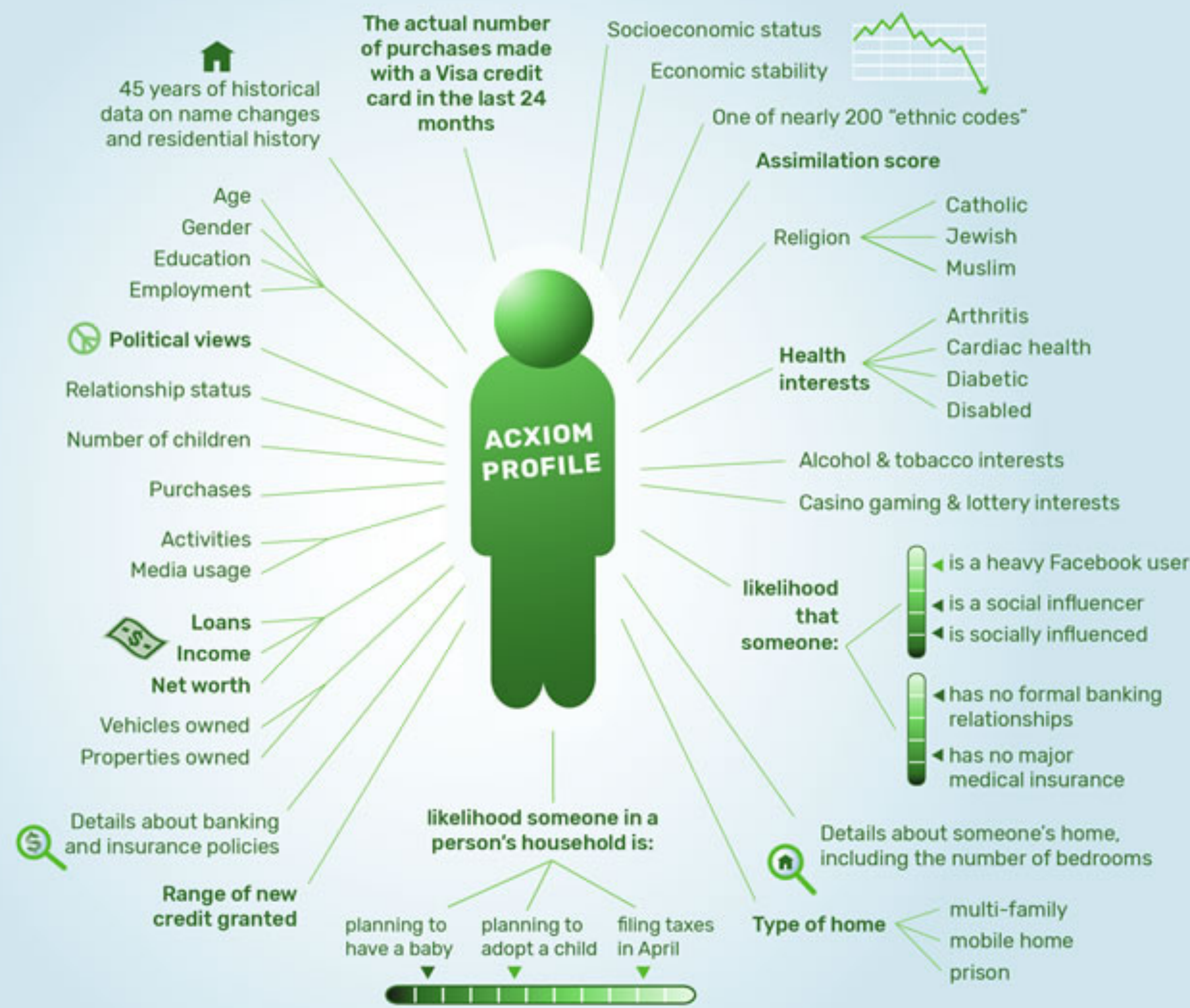


Oracle sorts people into thousands of categories and provides > 30,000 attributes on 2 billion consumer profiles

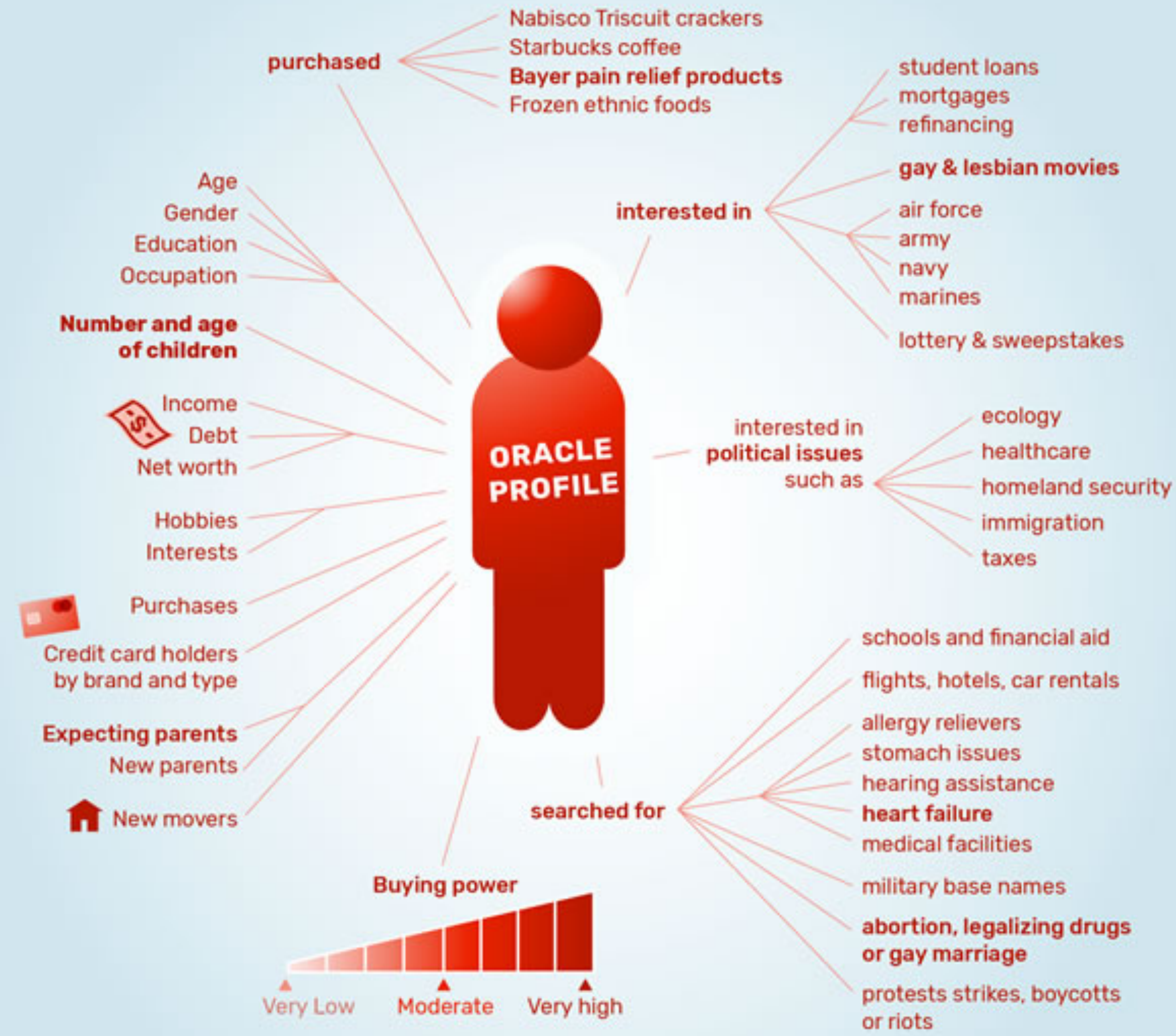


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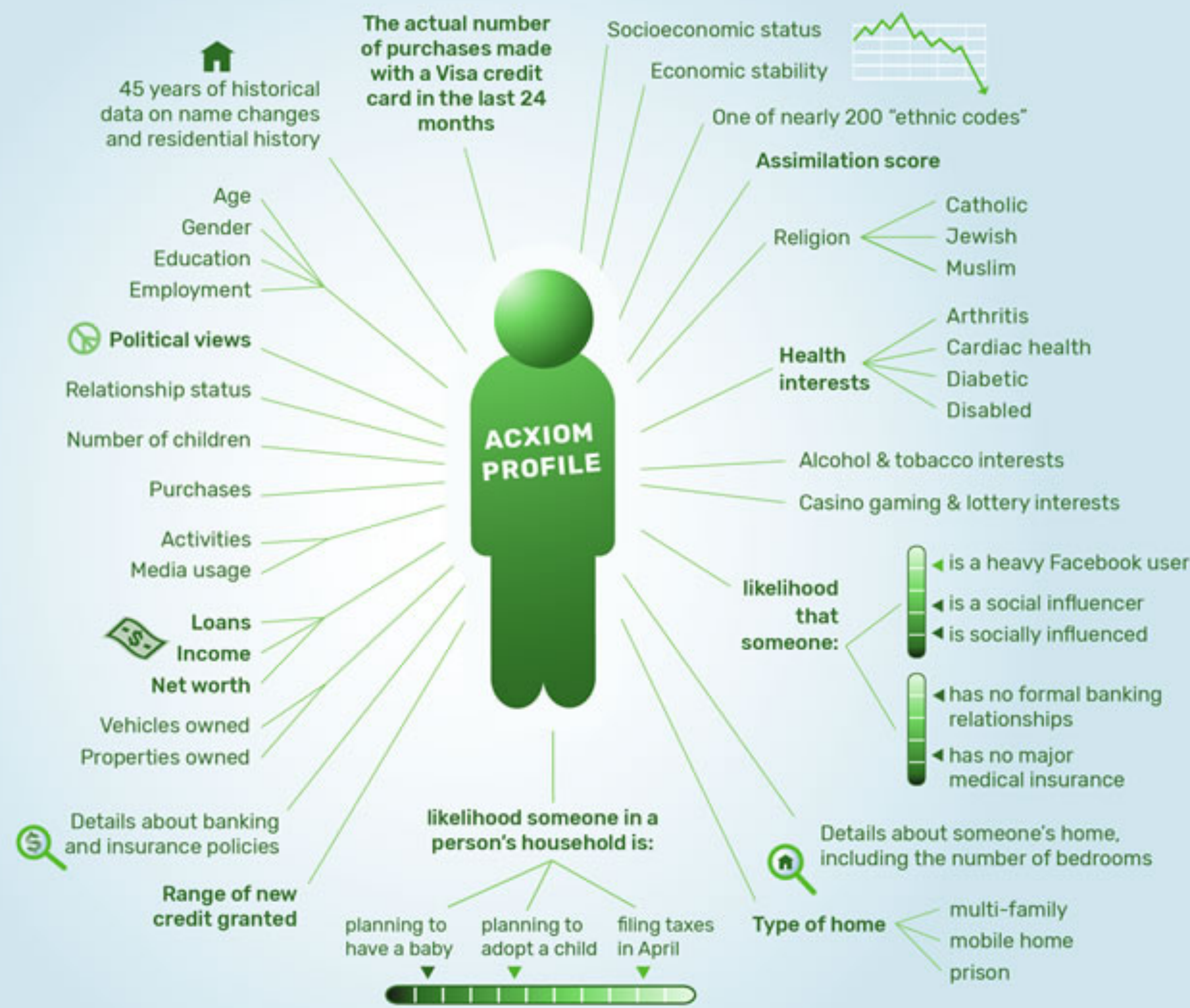


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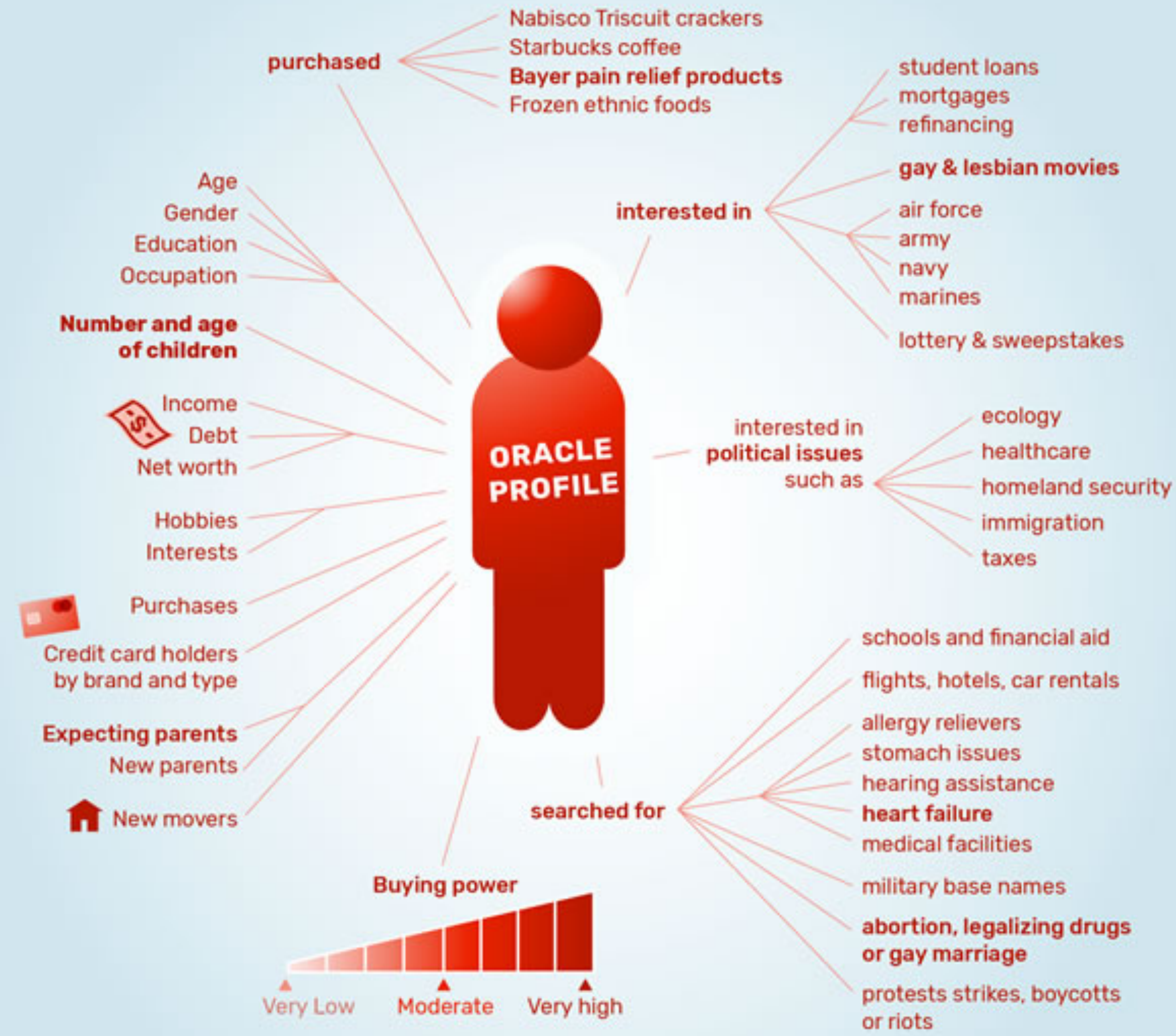


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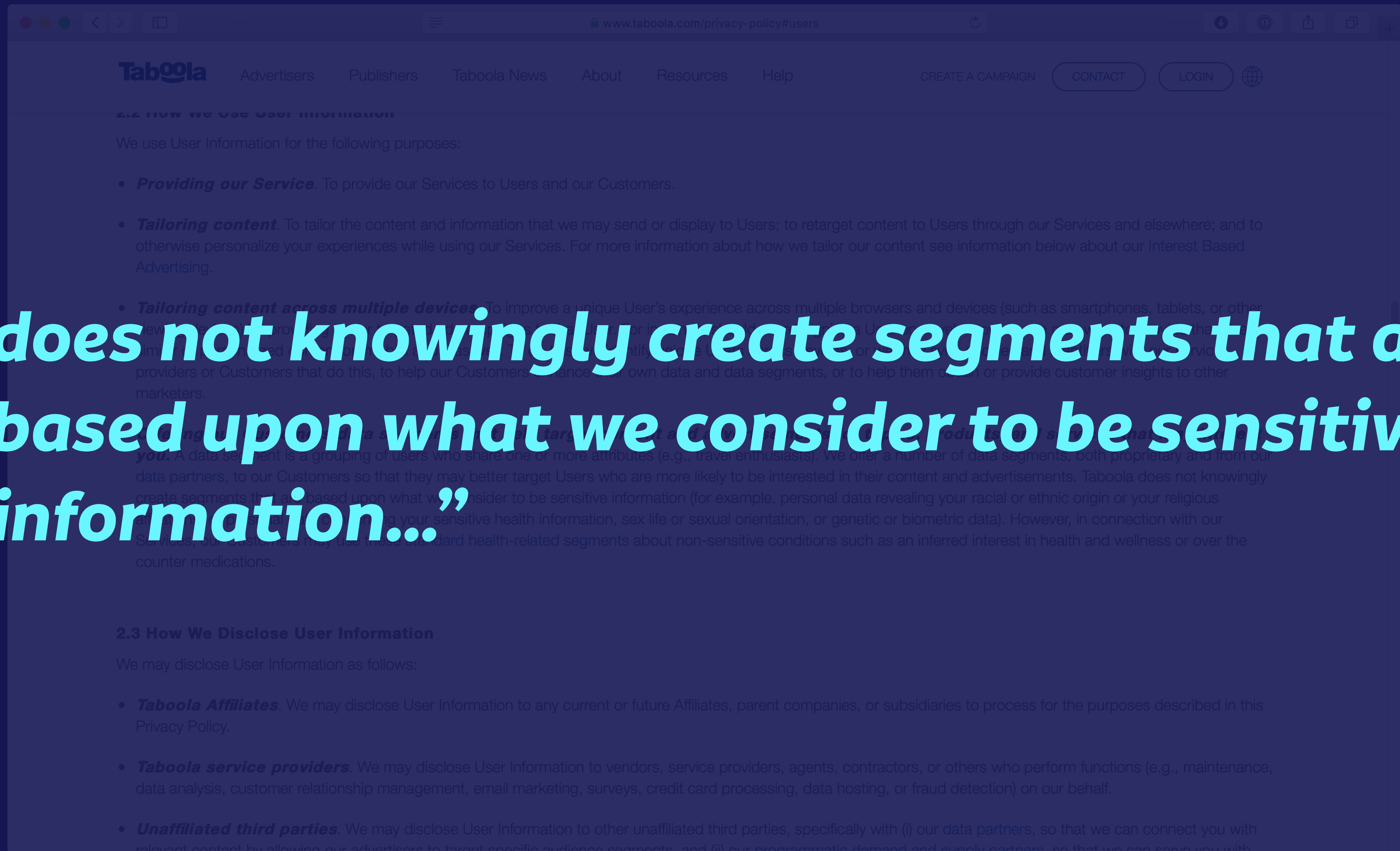
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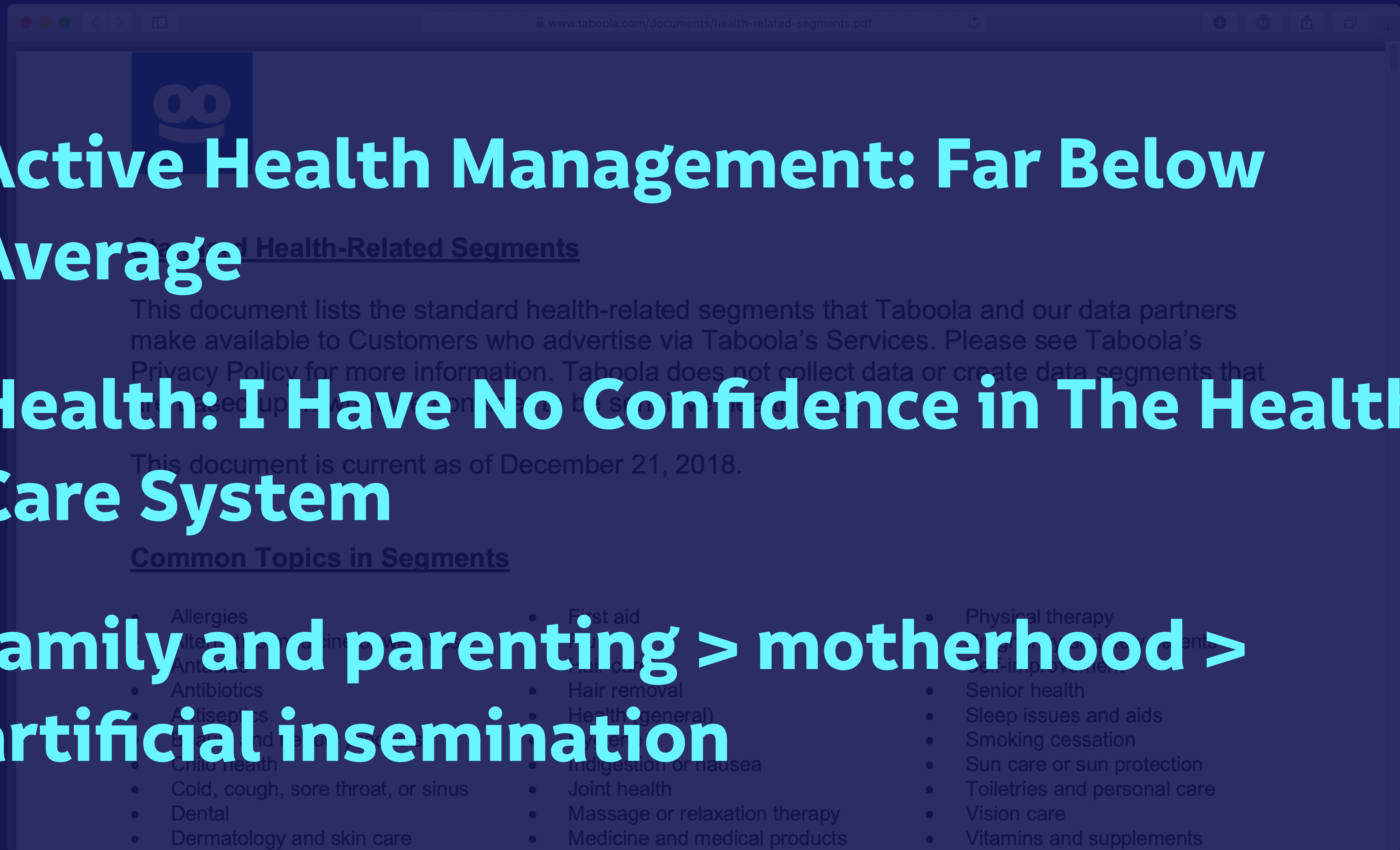
“does not knowingly create segments that are based upon what we consider to be sensitive information...”



**Active Health Management: Far Below Average**

**Health: I Have No Confidence in The Health Care System**

**family and parenting > motherhood > artificial insemination**





# First Sign of Pain, I Take Medicine

health and fitness > addiction

health and fitness > disorders > panic

and anxiety

- Allergies
- Arthritis and joint wellness
- Asthma
- Antibiotics
- Antiseptics
- Beauty and beauty products
- Child health
- Cold, cough, sore throat, or sinus
- Dental
- Dermatology and skin care

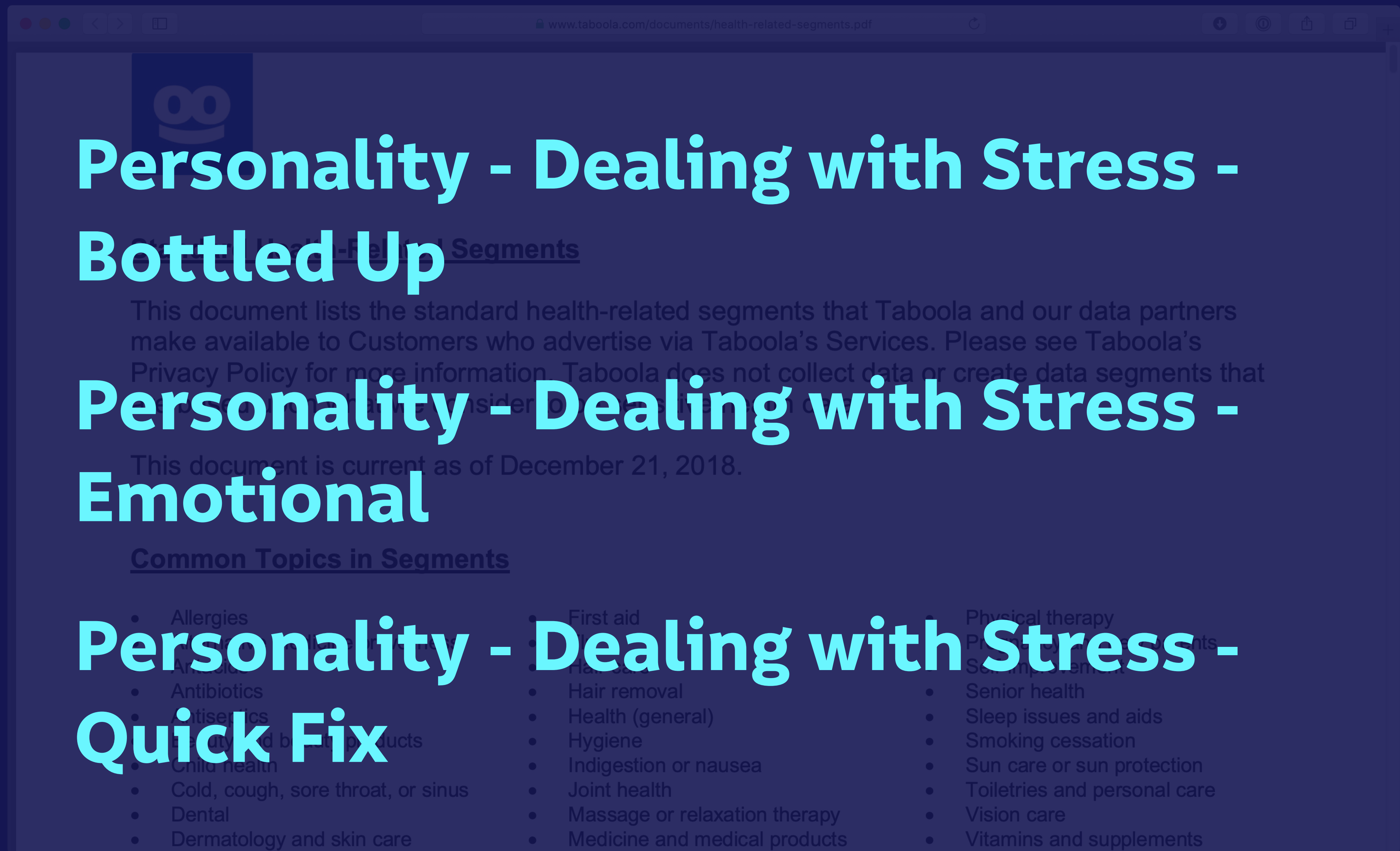
- First aid
- Flu
- Hair care
- Hair removal
- Health (general)
- Hygiene
- Indigestion or nausea
- Joint health
- Massage or relaxation therapy
- Medicine and medical products

- Physical therapy
- Pregnancy and new parents
- Self-improvement
- Senior health
- Sleep issues and aids
- Smoking cessation
- Sun care or sun protection
- Toiletries and personal care
- Vision care
- Vitamins and supplements

# Personality - Dealing with Stress - Bottled Up

# Personality - Dealing with Stress - Emotional

# Personality - Dealing with Stress - Quick Fix







**Cambridge Analytica**

**“Users were scored on ‘big five’ personality traits – Openness, Conscientiousness, Extroversion, Agreeableness and Neuroticism – and in exchange, 40% of them consented to... access to their Facebook profiles.”**



**“[Cambridge Analytica] claims to be able to analyse huge amounts of consumer data and combine that with behavioural science to identify people who organisations can target with marketing material. It collects data from a wide range of sources, including social media platforms such as Facebook, and its own polling.”**

# Profiling.



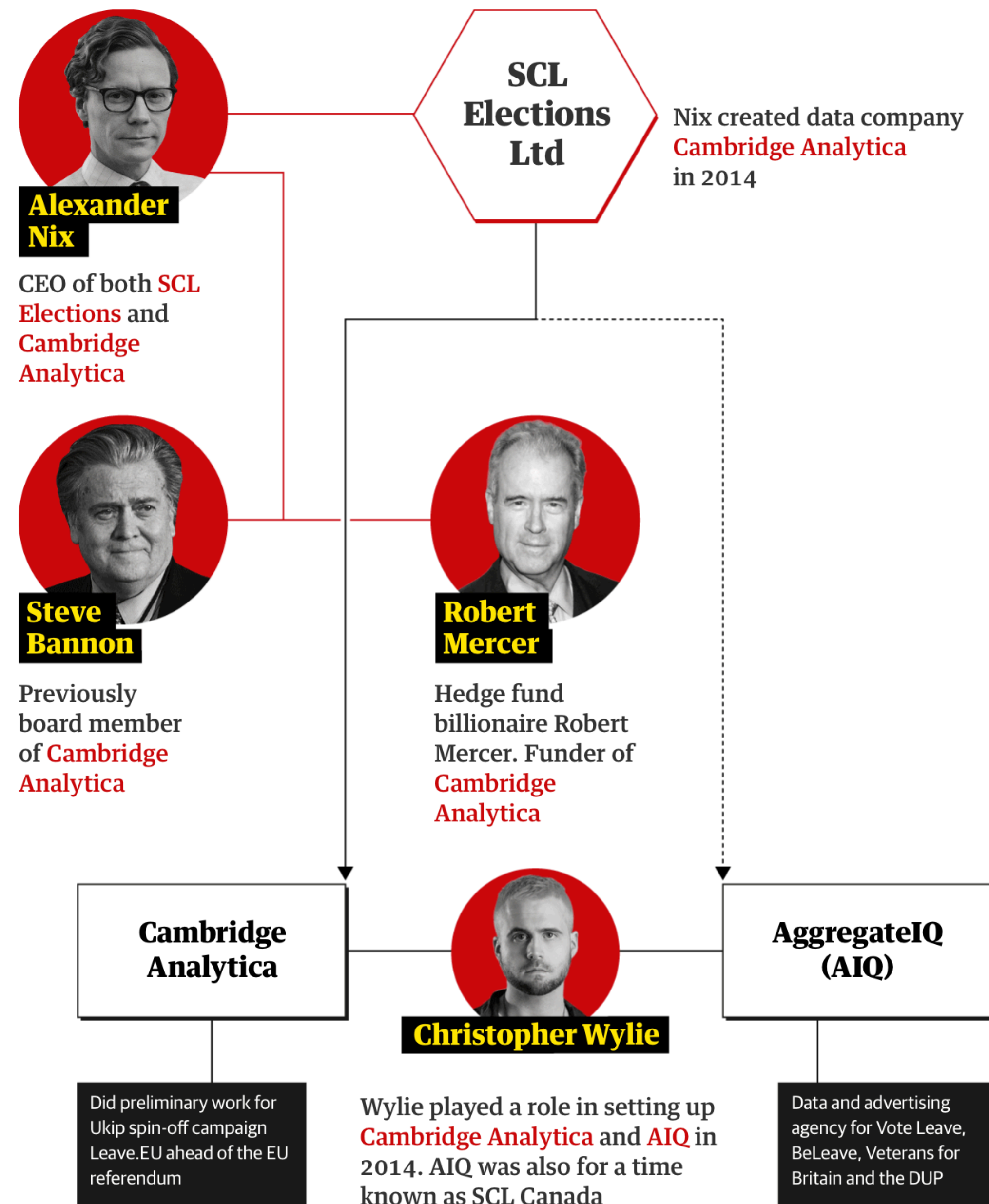


**“Its expertise was in *psychological operations* – or psyops – changing people’s minds not through persuasion but through *informational dominance*, a set of techniques that includes rumour, disinformation and fake news.”**



# Targeting.

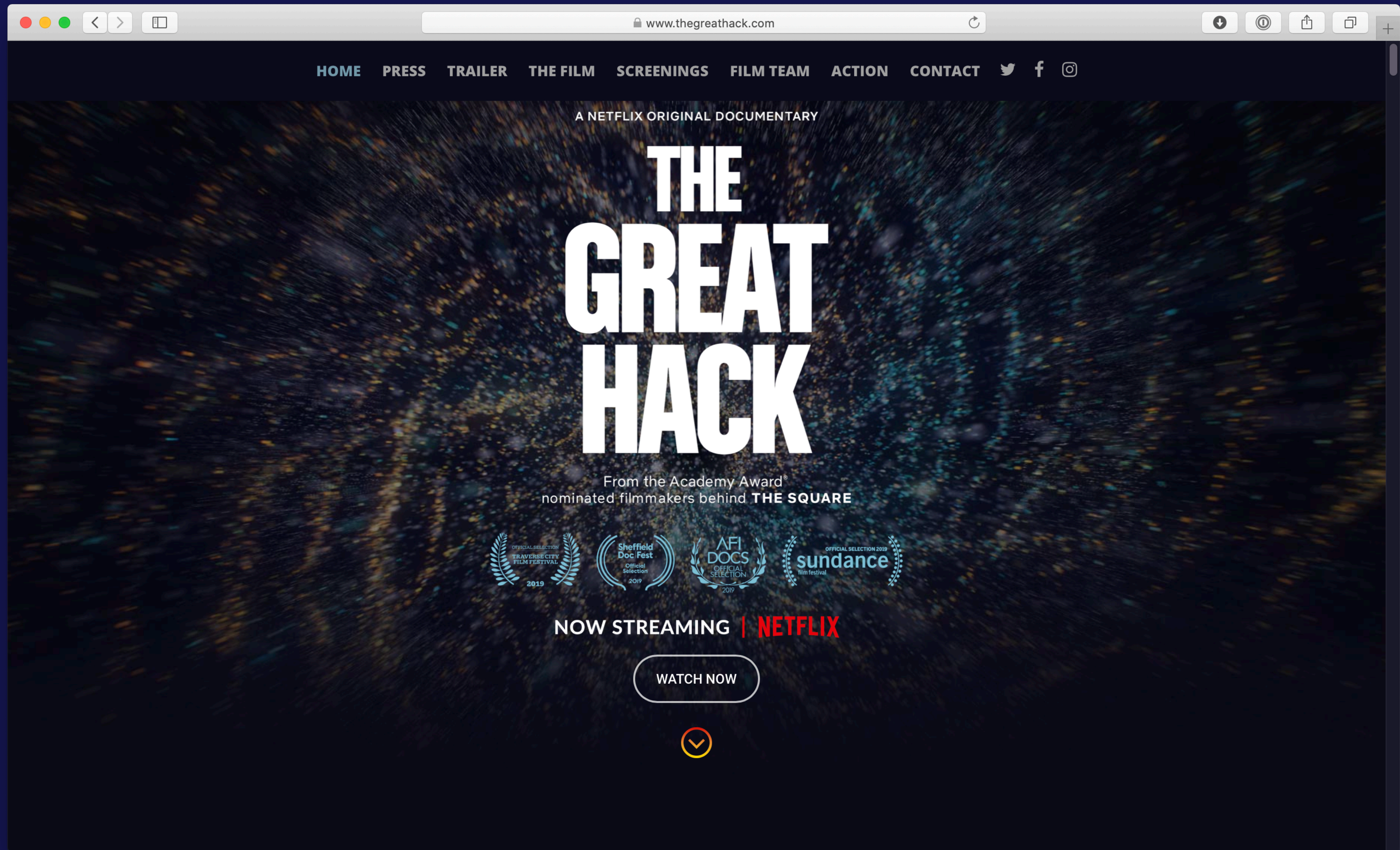




# Manipulating.



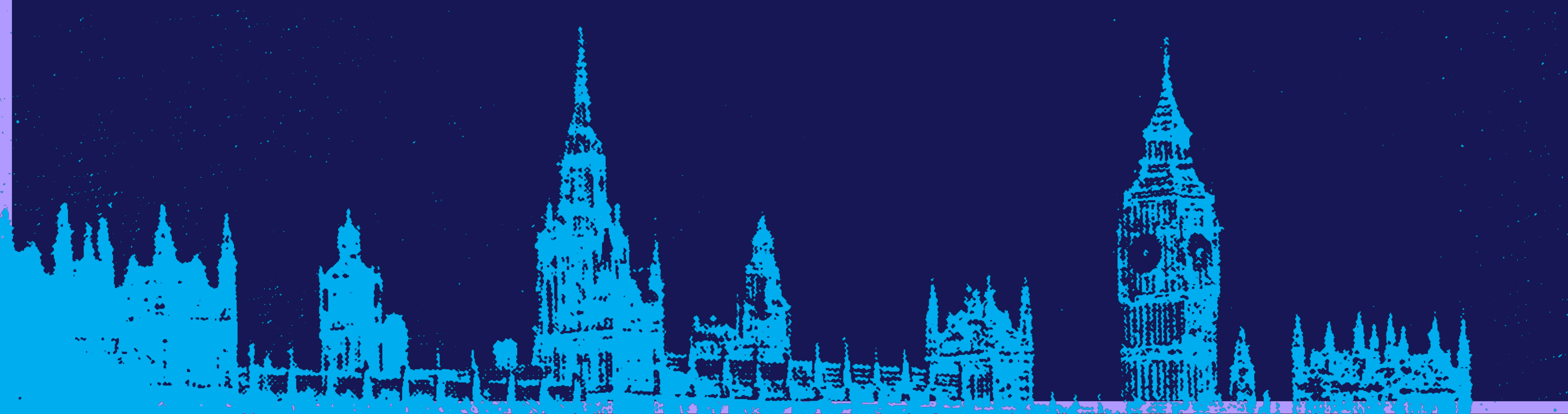




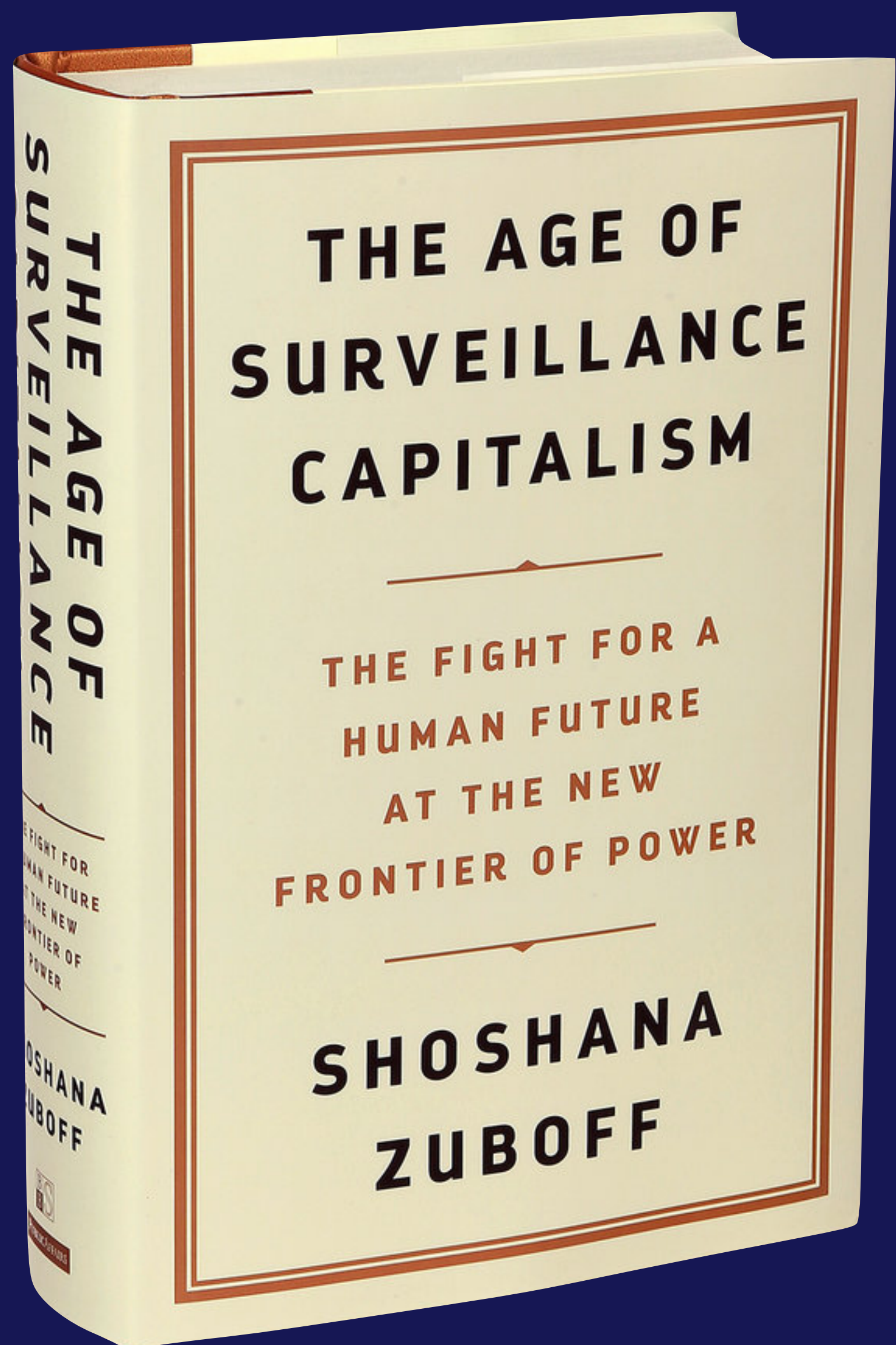
<https://www.thegreathack.com>



**Tracking affects  
democracy.**







**THE AGE OF  
SURVEILLANCE  
CAPITALISM**

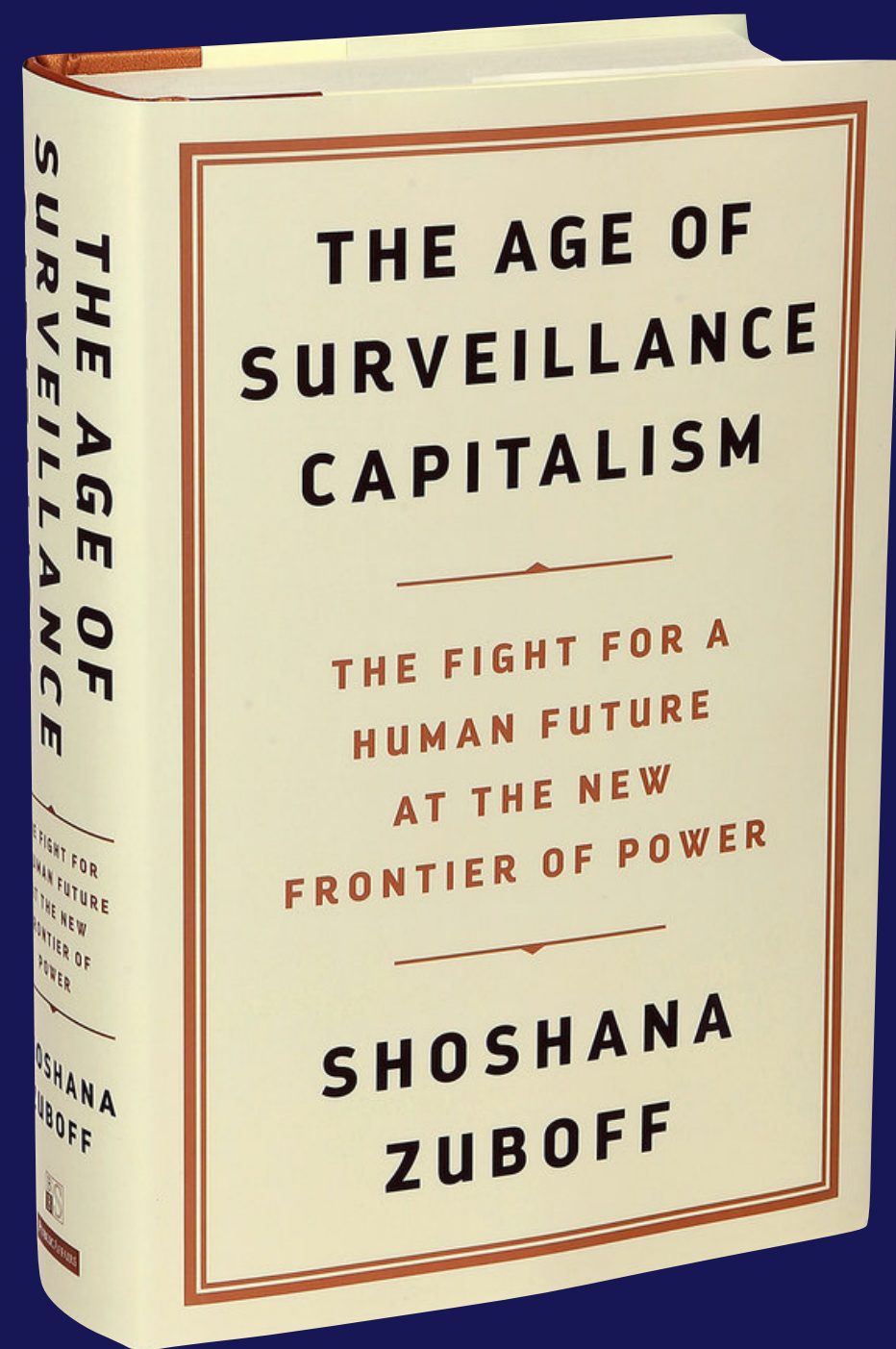
THE FIGHT FOR A  
HUMAN FUTURE  
AT THE NEW  
FRONTIER OF POWER

**SHOSHANA  
ZUBOFF**

**THE AGE OF  
SURVEILLANCE**

THE FIGHT FOR  
HUMAN FUTURE  
AT THE NEW  
FRONTIER OF  
POWER

**SHOSHANA  
ZUBOFF**



**“Surveillance capitalism unilaterally claims human experience as free raw material for translation into behavioral data. Although some of these data are applied to product or service improvement, the rest are...fabricated into prediction products that anticipate what you will do now, soon, and later.”**

***–Shoshana Zuboff***



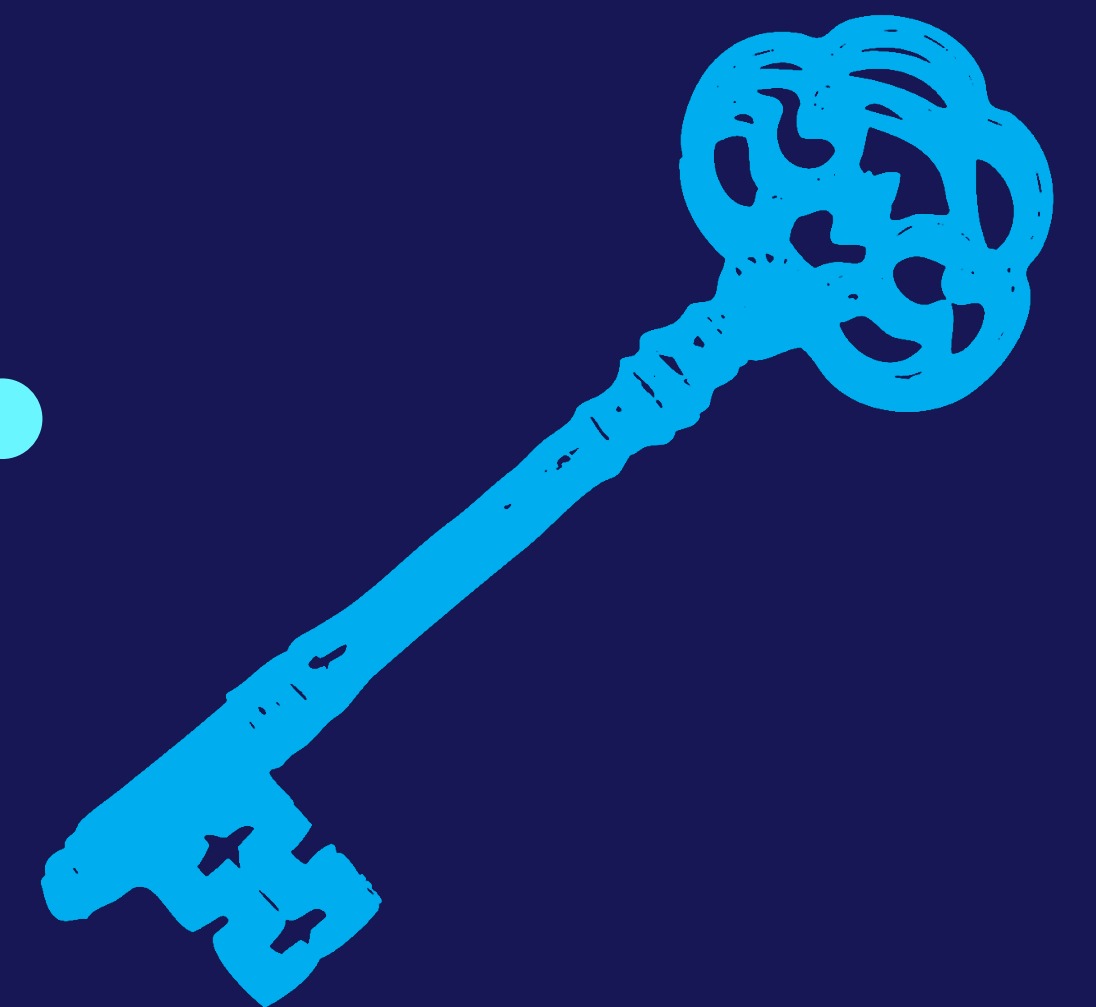
**THE ADAM BUXTON  
PODCAST  
NUMBER 106**  
**SHOSHANA ZUBOFF**  
**OCTOBER  
2 0 1 9**

<http://adam-buxton.co.uk/podcasts/ep106-shoshana-zuboff>

**But it's all so  
convenient!**



**Convenient unethical  
technology is like  
fluffy handcuffs...**



**How to protect  
ourselves (individuals)**



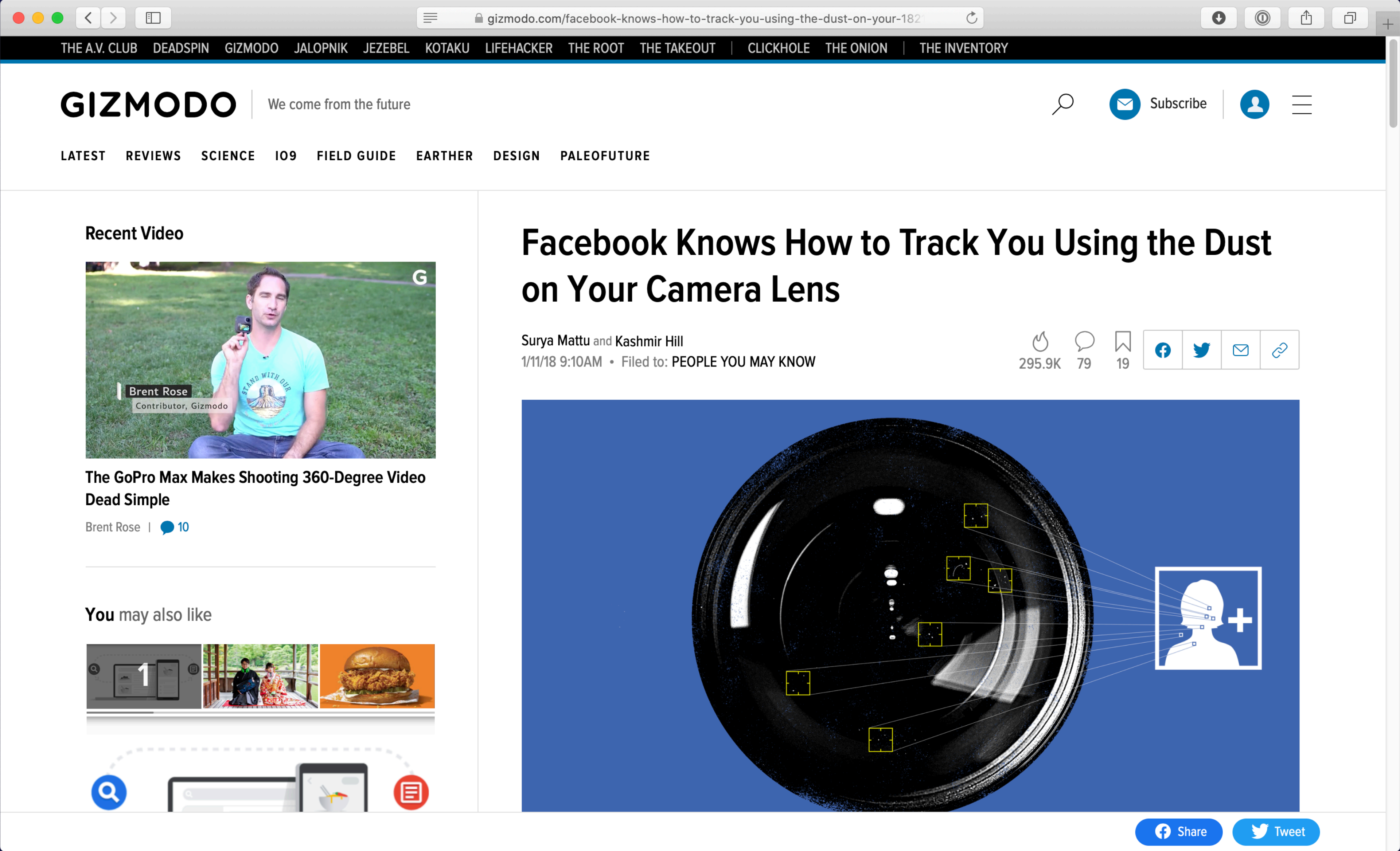


**Avoid logging in.  
(If you can.)**

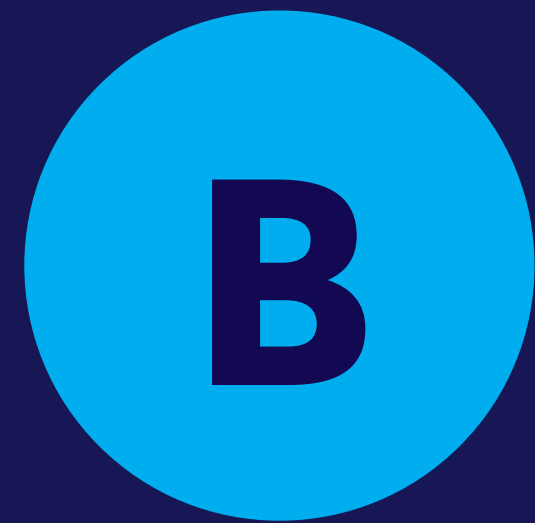
# Fingerprinting







https://gizmodo.com/facebook-knows-how-to-track-you-using-the-dust-on-



**Avoid providing your phone number.**



**“We added and verified a phone number for [two-factor authentication] to one of the authors’ accounts... the phone number became targetable after 22 days”**

***–Giridhari Venkatadri, Elena Lucherini, Piotr Sapiezynski, and Alan Mislove***

**“When an advertiser uploaded their marketing list, we may have matched people on Twitter to their list based on the email or phone number the Twitter account holder provided for safety and security purposes.”**





**Disallow third-party  
cookies.**



**Disallow third-party  
cookies.**





**Don't use Gmail.**



**Google has its tentacles in  
~80% of the popular web.**

<https://better.fyi/trackers/>



**Your choices affect your  
friends and family.**

**We're not just tracked on  
the web.**







<https://reallifemag.com/false-alarm/>





<https://www.newsweek.com/privacy-advocates-want-take-wifi-connected-hello->



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Monitor your baby's temperature without disturbing them,  
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SEX

# 'Smart' Dildo Company Sued For Tracking Users' Habits

We-Vibe's makers sued after customer finds out they know all about her orgasms (and also her email address).



NEWS



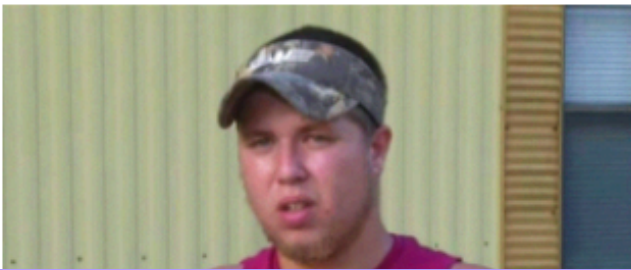
'Smart' Dildo Company Sued For Tracking Users' Habits  
By Sara Morrison  
Sep 13, 2016



Herbal Tea Heals, But Is Poison For California  
By Ed Cara  
15 hours ago



Twitter Removes Half A Million Accounts Linked To Extremism  
By Leeron Hoory  
15 hours ago



Dylann Roof's Lying Friend Joey Meek Gets 27 Months

UNLOCK EXCLUSIVE Deep Web Stories



*Have you ever wondered how many calories you're burning during intercourse?*

*How many thrusts?*

*Speed of your thrusts?*

*The duration of your sessions? Frequency?*

*How many different positions you use in the period of a week, month or year?*



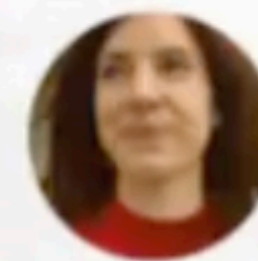
**Avoiding it all is  
too much work.**

**Don't blame the victim.**




**Our concept of privacy is  
being twisted.**





**Ineke Paulsen**

Just Now · 



**Public**



**Friends**

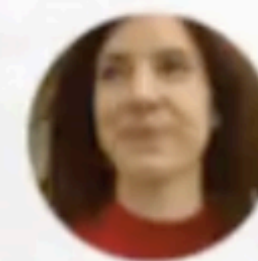


**Only me**




**Close friends**



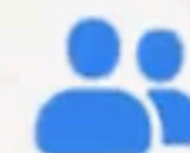


**Ineke Paulsen**

Just Now · 



**Public + facebook**



**Friends + facebook**



**Only me + facebook**



**Close friends + facebook**



**Privacy is the ability to choose what you want to share with others, and what you want to keep to yourself.**



**“If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place.”**

***–Eric Schmidt, CEO of Google. 2009***

**Shouldn't we be smart  
about what we share  
publicly?**



**Corporations blame us for  
giving up our privacy.**

Not Secure — tacma.net



**“The clicks that pass for consent are  
uninformed, non-negotiated and offered in  
exchange for services that are often  
necessary for civic life.”**

***–New York Times Editorial Board***

**“Two law professors analyzed the sign-in terms and conditions of 500 popular US websites, including Google and Facebook, and found that more than 99 percent of them were ‘unreadable,’ far exceeding the level most American adults read at, but are still enforced.”**

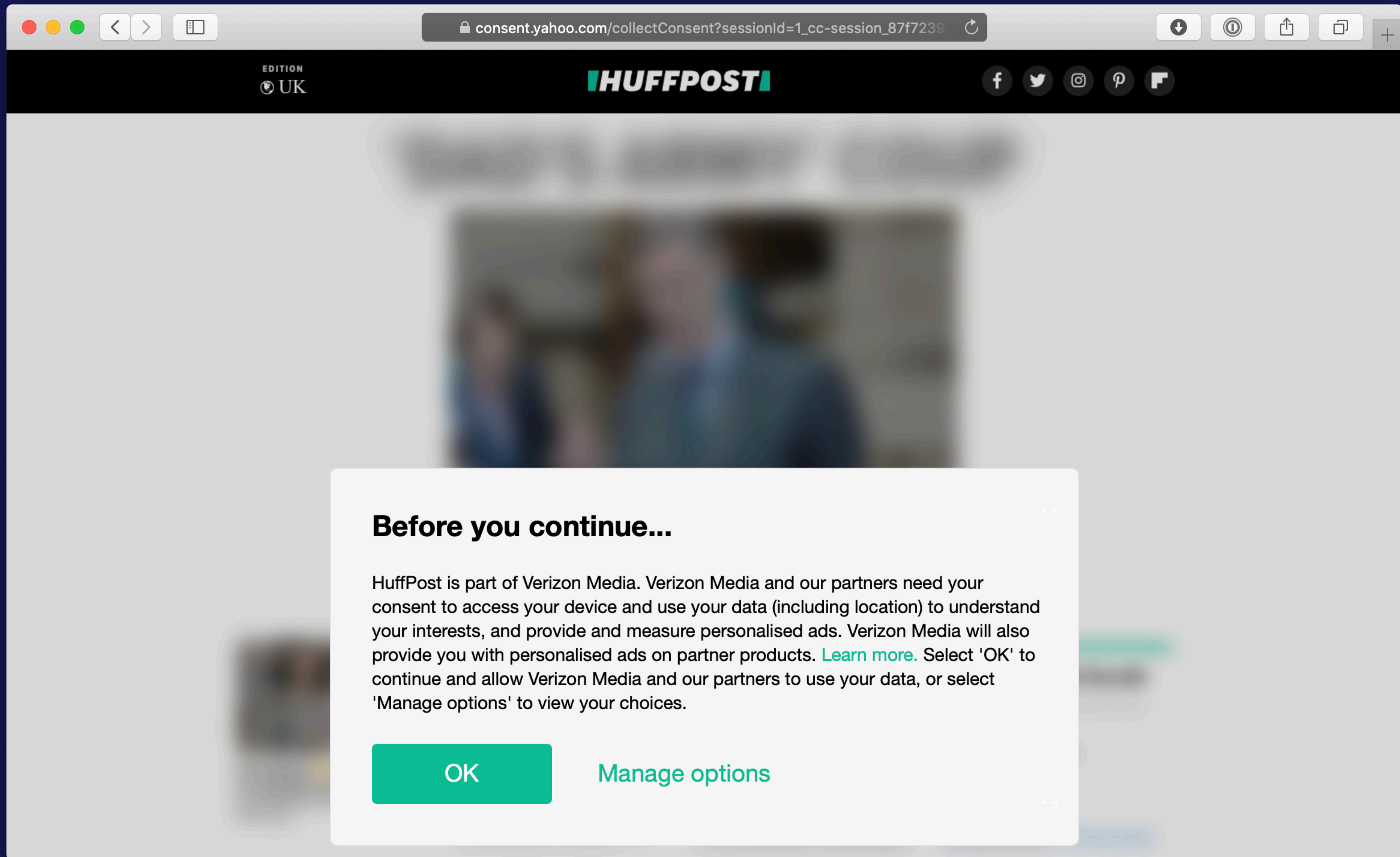
**–*Dustin Patar***



**It is not  
informed  
consent.**

**It's not consent if there's  
not a real choice.**





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OK

[Manage options](#)

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consent.yahoo.com/consent

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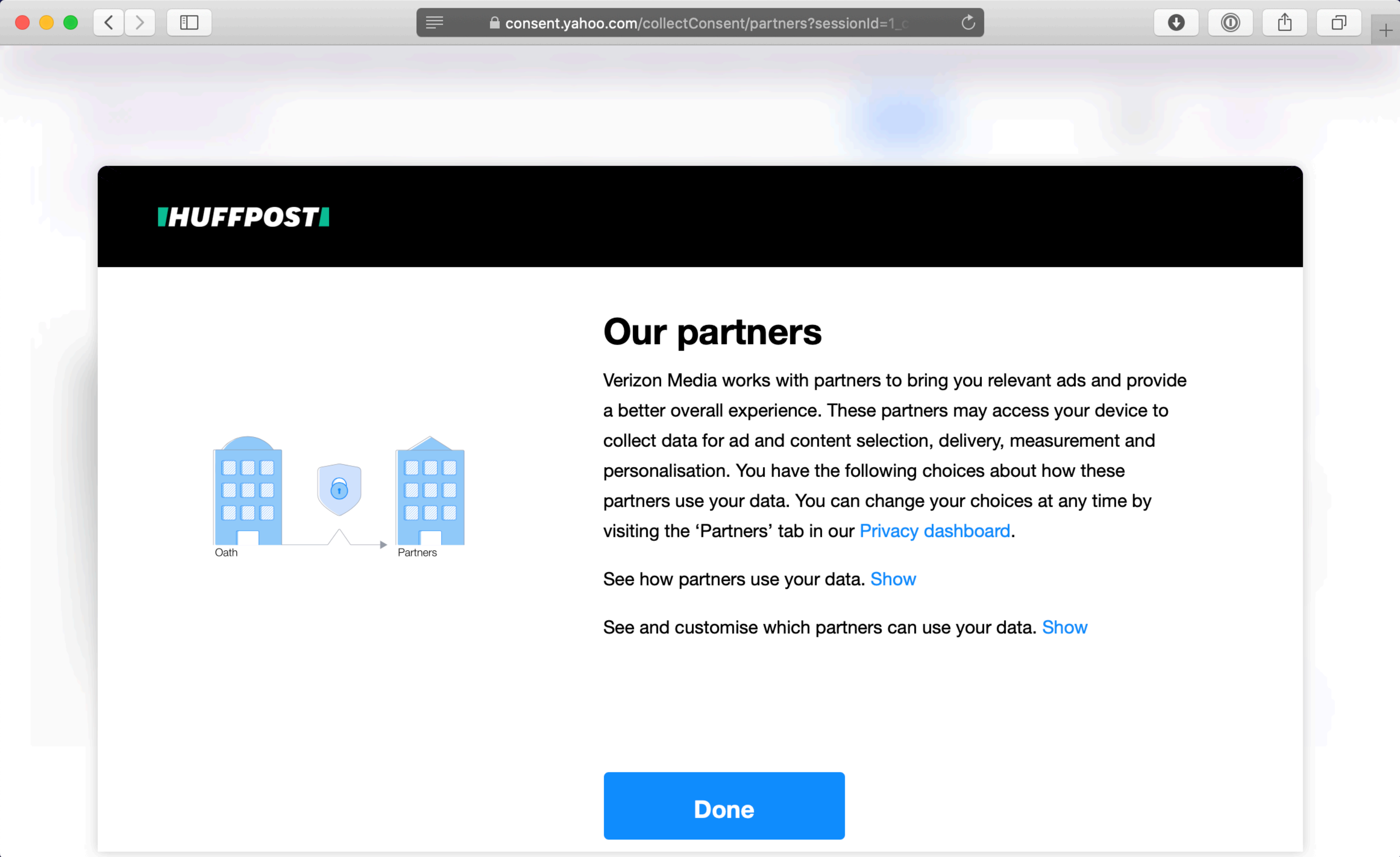
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OK





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See how partners use your data. [Hide](#)

## Information

## Personal

## Ad selection, delivery, reporting

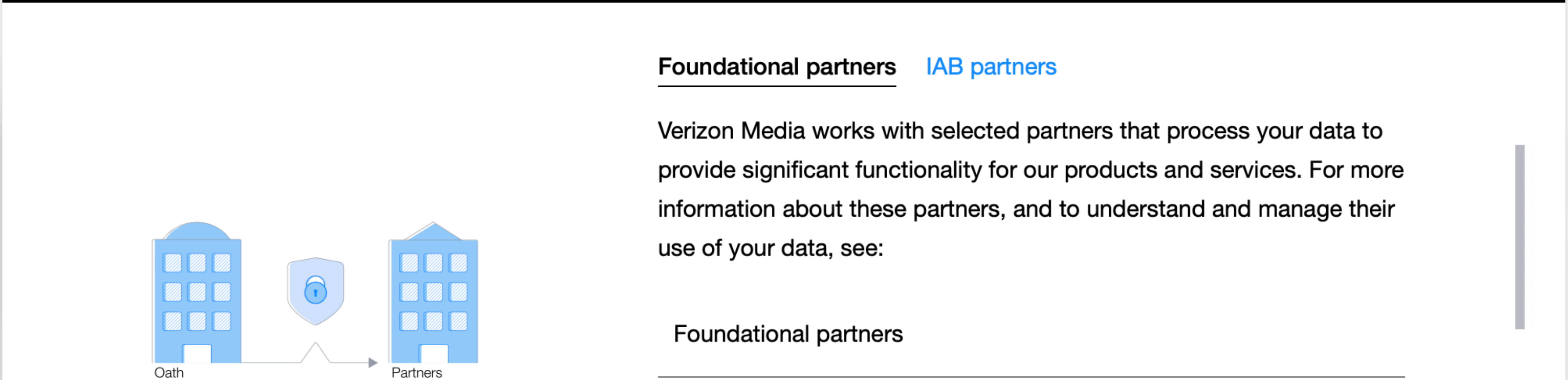
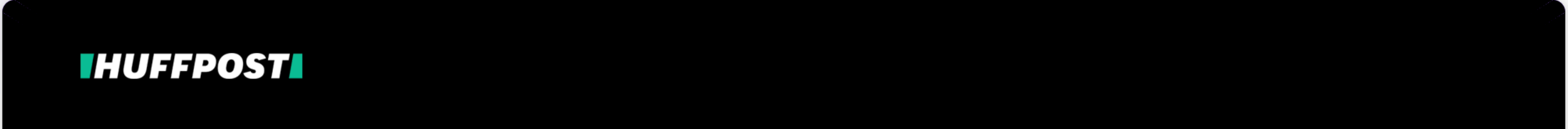
### Content selection, delivery, reporting

## Measurement

**Done**

The storage of information, or access to information that is already stored, on your device such as advertising identifiers, device identifiers, cookies, and similar technologies.





Foundational partners   IAB partners

Verizon Media works with selected partners that process your data to provide significant functionality for our products and services. For more information about these partners, and to understand and manage their use of your data, see:

## Foundational partners

Active Agent AG	<a href="#">Privacy Policy</a>
AdButler	<a href="#">Privacy Policy</a>
Amazon	<a href="#">Privacy Policy</a>
Atlas / Facebook	<a href="#">Privacy Policy</a>
dataXtrade GmbH	<a href="#">Privacy Policy</a>

**There is  
no choice.**



**We're asked to give up  
everything or get nothing.**

**The cost of not consenting  
is to lose access to social,  
civil and labour  
infrastructure.**



# CELL PHONES, SECURITY AND SOCIAL CAPITAL:

EXAMINING HOW PERCEPTIONS OF  
DATA PRIVACY VIOLATIONS AMONG  
CELL-MOSTLY INTERNET USERS  
IMPACT ATTITUDES AND BEHAVIOR

Jan Fernback and Gwen Shaffer

**“All individuals are vulnerable to security breaches, identity fraud, system errors, and hacking. But economically disadvantaged individuals who rely exclusively on their mobile phones to access the internet are disproportionately exploited...”**

**–Gwen Schaffer**



**“Some focus group participants reported that, in an effort to maintain data privacy, they modify online activities in ways that harm personal relationships and force them to forego job opportunities.”**

***–Cell Phones, Security and Social Capital***

**The technology we use is  
our new everyday things.**



**When the technology you use is a lifeline to access, you are impacted more severely by its unethical factors.**



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Wales

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Social networking



Frances Ryan

@drfrancesryan

Wed 4 Apr 2018 07.00 BST

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3,392

184

The missing link: why disabled people can't afford to #DeleteFacebook





**“I can’t help but wonder if only privileged people can afford to take a position of social media puritanism. For many, particularly people from marginalised groups, social media is a lifeline – a bridge to a new community, a route to employment, a way to tackle isolation.”**

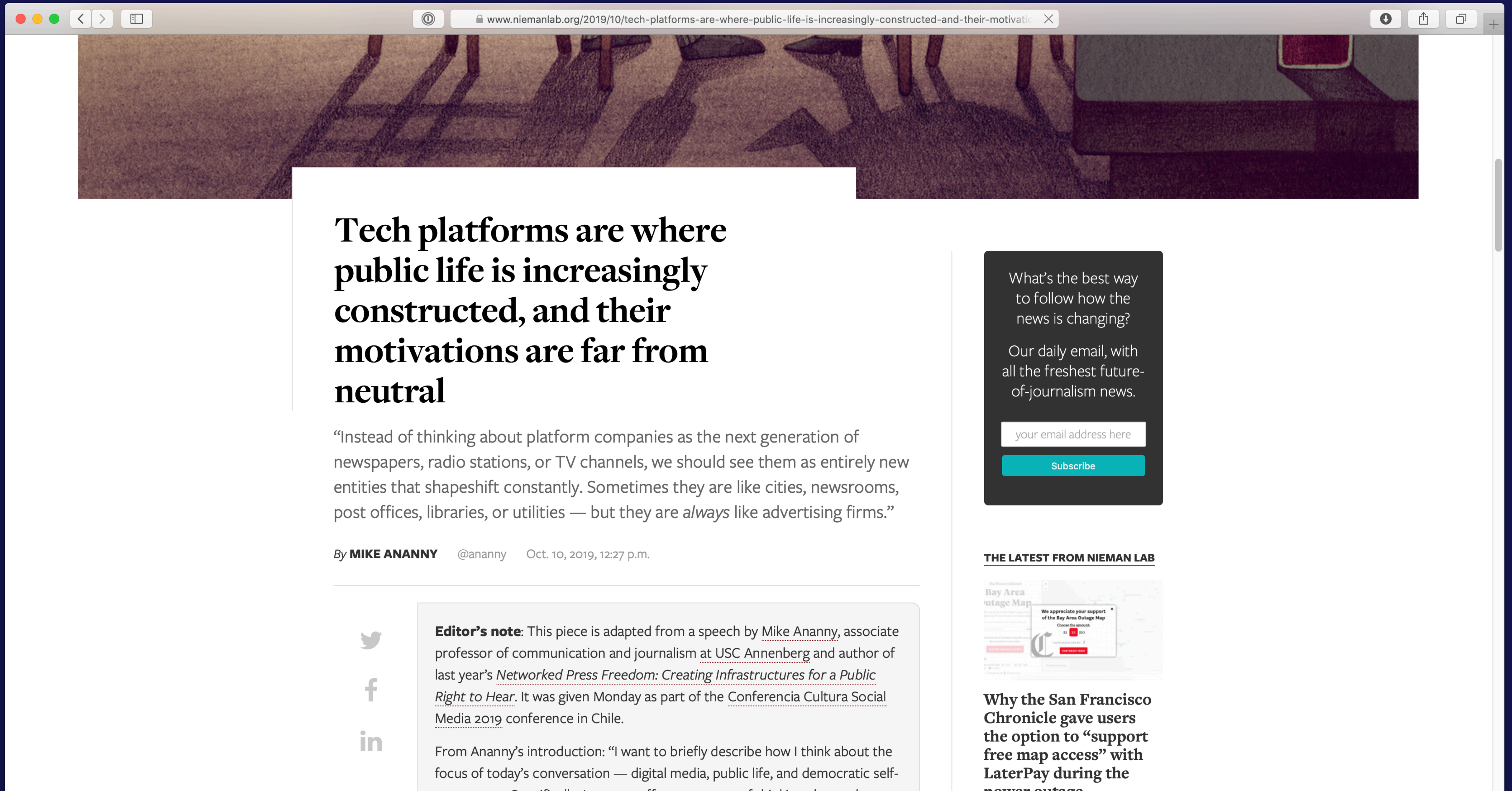
***–Dr Frances Ryan***

**Technology can't fix issues  
of domination, oppression  
or discrimination.**



**Technology  
amplifies social  
and systemic issues.**





<https://www.niemanlab.org/2019/10/tech-platforms-are-where-public-life-is->



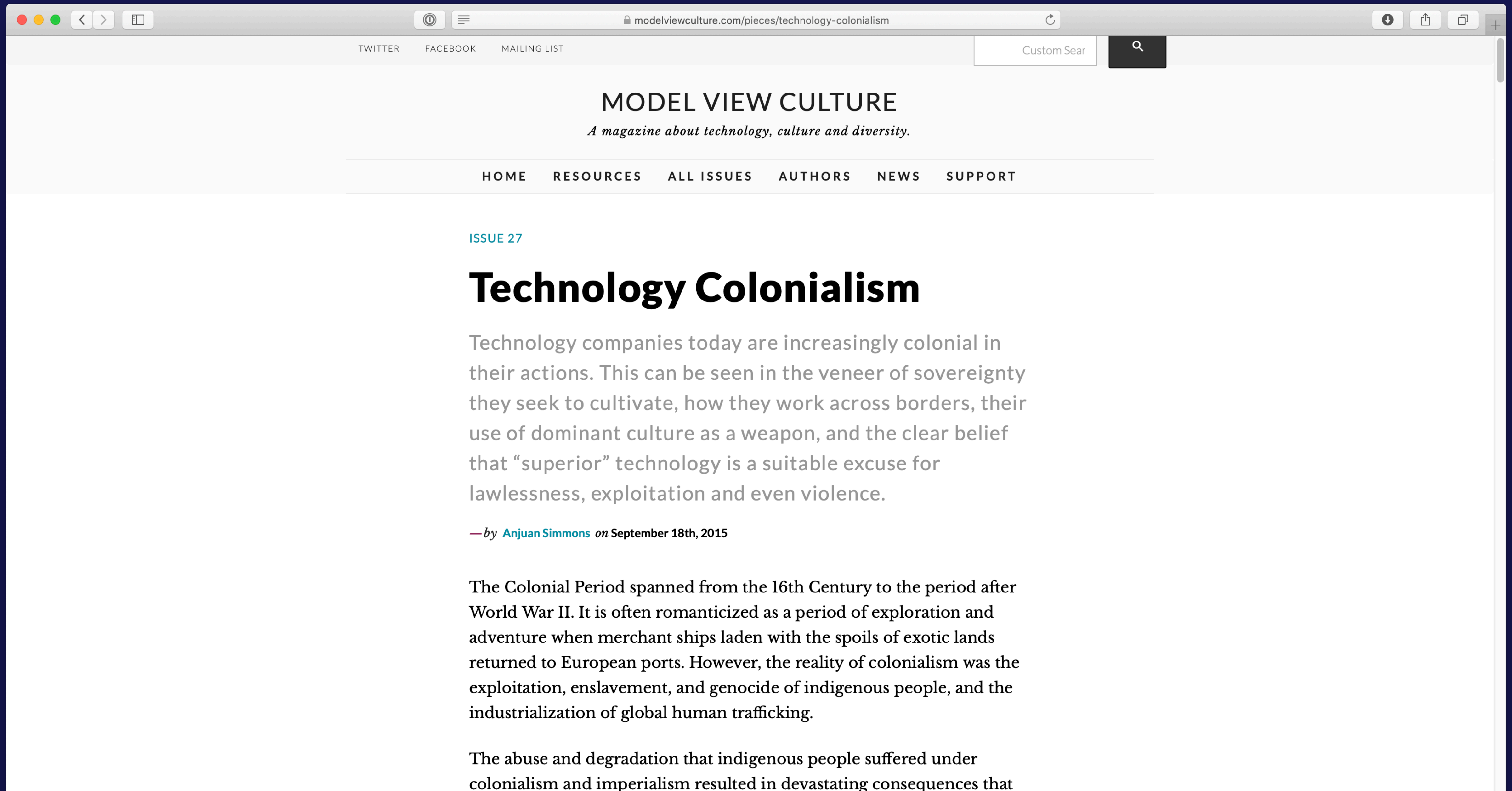
**“If you don’t like the  
technology, you don’t  
have to use it...”**

**“Platforms are societies of intertwined people and machines. There is no such thing as ‘online life’ versus ‘real life.’ We give massive ground if we pretend that these companies are simply having an ‘effect’ or ‘impact’ on some separate society.”**

**–Mike Ananny**



# Technology colonialism



<https://modelviewculture.com/pieces/technology-colonialism>



**“Colonial powers always saw themselves as superiors over the native people whose culture was rarely recognized or respected. The colonizers saw economic value in... foreign relations, but it was always viewed as a transaction based on inequality.”**

**–Anjuan Simmons**

**“Technology companies continue this same philosophy in how they present their own products. These products are almost always designed by white men for a global audience with little understanding of the diverse interests of end users.”**

**–Anjuan Simmons**



**We have to reckon with our  
colonial history.**

- **we don't speak to users**
- **we assume we know best**
- **we don't have diverse teams**
- **we value developer experience over user experience**



**“Intent does not  
erase impact.”**

**We must consider the  
impact our design  
has outside of its  
immediate interface.**



**It's hard to advocate for  
change when alternatives  
don't yet exist.**

**We have the  
power to make  
that change.**



**How to build more  
ethical technology**

**Build *small*  
technology**



**Everyday tools for everyday  
people designed to increase  
human welfare, not  
corporate profits.**

**How to build small technology:**

---

**Make it easy  
to use.**



**Protecting ourselves  
shouldn't just be the  
privilege of those with  
knowledge, time and money.**

- **functional**  
**(this includes accessible)**
- **convenient**
- **reliable**

**How to build small technology:**

---

**Make it inclusive.**



**We must ensure people have  
equal rights and access to the  
tools we build and the  
communities who build them.**

**How to build small technology:**

---

**Don't be colonial.**

**Our teams must reflect the intended audience of our technology.**



**We can build upon best practices, but we should not be making assumptions.**

**How to build small technology:**

---

**Make it personal.**

**Build technology for  
everyday people, not just  
startups and enterprises.**



**How to build small technology:**

---

**Make it private  
by default.**

**Privacy is the ability to choose what you want to share with others, and what you want to keep to yourself.**

**Make your technology  
functional without  
personal information.**



## **Consent:**

---

**Allow people to share their information for relevant functionality only with their explicit consent.**

# Consent:

---

**When obtaining consent, tell the person:**

- **how you'll use their information**
- **when you'll use it**
- **who will have access to it**
- **how long it will be stored**

**Consent:**

---

**Write easy-to-understand  
privacy policies.**



# Consent:

---

# Don't use third-party

We and our partners use technologies, such as cookies, and process personal data, such as IP addresses and cookie identifiers, to personalise ads and content based on your interests, measure the performance of ads and content, and derive insights about the audiences who saw ads and content. Click below to consent to the use of this technology and the processing of your personal data for these purposes. You can change your mind and change your consent choices at any time by returning to this site.

[MORE OPTIONS](#)

[I ACCEPT](#)

[Show Purposes](#) | [See Vendors](#)

Powered by **Quantcast**

**Third-party services:**

---

**Don't use third-party  
services.**

**(If you can avoid them.)**



CSS-Tricks  
@css



An iOS app installed a custom font specifically for tracking users. [mjtsai.com/blog/2019/09/1...](https://mjtsai.com/blog/2019/09/13/user-tracking-via-custom-fonts/)

(Puts on tin foil hat)

There has gotta be a reason Google hands out a bazillion terabytes of hosted font file bandwidth for absolutely free.

4:50 PM · Oct 31, 2019 · [Buffer](#)

<https://mjtsai.com/blog/2019/09/13/user-tracking-via-custom-fonts/>



## **Third-party services:**

---

**Make it your responsibility  
to know what they're doing  
with your users' information.**

**Third-party services:**

---

**Self-host all the things.**

## **Social media etiquette:**

---

**Strip tracking identifiers  
and Google AMP junk from  
URLs before you share them.**



## **Social media etiquette:**

---

**Post to your own site first,  
then mirror those posts to  
third-party platforms.**


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You  
bet

Get one more story in your member preview when you sign up. It's free.



 Sign up with Google

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Already have an account? [Sign in](#)

**How to build small technology:**

---

**Make it zero-  
knowledge.**



**Zero-knowledge tech has  
no knowledge of your  
information.**

**Zero-knowledge:**

---

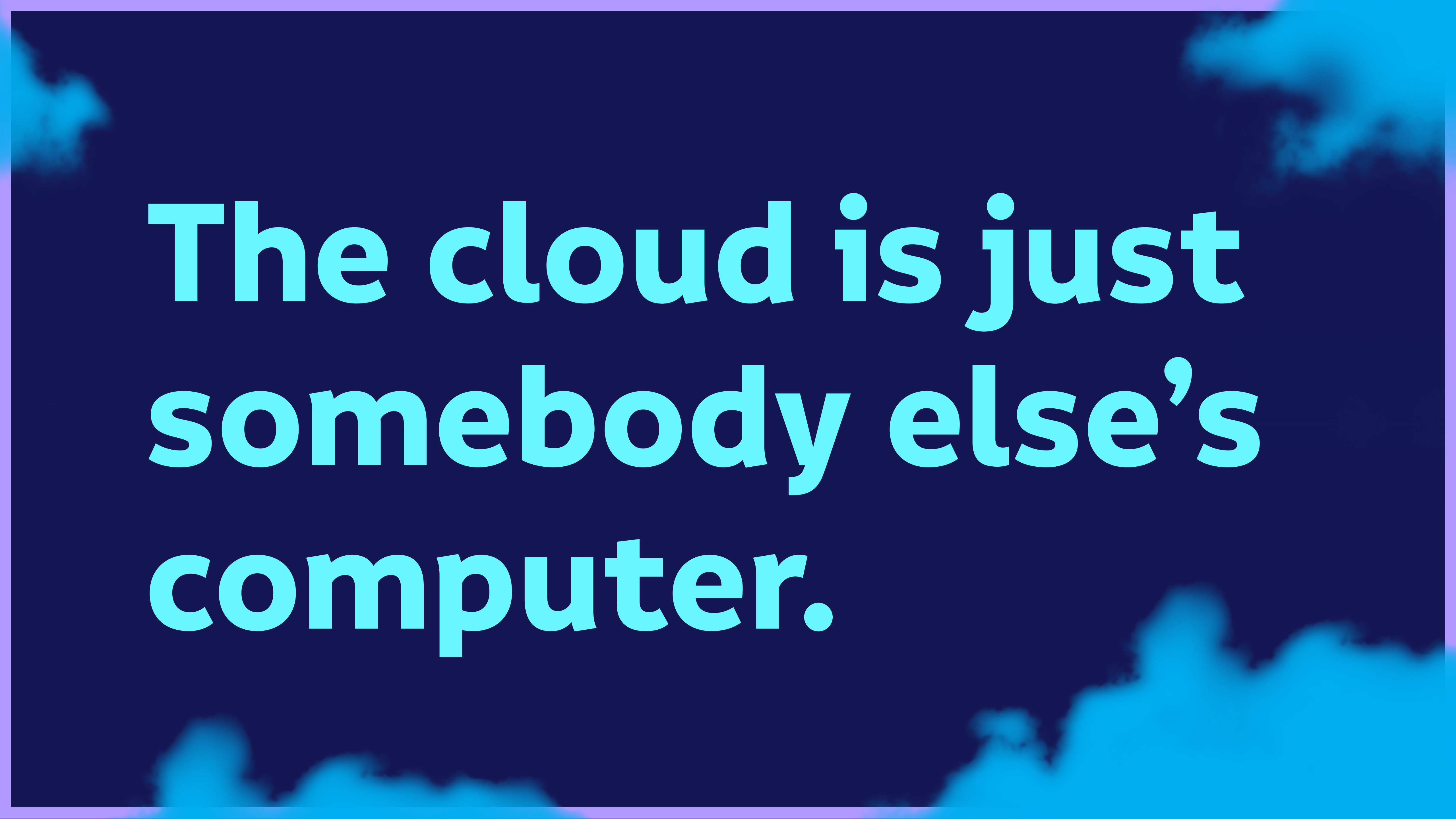
**Keep a person's information  
on their device where  
possible.**

**Zero-knowledge:**

---

**Ensure any information  
synced to another device is  
end-to-end encrypted.**



The background of the image is a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, with some appearing closer and more detailed, while others are further away and more ethereal. The overall lighting is bright and airy, suggesting a clear, sunny day.

**The cloud is just  
somebody else's  
computer.**

**How to build small technology:**

---

**Make it  
share alike.**

**Cultivate a healthy commons  
by using licences that allow  
others to build upon, and  
contribute back to your work.**



**How to build small technology:**

---

**Make it non-  
commercial.**

**Non-commercial:**

---

**Support stayups, not  
startups.**

**Non-commercial:**

---

**Support not-for-profit  
technology.**



**Building small  
technology:  
personal approaches**

**It feels  
impossible.  
It probably is!**



**Use small technology  
as job criteria.**





**Seek alternatives.**

# switching.software

---

ethical, easy-to-use and privacy-conscious  
alternatives

Choose the site or app you want to replace:

[\(click here for an alphabetical list\)](#)

[Alternatives to Facebook and Twitter](#)

[Alternatives to Instagram](#)

[Alternatives to YouTube](#)

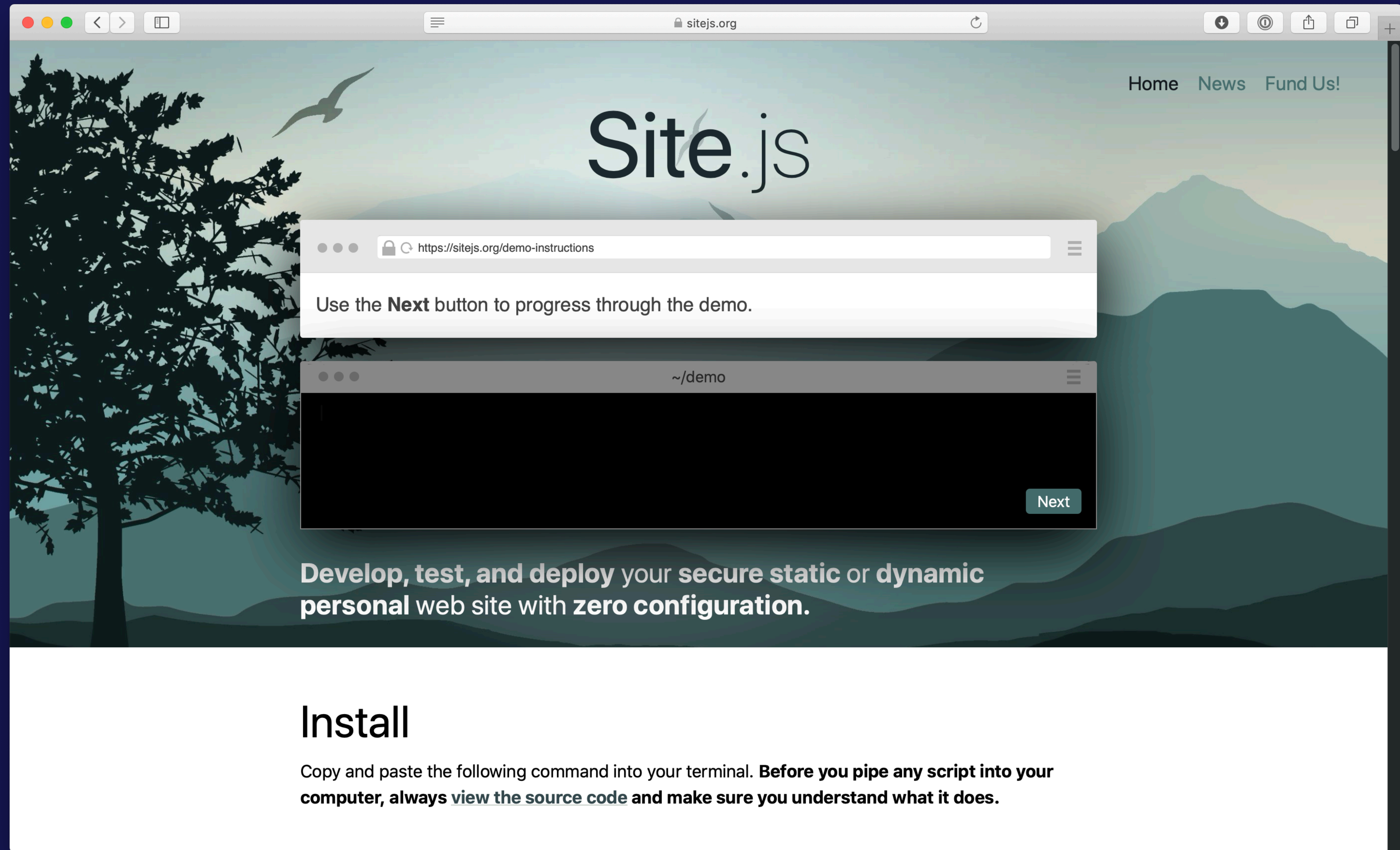
[Alternatives to WhatsApp, Messenger and Skype](#)

**<https://switching.software>**



**If you can't do it at  
work, do it at home.**



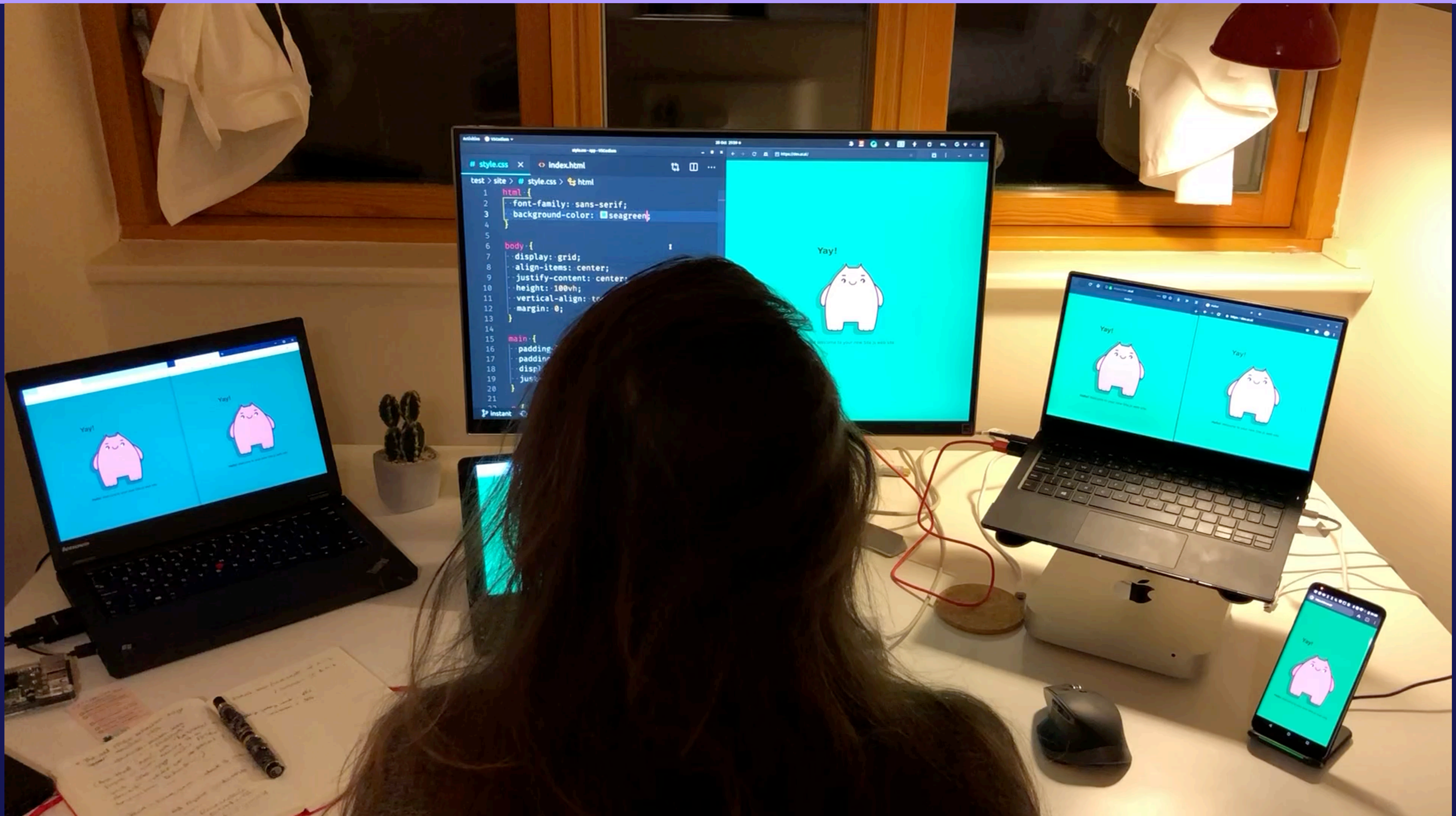


<https://sitejs.org>

😊 (my-demo.site) ~/demo \$





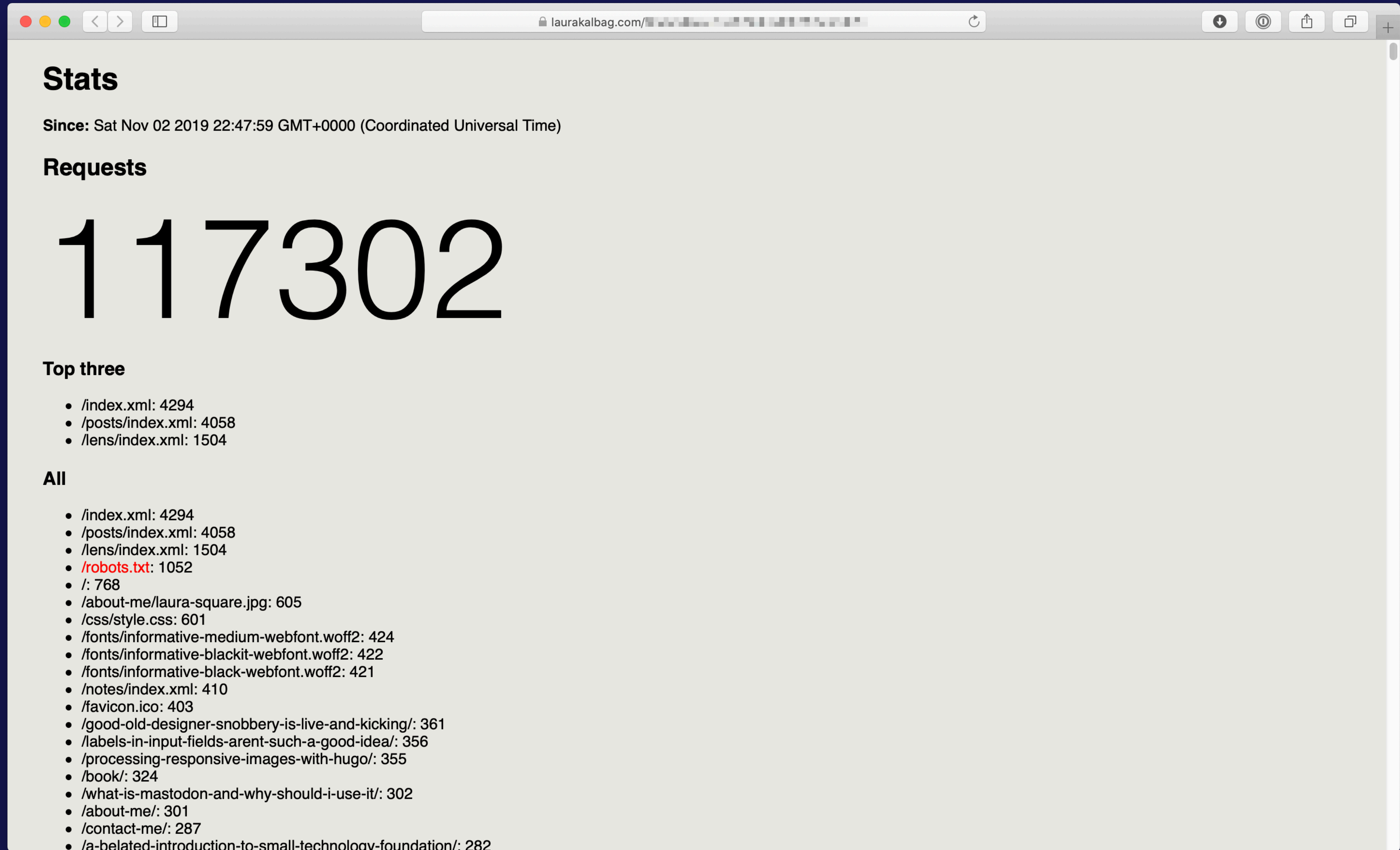


<https://sitejs.org>









<https://sitejs.org>

**Tin foil hats are all the rage.**



**“The assertion that technology companies can’t possibly be shaped or restrained with the public’s interest in mind is to argue that they are fundamentally different from any other industry. They’re not.”**

**–Rose Eveleth**

**We can't keep making poor  
excuses for bad practices.**

**Divest ourselves of  
unethical organisations.**



**I don't care about cool shit  
coming out of unethical  
organisations.**

**Our whole  
approach  
matters.**

**I'm just one person.**



**We are communities made  
up of many persons.**

**You are not your job.**

**Use our social capital to  
be the change we want  
to exist.**



**8 (believable)**  
**ways to make**  
**change happen.**

1

**Be independent.**

**2**

**Be the advisor.**



**3**

**Be the advocate.**

**4**

**Be the questioner.**

**5**

**Be the gatekeeper.**



6

**Be difficult.**

**7**

**Be unprofessional.**

8

**Be the supporter.**



**Speaking up is risky  
and hard.**

**Letting technology continue  
this way is riskier.**

**We deserve  
better.**



# Thank you!

Slides at <https://noti.st/laurakalbag>

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Small Technology Foundation [small-tech.org](http://small-tech.org)