

THE DATA COLLECTION OF YOUR PERSONAL INFORMATION

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**We are immersed in a digital age
where our data is collected, mined,
and shared by companies trying
to target and control our behaviors.**



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YOUNG ADULTS & MANY OTHERS CONSENT TO TARGETING OF THEIR INFORMATION AND DON'T KNOW IT

We are immersed in a digital age where our data is collected, mined, and shared by companies trying to target and control our behaviors. However, most individuals with a digital device are often misinformed about the use of their data. On any application or website, there is a terms & agreement section that must be agreed upon. College students and many others with digital devices often overlook this information and do not realize they already consent to their information being collected, distributed.

To inform college students and others about targeted advertisements with their personal privacy, this printed book was created to provide more in-depth information on targeted advertisements and our privacy.

DATA CAN BE COLLECTED THROUGH MANY WAYS INCLUDING, INTERNET COOKIES, YOUR LOCATION, CLICKS, EMAIL, AND SOCIAL MEDIA.

HOW YOUR INFORMATION IS COLLECTED



COOKIES

When you enter a website using cookies and you fill out a form such as your name, birthday, or your interests - this information is then packaged into a cookie and sent to your web browser for later use. *Websites also use cookies to store more personal information about you.*



LOCATION

Almost every smartphone has GPS location tracking. With location data, marketers can identify people who are near a particular business to deliver an ad to them. *Some retailers even take it a step further and actually track your physical location within their stores.*



EMAIL

In the case of some popular email providers, including Google and Yahoo, they collect data from your email inbox. *Both companies use algorithms to scan the content of your email for certain keywords with the goal of providing advertising targeted toward your interests.*



SOCIAL MEDIA

Social media users often willingly provide information about their personal lives and terms and agreements typically allow sites the right to store and use this information. Information can then be used to create thorough profiles of users' habits and detail what information is important.



CLICKS & QUIZZES

One of the easiest ways for companies to collect data: you giving it to them. Believe it or not, BuzzFeed has saved almost every answer and response to a majority of its quizzes. BuzzFeed can then take this free information and sell it to third parties, with the quiz taker unaware.

THESE ARE JUST A FRACTION OF WAYS OF HOW DATA IS COLLECTED.

FACEBOOK, INSTAGRAM, AND TWITTER CAN TARGET DIFFERENT TYPES OF INFORMATION RANGING FROM DEMOGRAPHICS TO YOUR LIFESTYLE.

IDENTITY DATA

THIS INCLUDES ANY INFORMATION WHICH ENABLES AN INDIVIDUAL TO BE UNIQUELY IDENTIFIED AND INCLUDES:

PERSONAL INFORMATION

- **Name Information** (Title, First Name (Forename), Last Name (Surname), Designatory letters)
- **Date of Birth**
- **Telephone Information** (Home Telephone No., Work Telephone No., Mobile No., etc.)
- **Email Address Information** (Personal Email Address, Work Email Address, School Email Address)
- **Social Network Information** - Facebook Identifier, Twitter Address, LinkedIn identifier, Instagram Identifier, etc.)
- **Account Information** (Details of your customer's account IDs or user IDs)
- **Job Information** (Employer, Department Name, Job Title, Office Type etc.)

DEMOGRAPHICS

- **Age and Generation**
- **Gender**
- **Language**
- **Politics** Conservatives, Liberals, and etc., Users who are likely to engage in politics
- **Parenting Status** (Single parent, Expectant parents)
- **Mothers** (divided by "type," soccer, trendy, etc.)
- **Relationship Status** (Length, Users in long-distance relationships)
- **Education Level** (Ranging from Elementary to Higher Education)
- **Ethnic Affinity**

LOCATION LOCATION LOCATION

- Recently visited location
- Interests to visit a location
- Planned visit to a location
- **Postal Address Information** (Building Number, Building Name, Address Lines, Town, County, Postal/Zip Code, Country, etc.)

QUANTITATIVE DATA

THIS INCLUDES ANY INFORMATION WHICH DESCRIBES ACTIVITY COMPLETED BETWEEN THE CUSTOMER AND A BUSINESS:

- **Transactional Information** (Online and Offline: Number of products purchased, actual products purchased, Order/Subscription Value, Order/Renewal dates, product abandonments (abandoned baskets), Product Returns, etc.)
- **Communication Information** (inbound and outbound: Communication date, communication channel, Opens, Click throughs, etc)
- **Online Activity** (Website visits, product views, online registrations, etc.)
- **Social Network Activity** (Facebook likes, Twitter interactions, etc.)
- **Customer Services Information** (Complaint details, customer query details, etc)

DESCRIPTIVE DATA

THIS PROVIDES ADDITIONAL INFORMATION ABOUT YOURSELF, BEYOND THE IDENTITY AND QUANTITATIVE DETAILS, COVERING:

FAMILY DETAILS & LIFE EVENTS

- **Marital Status**
- **Number of Children**, Age of Children
- **Newly Engaged/Married**, Users who have an anniversary within 30 days
- **Users in new Relationships**
- **Birthday**
- **Home Purchase**
- **Birth of a Baby**

LIFESTYLE DETAILS

- **House** (Property type, Home ownership and type, home value, property size, square footage of home, year home was built, etc.)
- **Car** (Car type, number of car doors, users who own motorcycles, Users who plan to buy a car, Users who are likely to need auto parts or services, age of car, etc.)
- **Pet Ownership**

CAREER DETAILS

- **Profession**
- **Education Level**
- **Field of Study**
- **School**
- **Industry**
- **Income and Net Worth**

DESCRIPTIVE DATA

INTERESTS

- **Information in Profiles**
- **Pages and Posts liked/shared**
- **Entertainment:** TV shows, Video Games, Radio, Sports (Olympics, Football, etc.)
- **Shopping:** Kinds of stores user shops at, Using Coupons, Types of clothing user's household buys, 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 tend to shop online (or off)
- **Food:** 'Heavy' buyers of beer, wine or spirits, users who buy beauty products, Users who buy groceries (and what kinds), types of restaurants
- **Technology:** Operating System, Internet Browser, Email Service, Early/late adopters of technology, Users who use a mobile device (and type of brand), Internet connection type, Users who recently acquired a smartphone or tablet, Users who recently used a travel app
- **Travel:** 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 participate in a timeshare, Users who are away from family or hometown

QUALITATIVE DATA

THE FINAL TYPE OF DATA PROVIDES FURTHER DESCRIPTION OF YOURSELF AND POTENTIAL BEHAVIOR AND IS USUALLY PROVIDED BY QUESTIONNAIRE TYPE INFORMATION WHERE AN ATTITUDE, MOTIVATION AND OPINION IS PROVIDED:

- **Attitudinal Information** (How do you rate our customer service, how do you rate the value of the product, how likely are you to purchase our product again, etc.)
- **Opinion** (What is your favorite color, where is your favorite holiday destination, etc.)
- **Motivational** (Why was the product purchased (personal use, gift for someone, etc), what was the key reason for purchasing our product (locality, price, quality), etc.)

GOOGLE STATES, "WHEN YOU USE GOOGLE SERVICES, YOU TRUST US WITH YOUR DATA." YOU ALREADY CONSENT TO THE USE OF YOUR INFORMATION.

YOU TRUST GOOGLE WITH THE FOLLOWING INFORMATION

THEY COLLECT THINGS WE DO



THEY COLLECT THINGS WE CREATE



THEY COLLECT THINGS THAT MAKE "YOU"



HERE IS A INFORMATIONAL PORTRAIT STUDY OF A CLASSMATE WHICH INCLUDES INFORMATION WHICH IS EASILY ACCESSED THROUGH THEIR FACEBOOK PROFILE PAGE.

PROFILE 100003089105163



PERSONAL INFORMATION

- **Samantha Smith or Sammy Smith**
- **December 7**
- **Blog Information:** <http://ssmittyp.com/index.html>
- **Job Information** Intern at Design B&B, Design Assistant at Stevenson University, Page at North Carroll Branch Library

DEMOGRAPHICS

- **Age 22 and Gen Z**
- **Female**
- **English**
- **Relationship Status** Single
- **Education Level** Soon to be graduating at Stevenson University with the major of Visual Communication Design
- **Ethnic Affinity** Asian

LOCATION LOCATION LOCATION

- **Places of Living** Hanover, Pennsylvania (Current City), Changzhou (Hometown)
- **Recent Locations** Stevenson University School of Design (Owings Mills, MD), Maryland Institute College of Art (Baltimore, MD), Peabody Heights Brewery, LLC (Baltimore, MD), Mustang Stadium @Stevenson University (Owings Mills, MD)

LIFESTYLE DETAILS

- **Car** (Honda, 4 car doors, likely to buy a new car in 1-3 years, more likely to need car parts/services)
- **Pet Ownership** 2 Golden Retrievers

CAREER DETAILS

- **Profession** Graphic Designer, currently an Intern at Design B&B In Baltimore, MD
- **Education Level** 3.5 years of college completed
- **Field of Study** Visual Communication Design
- **School** Stevenson University
- **Industry** Design

ENTERTAINMENT INTERESTS

- **TV Shows** Law & Order: Special Victims Unit, The Office, Fuller House, Hairspray Live, The Little Couple, Ellen DeGeneres, Dancing with the Stars, The Tonight Show, Finding Carter, Dance Moms, Mr. D, The Fosters, Whose Line is it Anyway?, Girl Code, The X Factor (USA), Dateline, Live with Kelly and Ryan, Grey's Anatomy, Sonny With A Chance, The Bachelor, Saturday Night Live, Full House, Hannah Montana, Zoey 101
- **Music** Kristin Chenoweth, Idina Menzel, Taylor Swift, Carly Rose Sonenclar, Demi Lovato, Selena Gomez
- **Movies** The Greatest Showman, Pitch Perfect, Split, Ghostbusters, Sisters, Miss Peregrine's Home for Peculiar Children, November Lies, Walt Disney Records

SHOPPING & FOOD INTERESTS

- **Shopping** Less likely to use a coupon, S'well, Under Armour, Bath & Body Works, Aeropostale, Party City, Foot Locker, DICK'S Sporting Goods, Build-A-Bear, Hollister, Claire's, Macy's, Adidas, A.C.Moore, Kohl's, Vera Bradley, Target, Old Navy, Starbucks, and American Eagle
- **Food:** Hershey's, Chipotle, McDonald's, Dunkin' Donuts, Pringles, Coca-Cola, Doritos, M&M's, Frozen Yogurt, Hubba Bubba, Subway, Sour Patch Kids, Kellogg's Frosted Flakes, Olive Garden, Pancakes, Jell-O, Reese's, Chinese Food, Panera Bread, Papa John's Pizza, Cold Stone Creamery, Auntie Anne's, Little Debbie, Cherrios, Oreo, Chick-fil-A, Berger Cookies, Brownies, Fried Chicken, Apple Juice, Twister Fries, Slurpee, Cheetos, Snow Cones, Twix, Fries, Buffalo Wild Wings, Ice Cream Sandwiches, Gummie Bears, Hot Chocolate, Cookie Dough, Fun Dip, Turkey Sandwich, Chewing Gum, Jolly Rancher, Butterfinger, Gummy Worms, Fisher's Popcorn, Chocolate Milk, Dr.Pepper, White Chocolate Mocha, Waffles, Cotton Candy, Mac and Cheese, 5 Gum, Smoothies, Starbucks, Peeps, Lemons, Cherries, Nature Valley, Marshmallows, Taco Bell, Red Lobster, French Toast, Cherry Coke, Mountain Dew, Rita's, Iced Tea, Funnel Cakes, Water, Dairy Queen, Skittles, and Vitamin Water

MANY OTHER INTERESTS

- **Technology** Apple Iphone and Mac, Intereted in Samsung
- **Travel** Includes daily commute between Owings Mills, MD, Hanover, PA, and Baltimore, MD.
- **Other Interests** Rubiks Cubes, AIGA, Zentangle, China, Olaf, Beaches, Judge on America's Got Talent, Dolphin Trainer, Graphic Designer, Zoo Keeper, Dogs, Relay for Life, Jimmy Fallon, Ross Smith, Joe Santagato, Colleen Ballinger, Library, Miranda Sings, DreamWorks Animation, Christmas, Karate, Gymnastics, Matilda the Musical, Lip Smacker, Ocean City MD, Universal Studios, Great Wolf Lodge, Flip-Flops, Basketball, Lacrosse, Volleyball, Sharpie, Snuggie Blanket, Naps, Procrastinating, Perry the Platypus, Sneakers, ChapStick, Hoodies, Duct Tape, Uggs, Summer, Tumbling, iPods, Smiles, Snow Days, Sleep, Knoebels, Mario Kart, Nikon Cameras, The Lorax, Kings Dominion, Glow sticks, RoseArt, Crayola, Free Food, Herbal Essences, Bubble Wrap, Beagles, P Blues Clues, Youtube, Tye-Dye, Hersheypark, Starburst, Polka Dots, Sunglasses, Highlighters, and Pets

YOUTH AND YOUNG ADULTS ARE SHARING MORE PERSONAL INFORMATION ON SOCIAL MEDIA PROFILES THAN IN THE PAST. [THEY] CHOOSE PRIVACY SETTINGS FOR FACEBOOK BUT, THEIR PROFILES ARE SHARED WITH A LARGE NETWORK OF FACEBOOK FRIENDS.

TYPES OF PERSONAL INFORMATION TEEN SOCIAL MEDIA USERS SHARE ONLINE MORE OFTEN THAN IN THE PAST

84%

POST THEIR INTERESTS, SUCH AS MOVIES, MUSIC, OR BOOKS

82%

POST THEIR BIRTH DATE

71%

POST THE CITY OR TOWN WHERE THEY LIVE, UP FROM 61%.

71%

POST THEIR SCHOOL NAME, UP FROM 49%.

53%

POST THEIR EMAIL ADDRESS, UP FROM 29%.

20%

POST THEIR CELL PHONE NUMBER, UP FROM 2%.

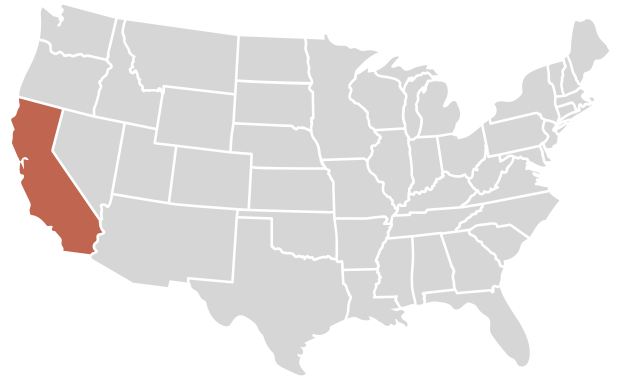
MOST TEEN SOCIAL MEDIA USERS SAY THEY AREN'T VERY CONCERNED ABOUT THIRD-PARTY ACCESS TO THEIR DATA.

U.S. FACEBOOK USERS AGES 18-24

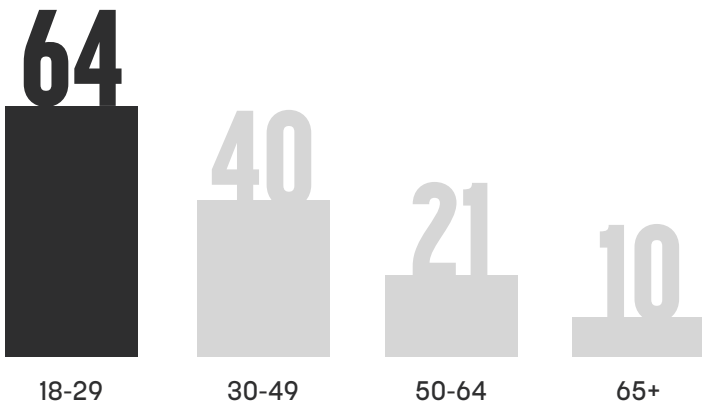
39.4 MILLION
CONSENT

TO THE TARGETING OF THEIR PERSONAL INFORMATION

ABOUT EQUAL TO THE POPULATION OF THE STATE OF CALIFORNIA



PERCENTAGE OF U.S. ADULTS WHO USE INSTAGRAM
AS OF JANUARY 2018, BY AGE GROUP



CONSENT TO THE
COLLECTION OF
THEIR PERSONAL
INFORMATION

INSTAGRAM USERS AGES 18-29

472 MILLION
CONSENT

TO THE TARGETING OF THEIR PERSONAL INFORMATION

ABOUT EQUAL TO THE POPULATION OF

USA &
RUSSIA


COMPANIES ARE SPENDING MORE AND MORE MONEY ON ONLINE TARGETED ADVERTISING. THE BILLIONS OF DOLLARS SPENT ON ONLINE ADVERTISING ARE INCREASING EVERY YEAR.

ONLINE ADVERTISING IS ON THE RISE



\$2.8 BILLION
IN 2001

\$2.8 BILLION WAS SPENT ON ONLINE ADVERTISING IN THE UNITED STATES IN 2001.



\$33 BILLION
IN 2016

\$33 BILLION WAS SPENT ON ONLINE ADVERTISING IN THE UNITED STATES IN 2016.



\$72 BILLION
PROJECTED IN 2021

\$72 BILLION IS PROJECTED TO BE SPENT ON ONLINE ADVERTISING IN THE UNITED STATES IN 2021. THIS WOULD BE A 17% GROWTH RATE FROM 2016.

NOT ONLY ARE COMPANIES SPENDING BILLIONS ON TARGETED ADVERTISING BUT, THEY ARE MAKING MILLIONS OF EARNINGS FROM TARGETED ADVERTISEMENTS.

SOCIAL MEDIA ADVERTISING REVENUE



TWITTER ADVERTISING REVENUE TOTAL IN Q3 OF 2016

[60% INCREASE]
545 MILLION

Twitter's earnings showed that the Twitter advertisements were more successful then ever compared to 2015.



FACEBOOK ADVERTISING REVENUE TOTAL IN Q3 OF 2016

[60% INCREASE]
6.8 BILLION

Facebook's earnings shows that Facebook is truly the largest social media network in the world due to it's widespread usage.

THERE ARE MANY WAYS TO PROTECT YOUR PERSONAL PRIVACY – HERE ARE JUST SOME OF THE WAYS TO DO SO.

HOW TO PROTECT YOUR PERSONAL PRIVACY

STEP 1: BLOCK COOKIES

Cookies let websites collect information about what else you do online. Most browsers have privacy settings that let you block third-party cookies.

STEP 2: CLEAR BROWSER HISTORY

Another step to take is to clear your browser history to ensure that your information is not being shared.

STEP 3: TURN LOCATION OFF

Whenever your location is 'on', apps and internet browsers have access to information such as your location. When downloading apps, you are most often asked to allow location use - just click 'Do Not Allow.'

STEP 4:
**CHANGE PROFILE
SETTINGS**

Many popular sites and social media sites have privacy controls. Make sure to check in on those controls every so often to ensure the limitation of data use.

STEP 5:
GO INCOGNITO

Most browsers, such as Google Chrome, have an option to 'Go Incognito.' If you browse the web in this setting, your information cannot be tracked.

STEP 6:
**DELETE PROFILE
ACCOUNTS**

One big step is just to delete your accounts all together but that is often unrealistic. Make sure to do a digital check-up to remove accounts or apps that you no longer use.

YES, OF COURSE, THERE ARE SOURCES TO ALL THE INFORMATION THAT HAS BEEN PROVIDED.

DATA COLLECTION & PRIVACY RESOURCES

DATA COLLECTION RESOURCES

› HOW COMPANIES COLLECT YOUR DATA

This article discussed the different ways that companies can collect your data such as social media, online shopping, GPS (your location), and click & quizzes.

[isys6621.com/2016/10/13/how-companies-collect-your-data](https://www.isys6621.com/2016/10/13/how-companies-collect-your-data)

› IDENTIFYING LOCATIONS FOR TARGETED ADVERTISING ON THE INTERNET

\$2.8 billion was spent on online advertising in the United States in 2001.

ezproxy.stevenson.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsjrs&AN=edsjrs.27750980&site=eds-live&scope=site

› LOCATION-TARGETED MOBILE AD SPENDING

The location-targeted portion of the overall mobile ad spend is projected to grow from \$12.4 billion in 2016 to \$32.4 billion in 2021.

www.biakelsey.com/location-targeted-mobile-ad-spend-reach-32-billion-2021

› NINETY-EIGHT PERSONAL DATA POINTS THAT FACEBOOK USES TO TARGET ADS TO YOU

This article from the Washington Post describes nearly one hundred different types of data points that Facebook can use to target advertisements towards you. The data points don't just include you - they include your friends and family too.

www.washingtonpost.com/news/the-intersect/wp/2016/08/19/98-personal-data-points-that-facebook-uses-to-target-ads-to-you/?noredirect=on&utm_term=.212805b9e5ee

› SEVEN WAYS TO PROTECT YOUR PRIVACY ONLINE

This article written by Kara Brandeisky from Time magazine describes that data brokers have a wide variety of data about you. It can range from buying habits to finances to your health. The article also includes such ways to protect your privacy online. Some of those ways include deleting cookies, logging out of social media while browsing the web, changing your smartphone's privacy settings, skip store loyalty cards, and doing a digital check-up.

time.com/money/2819049/data-brokers-online-privacy-tools

› SIX UNUSUAL WAYS COMPANIES CAN COLLECT YOUR DATA

This article by VillaNova University discussed several ways of how companies are gaining access to our personal data. Such ways that companies can access more data is loyalty cards, gameplay, satellite imagery (location), employer databases, email inboxes, and social media activity.

www.villanovau.com/resources/bi/6-ways-companies-can-collect-your-data

› SOCIAL MEDIA ADVERTISING STATISTICS

This article by Hootsuite provides a wide variety of social media advertising statistics ranging from advertising revenue to different statistics on different social media sites.

blog.hootsuite.com/social-media-advertising-stats

DATA COLLECTION RESOURCES

› THE FOUR KEY TYPES OF CUSTOMER DATA FOR MARKETING OR... HOW VALUABLE IS KNOWING MY CUSTOMERS PET'S NAME?

This article describes the varieties in types of information that is used for marketing - identity data, quantitative data, descriptive data, and qualitative data.

www.smartinsights.com/customer-relationship-management/customer-privacy/types-customer-data

› WHAT ARE COOKIES AND WHAT DO COOKIES DO?

This article describes the main purpose of a cookie (to identify users), types of cookies, and the information that is stored by cookies.

www.webopedia.com/DidYouKnow/Internet/all_about_cookies.asp

PRIVACY RESOURCES

› GOOGLE'S PRIVATE POLICY

Google States that websites and mobile apps partner with them to show us ads from our data and they state that they do not sell personal information such as names, email address, and payment information. Google states, "When you use Google services, you trust us with your data." They collect things we do (Things you search for, Websites you visit, Videos you watch, Ads you click on or tap, Your location, Device information, IP address and cookie data), things you create (Emails you send and receive on Gmail, Contacts you add, Calendar events, Photos and videos you upload, Docs, Sheets, and Slides on Drive), and things that make "you" (Name, Email address and password, Birthday, Gender, Phone number, Country).

privacy.google.com/how-ads-work.html

› TEENS, SOCIAL MEDIA, AND PRIVACY

This case study shows the information that youth are sharing more personal information on their profiles than in the past. It also shows that teen social media users say they aren't very concerned about third-party access to their personal data. It revealed that certain types of personal information is more likely to be shared by teen social media users: posting photos of themselves, school name, the city or town where they live, email address, and cell phone number. It was also shown that teens share their real name, posts their interests (movies, music, books), birth data, relationship status and videos of themselves.

assets.pewresearch.org/wp-content/uploads/sites/14/2013/05/PIP_TeensSocialMediaandPrivacy_PDF.pdf

› THE TRUTH ABOUT ONLINE PRIVACY: HOW YOUR DATA IS COLLECTED SHARED, AND SOLD

A few interesting things about this article include the problem of incorrect user data, layers of personalized advertisements and how data is traded.

clearcode.cc/blog/online-privacy-user-data

