Data Privacy in 5 Minutes

Facebook - Cambridge Analytica

- Cambridge Analytica created an app under Facebook's academic license to perform research on user psychology
- Installing this app exposed personal facebook data
  - News feeds
  - Timelines
  - Messages
- Over 87 million users' data was used for targeted political advertising

Significance

Targeting people's emotions

- Political advertising focused on specific issues which drive emotional responses
- Users indicating financial distress may be targeted with crypto/gambling ads

Protecting sensitive data

- Organizations must take great care with data they share with third parties
- Data breaches can expose SSN, passwords

Recognizing Dark Patterns

Cookies opt-ins often use prominent colors and text for the "accept" button and make it more difficult to reject. This tactic has been, and can be used to take advantage of minors' data.

Our website uses cookies

We use cookies for a number of reasons, such as keeping our sites reliable and secure, personalising content and ads, providing social media features and to analyse how our Sites are used.

Manage cookies

Accept & continue

Privacy Policies

- Last year, X and Instagram updated their Terms of Service, adding that all user content is subject "for use with and training of our machine learning and artificial intelligence models."

  With <u>NO</u> consent or opt-out mechanism

- On most social media platforms, data sharing settings are on by default, requiring many clicks and pages to go through to opt out.
- Even if opting out is available, it is typically all or nothing, providing the user no knowledge of what third parties may have access to their data.

What can we do?

Educational institutions like UConn can collaborate with governments to:

- **Communicate:** Broadcast videos, articles and resources through social media and traditional outlets.
- **Educate:** Integrating data privacy into curricula for students.
- **Investigate:** widely-used platforms to identify dark patterns.
- **Legislate:** Strengthen existing laws like the CTDPA (Connecticut Data and Privacy Act) by creating standards for ease of opt-out and how companies communicate their Terms of Service.
- **Research:** new standards and safeguards to protect user data against breaches.