BCCT

BCCT DIGITAL & TECHNOLOGY BRIEFING

HOW MUCH DO GOOGLE AND FACEBOOK REALLY KNOW ABOUT YOU?

PAUL PHENIX
AD OPERATIONS ADA

SUPREEYA K.
POMO HOUSE INTERNATIONAL

THURSDAY 24 MAY

6.00 - 8.30 PM

BRITISH BUSINESS CENTRE

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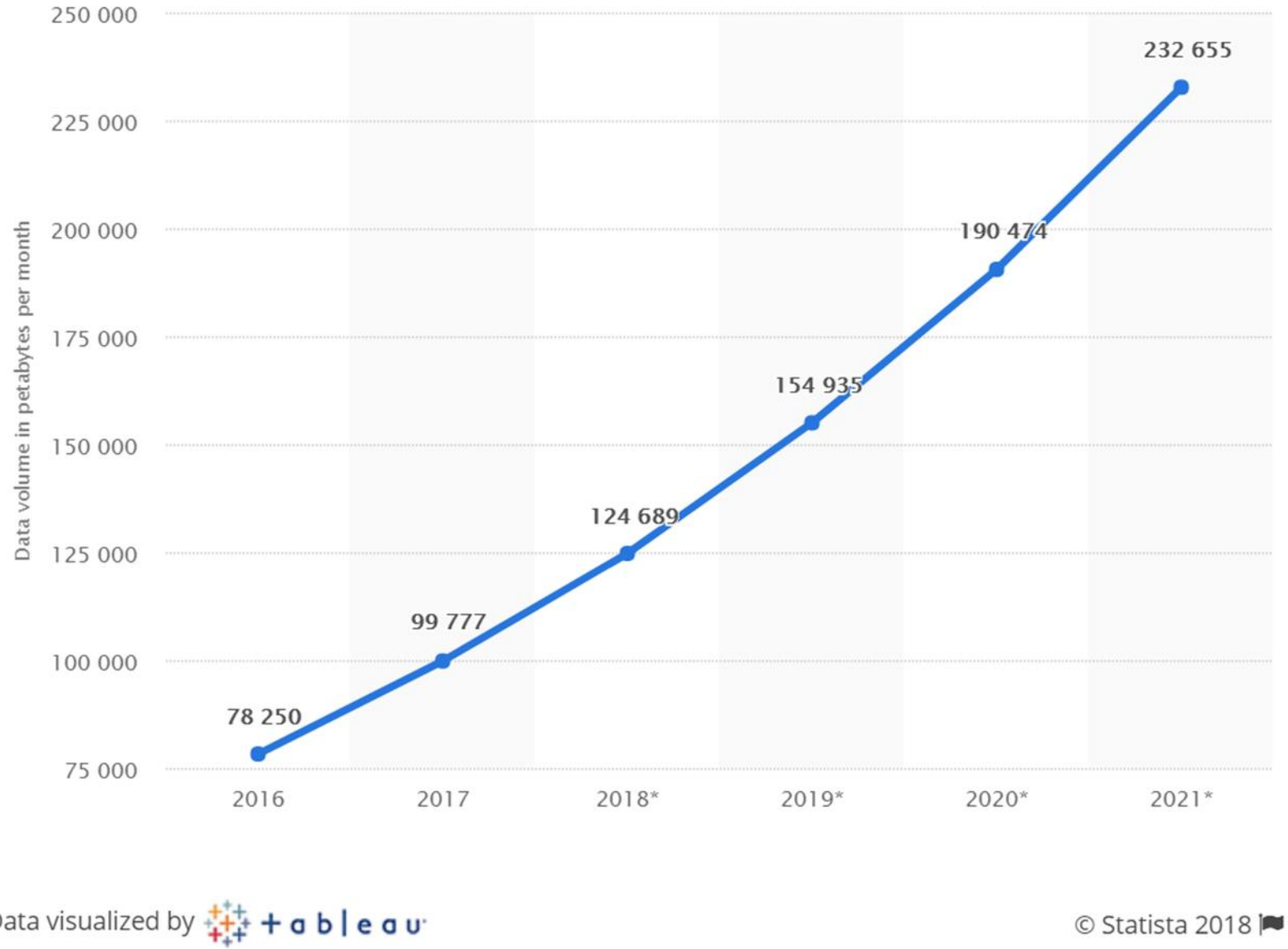
Data Driven Advertising

How Personal Is It ?

Paul Phenix

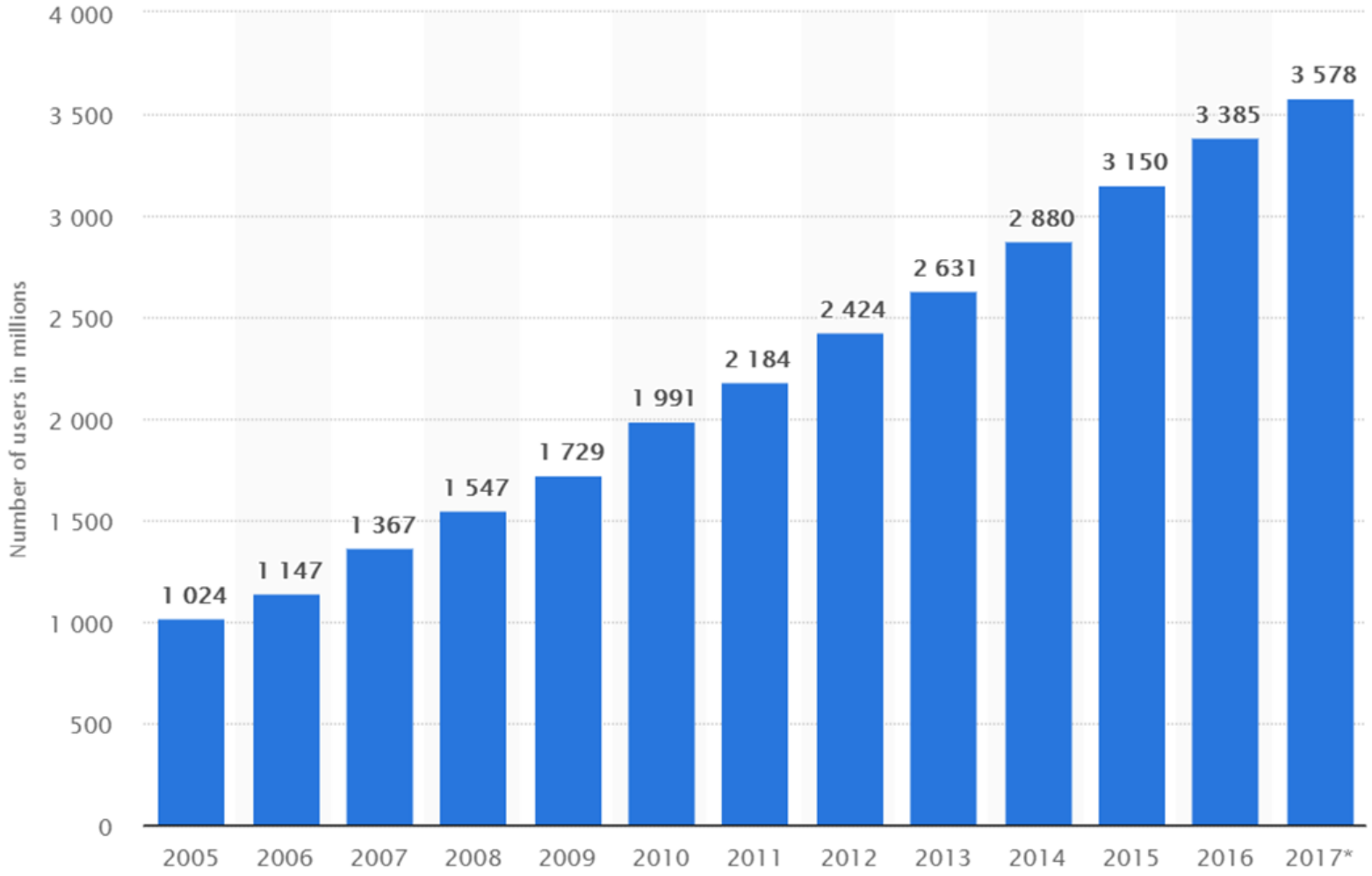
Data volume of global consumer IP traffic from 2015 to 2021

(in petabytes per month)



1,024 Terabytes is a Petabyte
1,024 Petabytes is an Exabyte
1,024 Exabytes is a Zettabyte
1,024 Zettabytes is a Yottabyte

Number of Internet Users



Data visualized by tableau

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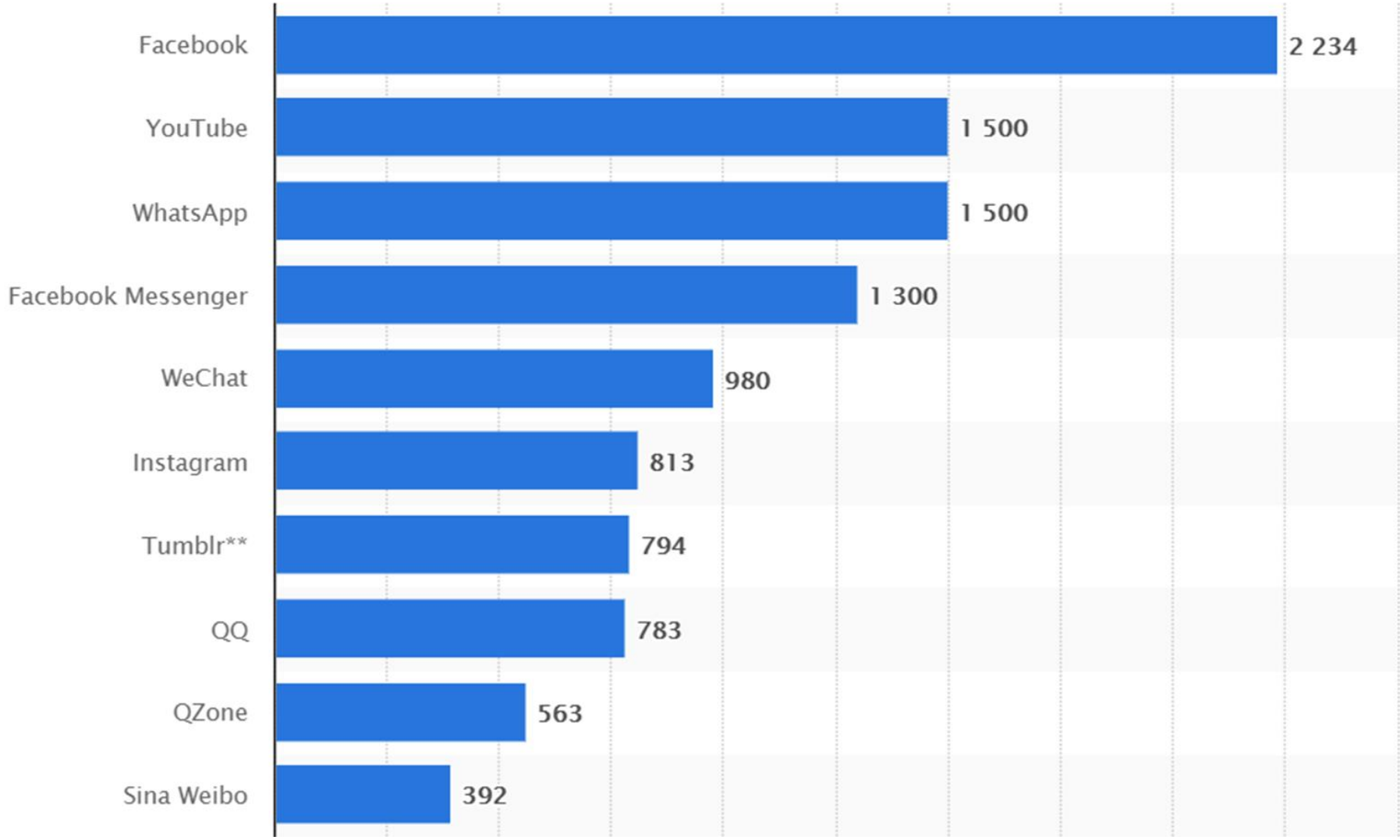
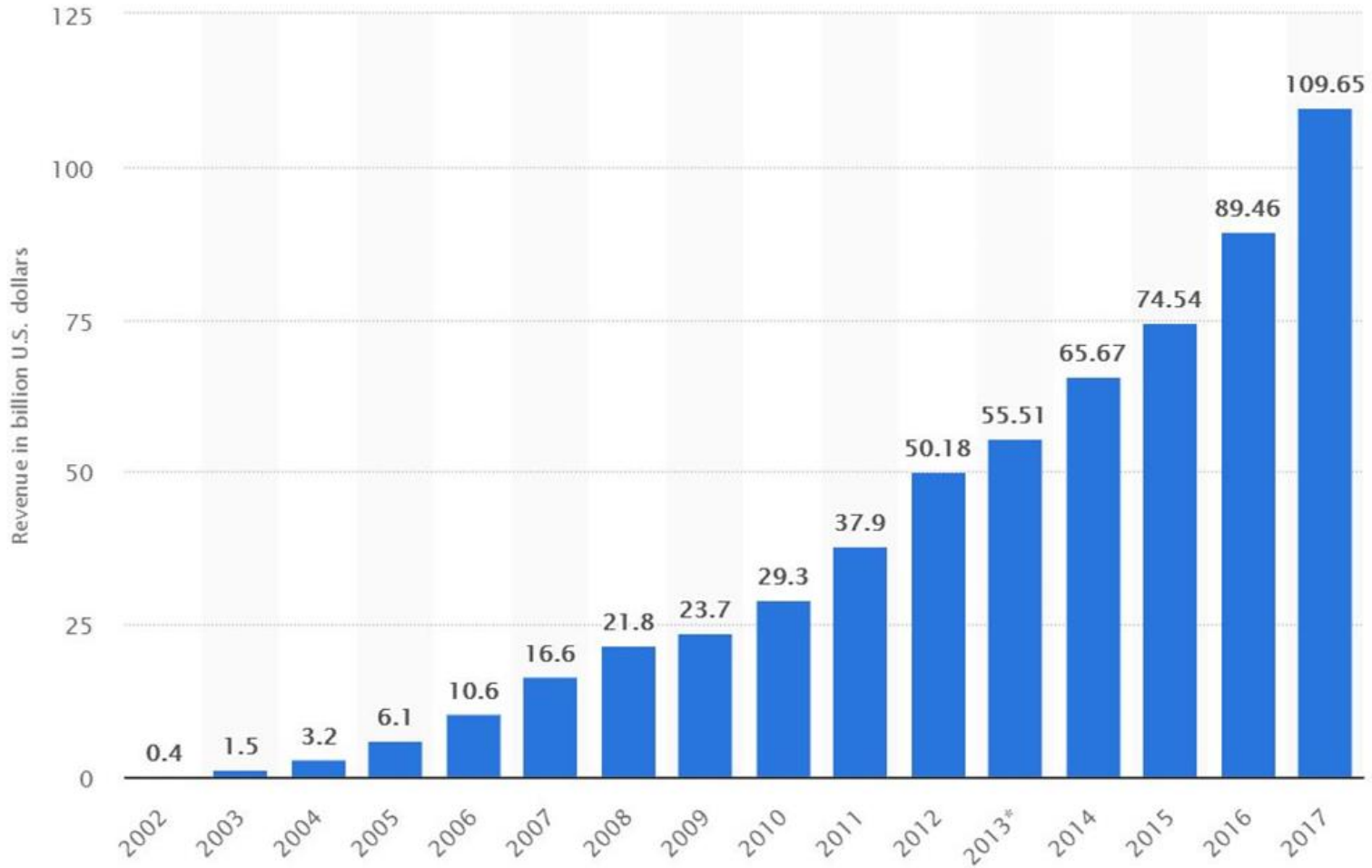
Most popular social networks worldwide as of April 2018, ranked by number of active users (in millions)



Google's revenue worldwide from 2002 to 2017 (in billion U.S. dollars)



Data visualized by tableau

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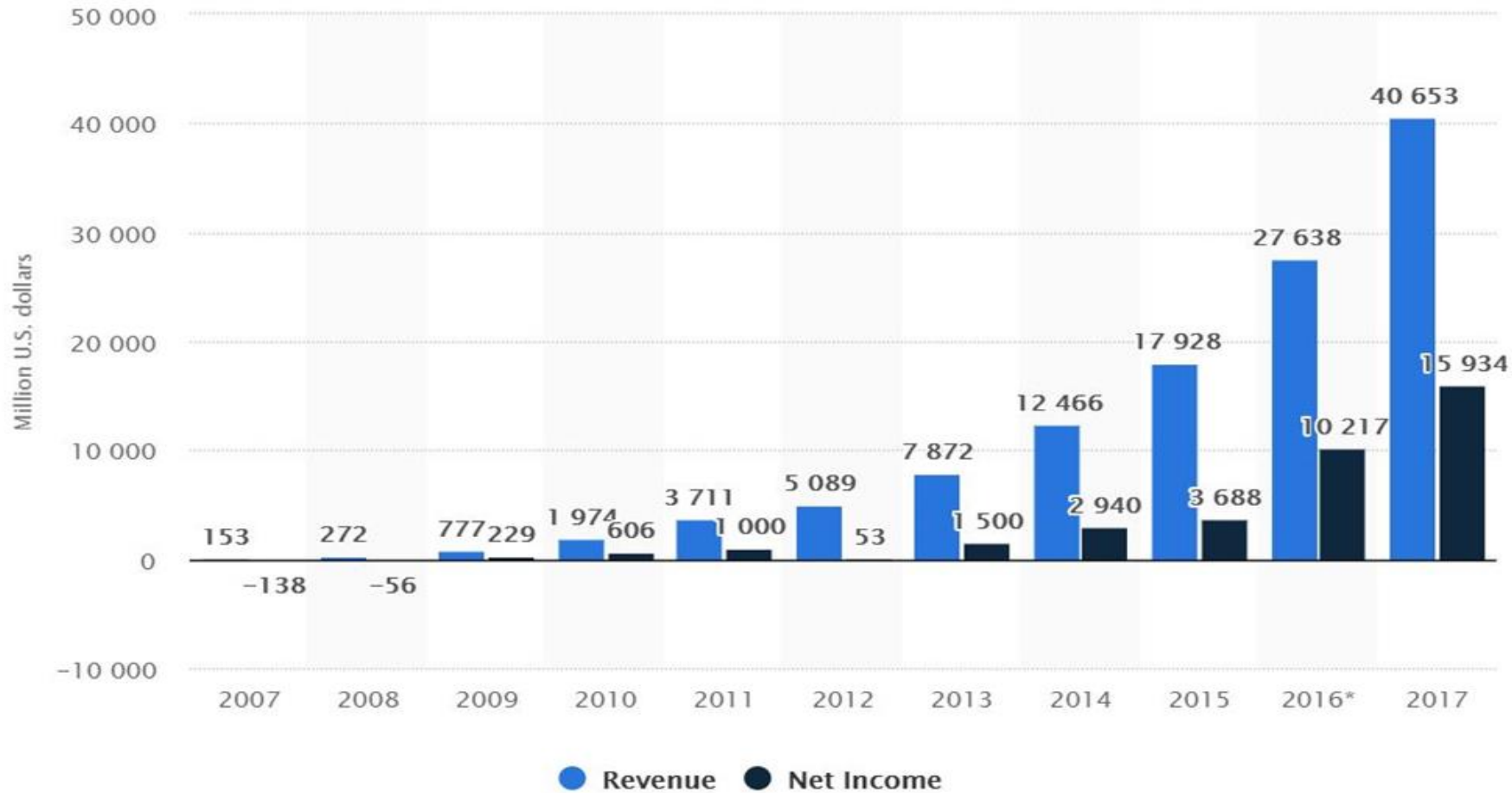
Facebook's annual revenue and net income from 2007 to 2017 (in million U.S. dollars)



Data visualized by tableau

Google and Facebook make money from ads targeted to audiences based on data that comes for a variety of sources

From the Info Google and Facebook keep based on what we voluntarily share with these platforms plus our behavior on them and on other linked applications.

Then data is collected form many other digital and non digital touch points and is all stored and mined to create personas for targeting ads.

Online transaction

Credit cards

Loyalty cards

Phone apps

Telephones

Ad exchanges

How Data is used in Digital Advertising

1st Party Data

2nd Party Data

3rd Party Data

What is 1st Party Data?

First party data is the information you collect directly from your audience or customers. It includes:

- Data from behaviors, actions or interests demonstrated across your website(s) or app(s)
- Data you have in your CRM
- Subscription data
- Social data

It can also include non-online information such as completed surveys, customer feedback and other customer information stored in your CRM database.

First party data comes straight from your audience and customers, and it is generally thought of as the most valuable.

- Available to you at no cost, making it cost-effective.
- Relatively easy to collect and manage,
- Privacy concerns surrounding first party data are minimal because you know exactly where it came from,
- You own it outright

What Is 2nd Party Data?

Second party data is essentially someone else's first party data. The seller collects data straight from their audience, and it all comes from one source. You can feel confident in its accuracy.

Purchase 2nd party data directly from the company that owns it. There's no middle-man in such a transaction. It requires you to seek out companies with data you need and form a relationship with them.

Second party data is similar to first party data, but it comes from a source other than your own audience. It could include data from many of the same sources first party data comes from, such as:

- Activity on websites
- Mobile app usage
- Social media
- Customer surveys

While 2nd party data is a relatively new concept compared to first- and third party data, it can be extremely useful if you find the right data set

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What Is 3rd Party Data?

Third party data is data that you buy from outside sources that are not the original collectors of that data.

- Bought from large data aggregators who pull it from various other platforms and websites where it was generated.

Essentially, these aggregators pay publishers and other data owners for their 1st party data, collect it into one large data set and sell it as 3rd party data.

- Third party data gives you access to many more data points than 1st and 2nd party data alone could,
- It gives you information about users you would never have access to otherwise, and it does so on a large scale.

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When purchasing 3rd party data there are many factors the buyers should be aware of.

They need to find out how they collect their information, when they obtained it and from where. .

Some common variations include:

- **Declared data:** Information knowingly provided by a user through avenues such as an online form
- **Inferred data:** Insights about non-demographic data, such as interests and preferences gleaned from a user's online activity
- **Observed data:** More concrete data gathered by tracking a user's online activity, such as product pages visited

After aggregating this data, providers organize them into categories based on aspects such as industry, audience behaviors and interests and demographic characteristics such as age and gender.


BlueKai Intent Data
Autos
CPG
Education
Retail
Travel
Real Estate
Financial Services
Branded 3rd Party
IRi
MasterCard
Forbes
Colligent
LOTAME
AdAdvisor
AddThis
Alliant
dlx|Auto
TruSignal
]webbula[
Experian Marketing Services
arcametrics
IXI
datalogix
bizo
TransUnion
D&B
i360
comScore
Aggregated 3rd Party
Geographic
Demographic
Interest
Lifestyle
Behaviors
Predictors
Past Purchases
Qualified Demographics

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The utilization of third-party data has become a hot topic in recently due to Facebook's ongoing scandal with Cambridge Analytica, in which information was harvested without people's permission for voter targeting purposes.

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What Kind of Information Do Facebook and Google Store

- Google stores your location (if you have it turned on) every time you turn on your phone, and you can see a timeline from the first day you started using Google on your phone
- Google stores search history across all your devices on a separate database, so even if you delete your search history and phone history, Google STILL stores everything until you go in and delete everything, and you have to do this on all devices
- Google stores information on every app and extension you use, how often you use them, where you use them, and who you use them to interact with (who do you talk to on facebook, what countries are you speaking with, what time you go to sleep at)
- Google stores ALL of your YouTube history, so they know whether you're going to be a parent soon, if you're a conservative, if you're a progressive, if you're Jewish, Christian, or Muslim, if you're feeling depressed or suicidal, if you're anorexic
- Google stores your bookmarks, emails, contacts, your Google Drive files, all of the above information, your YouTube videos, the photos you've taken on your phone, the businesses you've bought from, the products you've bought through Google
- Google stores our calendar history , your Google hangout sessions, your location history, the music you listen to, the Google books you've purchased, the Google groups you're in, the websites you've created, the phones you've owned, the pages you've shared, how many steps you walk in a day

- And if you don’t have a Google account they use a thing called canvas fingerprinting to assign an online identity tied to your home IP address, then store all your information under this fingerprint

- Facebook stores every time you log into Facebook, where you logged in from, what time, and from what device

- Every message you've ever sent or been sent, every file you've ever sent or been sent, all the contacts in your phone, and all the audio messages you've ever sent or been sent through the app

- And they store all the applications you've ever had connected to your Facebook account, so they can if you are interested in politics and web and graphic design, If you are single with the installation of Tinder, if you got a new phone in November
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- Facebook also stores what it think you might be interested in based off the things you've liked and what you and your friends talk about (I apparently like the topic 'Girl’)

- Somewhat pointlessly, they also store all the stickers you've ever sent on Facebook

New restrictions on how data is stored

EU's General Data Protection Regulation (GDPR), which goes into effect in May. The GDPR states that people's data can only be used if they give a company explicit permission.

While the GDPR applies to EU citizens, anxiety about third-party data is spreading to the USA side of the Atlantic. Only 27.8% of those surveyed by Vision Critical believed there are enough safeguards in place to ensure their personal information is protected.

Facebook Panicked after Cambridge and the implementation of the GDPR in the EU
Facebook now limits how much data it makes available to advertisers buying hyper-targeted ads on the social network saying it will stop using data from third-party data aggregators — companies like Experian and Acxiom — to help supplement its own data set for ad targeting.

Although the EU accounts for less than 20% of Googles profits it is applying data rules worldwide as it seeks to comply with the GDPR

Thank You

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https://youtu.be/Wnpr2EMtVus

Many companies are updating privacy policies

At HubSpot, we believe in putting the customer experience above all else. With that in mind, we've made some updates to our Privacy Policy to make it easier for you to understand what information we collect, why we collect it, and how we use it.

We're making these updates in response to new a data protection regulation that will come into effect in the European Union on May 25th. We're using this opportunity to make these updates globally because we think they're fundamentally better for our community.

Here's a quick summary of these important updates:

We've updated the Privacy Policy to comply with the new requirements under the EU General Data Protection Regulation (GDPR) coming into effect on May 25, 2018.

We've added a new Cookie Policy to make it easier to review alongside our use of cookies and other technologies.

We've improved the way we describe our practices and explain how you can make choices about your information and the measures we've put in place to keep your information secure.

XYZ is updating its Terms of Use and Privacy Policy on May 25, 2018. See the updated Terms of Use here and the updated Privacy Policy here.

We use cookies for various purposes including analytics and personalized marketing. By continuing to use the service, you agree to our use of cookies as described in the Cookie Policy.

Types of Personal Data that Internet Users in Western Europe Would Want Deleted After General Data Protection Regulation (GDPR) Implementation, April 2018