

Patriots for Truth

Voices of the American Intelligence Media

Ideal socialist voters?

Sample List of Targeting Products Identifying Financially Vulnerable Populations			
"Burdened by Debt: Singles"	"Struggling Elders: Singles"	"Meager Metro Means"	"Very Elderly"
"Mid-Life Strugglers: Families"	"Retiring on Empty: Singles"	"Relying on Aid: Retired Singles"	"Rolling the Dice"
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"Hard Times"			
"Enduring Hardships"			
"Humble Beginnings"			

Source: Company Responses¹²⁰

CORRUPTION, TECHNOLOGY *October 2, 2018*

Data Brokers, Cyber Secrecy, and Digital Fascism – YOU are the Product

(<https://patriots4truth.org/2018/10/02/data-brokers-cyber-secrecy-and-digital-fascism-you-are-the-product/>).

Big Data analytics expert whistle blows on Acxiom and Palantir, identifies The Netherlands as another destination of America's personally identified information, in addition to China. Acxiom was evasive in its answers.

Wooyung Lee, Eunji Jang, Joon Lee. (Jun. 28, 2017) (<https://www.fbcoverup.com/docs/library/2017-06-28-Wooyung-Lee-Eunji-Jang-Joon-Lee-Data-driven-Modeling-and-Service-based-on-Big-Data-Analytics-and-Perception-Process-Jrnl-of-Cog-Scie-Seoul-Nat-Univ-Jun-28-2017.pdf>). Data-driven Modeling and Service based on Big Data Analytics and Perception Process, 18-2: 201-214, 2017 (ref. Acxiom, Palantir, Peter Thiel, Big Data). Journal of Cognitive Science, Seoul National University. <http://cogsci.snu.ac.kr/jcs/issue/vol18/no2/11+Lee.pdf> (<http://cogsci.snu.ac.kr/jcs/issue/vol18/no2/11+Lee.pdf>).

In this paper, we propose a data-driven service and model which trades the data products generated by the big data analytics and perception process.

2.1 Background of Data Brokers

Data brokers collect and sell information for a variety of purposes including for fraud prevention, credit risk assessment, and marketing. One of the primary ways data brokers package and sell data is by putting consumers into categories or “buckets” that enable marketers – the customers of data brokers – to target potential and existing customers [4]. These data brokers now handling the industry has amassed trillions of digital consumer records, or ‘big data’, that are stockpiled, analyzed, and sold [5].

2.2 Global Data Brokers

To select reference models for data trading or distribution, four representative global data broker service model were compared.

Acxiom was founded in the United States in the 1960s and began work on providing a list of electoral postal addresses [7]. Now, it is one of the companies with the largest personal information in the world, mainly selling and consulting private information data to multi-national global companies.

Palantir was founded by Peter Thiel, a founder of Paypal, an online payment company, its main customers are mainly CIA (Central Intelligence Agency), NSA (National Security Agency), FBI (Federal Bureau of Investigation) [9]. Ministry of Defense and Marine Corps. And much more on private companies. Palantir is analyzing the data of the organization and performing various analytic activities such as terrorist detection, money flow tracking, missing and missing persons tracking.

Quandl in Canada distributes some free-of-charge data, such as time series data and social data, mainly on stock-based financial data, and offers data in various forms such as JSON, xml, CSV in data formats of API type, R, Python, Excel, Ruby.

2.4 A Proposed Data Broker

From the Figure 2, this study proposes a model that has a data broker service model based on data analytic process and can analyze the defined data.

Many existing data brokers are trading on the dataset itself without a data analysis model. This is primarily aimed at solving the difficulties of instantaneous use of data analysis. The proposed data model is named DataFarm. It should be noted that DataFarm is a data broker service

The Big Lie that underpins Data farming

Figure 3. shows the overall process of data analysis from the data harvesting to managing.

- ① It is a step of harvesting data. In the case of social data, OpenAPI collects data in the form of OpenAPI or File in the case of public data.
- ② It is the step of data cleaning and loading in consideration of data harvesting type, data size, etc.

5. Conclusions

As the interest in big data related technologies and data industries grows, the application area and scale are expanding every year, and the actual demand for data is increasing. As a result, the data utilization in the public sector continues to be led by the government, but at the same time, it is difficult to extend to the private sector. This is urgent to secure the public and private big data supply system.

United States Senate, Office of Oversight and Investigations Majority Staff, “A Review of the Data Broker Industry: Collection, Use, and Sale of Consumer Data for Marketing Purposes,” STAFF REPORT FOR CHAIRMAN ROCKEFELLER, pp 3-10, Dec. 18, 2013

Staff Report for Chairman Rockefeller. (Dec. 18, 2013). (<https://www.fbcoverup.com/docs/library/2013-12-18-Staff-Rpt-for-Chmn-Rockefeller-A-Review-of-Data-Broker-Ind-Collection-Use-and-Sale-of-Consumer-Data-Off-Oversight-and-Investigations-US-Senate-Dec-18-2013.pdf>). A Review of the Data Broker Industry: Collection, Use, and Sale of Consumer Data for Marketing Purposes. Office of Oversight and Investigations Majority Staff. U.S. Senate.

In 2013, U.S. Senate FAILED to act to protect vulnerable Americans in the face of this clear warning about the globalist takeover of “Big Data”

Senate knew about the “social score” plan before 2013

In response to the Committee’s inquiries, the companies queried provided documents and narrative explanations. While some of the companies have been completely responsive to this inquiry, several major data brokers to date have remained intent on keeping key aspects of their operations secret from both the Committee and the general public.

Based on review of the company responses and other publicly available information, this Committee Majority staff report finds:

- (1) Data brokers collect a huge volume of detailed information on hundreds of millions of consumers. Information data brokers collect includes consumers’ personal characteristics and preferences as well as health and financial information. Beyond
- (2) Data brokers sell products that identify financially vulnerable consumers. Some of the respondent companies compile and sell consumer profiles that define consumers in categories or “score” them, without consumer permission or knowledge of the underlying data. A number of these products focus on consumers’ financial vulnerability, carrying

(3) **Data broker products provide information about consumer offline behavior to tailor online outreach by marketers.** While historically, marketers used consumer data to locate consumers to send catalogs and other marketing promotions through the mail, or contact via telephone, increasingly the information data brokers sell marketers about consumers is provided digitally. Data brokers provide customers digital products that target online outreach to a consumer based on the **dossier of offline data collected** about the consumer;

(4) **Data brokers operate behind a veil of secrecy.** Data brokers typically amass data without direct interaction with consumers, and a number of the queried brokers perpetuate this secrecy by contractually limiting customers from disclosing their data sources. **Three of the largest companies – Acxiom, Experian, and Epsilon – to date have been similarly secretive with the Committee with respect to their practices, refusing to identify the specific sources of their data or the customers who purchase it.** Further, the respondent companies' voluntary policies vary widely regarding consumer access and correction rights regarding their own data – from virtually no rights to the more fulsome policy reflected in the **new** access and correction database developed by Acxiom.

Three companies – Acxiom, Experian, and Epsilon – declined to share specific data sources with the Committee, citing confidentiality clauses in their contracts, and concerns about putting themselves at a competitive disadvantage among the reasons. Instead, these companies provided general descriptions of the types of entities that are data sources.

⁷⁴ In November 2013, the Attorney General of New Jersey settled a case that suggested web browsing activity is potentially an additional source of information for data brokers. The case alleged that Dataium, a data company, used software to track websites visited by consumers, a practice known as “history sniffing,” and then sold consumer preferences inferred from web browsing along with consumers’ names, phone numbers, and e-mail addresses to Acxiom. See Office of New Jersey Attorney General, *Acting Attorney General Announces Settlement Resolving Allegations Data Company Engaged in Online “History Sniffing”* (Nov. 21, 2013) (available at <http://nj.gov/oag/newsreleases13/pr20131121a.html>).

Similarly, Acxiom said consumer-facing websites are a source of their consumer data, but declined to provide the Committee the specific identities of these websites except for six self-selected samples websites. Instead the company stated generally, “there are over 250,000 websites who state in their privacy policy that they share data with other companies for marketing and/or risk mitigation purposes.”¹⁰³

Of the six websites provided by Acxiom, one was not functional when Committee majority staff attempted to access it. The remaining five asked consumers for varying levels of personal information in exchange for benefits such as coupons and discounts, or the opportunity to compare health insurance quotes. The general counsel for the company that maintains the health insurance quote website, when contacted by Committee majority staff, said the company had no information sharing agreement with Acxiom, and that the entities that contract to receive the website’s information are contractually prohibited from sharing that data with third parties such as Acxiom.¹⁰⁴ Acxiom represented that this website data source was provided by one of Acxiom’s data aggregators.¹⁰⁵

e. Social Media

Social media is a source of consumer information for many of the queried data brokers. For example, Acxiom says it obtains data about consumers’ social media interests and usage to predict the likelihood that a consumer would fall into one of the following categories: “business fan,” “heavy social media user” (including Facebook, LinkedIn, Twitter, and YouTube), “mobile social networker,” “text messaging user,” “poster” (including poster of photos, texts, and responders), “video sharer,” “social influencer,” and “social influenced.”¹⁰⁷

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IV. Conclusion

The responses the Committee received in its inquiry into the data broker industry provide a snapshot of how data brokers collect, use, and share consumer data for marketing purposes. This information makes clear that consumers going about their daily activities – from making purchases online and at brick-and-mortar stores, to using social media, to answering surveys to obtain coupons or prizes, to filing for a professional license – should expect that they are generating data that may well end up in the hands of data brokers. They should expect that this data may well be amassed with many other details about them data brokers already have compiled. And they should expect that data brokers will draw on this data without their permission to construct detailed profiles on them reflecting judgments about their characteristics and predicted behaviors.

1 Comment (<https://patriots4truth.org/2018/10/02/data-brokers-cyber-secrecy-and-digital-fascism-you-are-the-product/#comments>)

One thought on “Data Brokers, Cyber Secrecy, and Digital Fascism – YOU are the Product”

Eliza Ayres says:

October 2, 2018 at 5:21 pm

Reblogged this on Blue Dragon Journal (<http://bluedragonjournal.com/2018/10/02/data-brokers-cyber-secrecy-and-digital-fascism-you-are-the-product/>).

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