

# Consumer Experiences of Privacy

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## Sites Feed Personal Details To New Tracking Industry



How Advertisers Use Internet Cookies to Track You

It's rarely a coincidence when you see Web ads for products that match your interests. WSJ's Christina Tsuei explains how advertisers use cookies to track your online habits.

*By Julia Angwin and Tom McGinty*

Jul. 30, 2010 6:04 pm ET

# On the Web's Cutting Edge, Anonymity in Name Only

Cracking the code

```
Keep-AliveCookie:ru4.uid=21310#54971403947133678#2385
632421; ru4.CAP=CHP:MSH0:EXP1:1278436679539;
ru4.1584=1#2697#0#2697=ad-2697-0011311278436679
535%7C2697%7Cpt-2697-025%7Cpl-2697-1262%7Cad-2697-
001%7Cpt-2697-025%7Con%7C6130%7Cexperiment%7C2%7Cnone
%7Ccontrol%7C1650327783%7Cpt-2697-025%2526southeast
%25255E070%25255E%25255E0%2526lunch%25255Ebellsouth
h.net%25255E518%25260%25255E4%25255E%25255E0%2526high%252
55E%25255E3%25255E3%25255E%252B-%2526%25255E5
20%25255E%25255E0%25255E0%25255E0%2526C2%25255EF3%25255EF
4%25255Ega%25255E%252Bcity%25255E3%25255E%252B-%252
55E0%25255E0%2526tue%25255E4%25255E4%25255E2%25255E3%2525
5Eu%25255E%252B-%25255E1%25255E0%2526bellsouth.net%252Bin
c.%2526downscale%25255E%252Bsome%252Bhigh%252Bschool%25252Fhs%
252Bgrad%25255E1%252663%25255E00%25255E40%25255ET2%25255E
C3%25255E1%25255Eenet%25255E0%25255E0%25255E0%25255E0%2525
5E0%25262%25255En%25255E%252B-%25255E%252B-%25255E0%25261
3%25255Evirtually%252Bnone%25255E2%25255E1%25255E0%25255E
```

time of day

hometown

size of community

income bracket

education level

The Journal obtained thousands of lines of code generated by a visit to a credit-card website by Georgia mom Meg White (a small portion, above). The code holds assessments of her by data-analysis firm [x+1].

# They Know What You're Shopping For

'You're looking at the premium package, right?' Companies today are increasingly tying people's real-life identities to their online browsing habits.

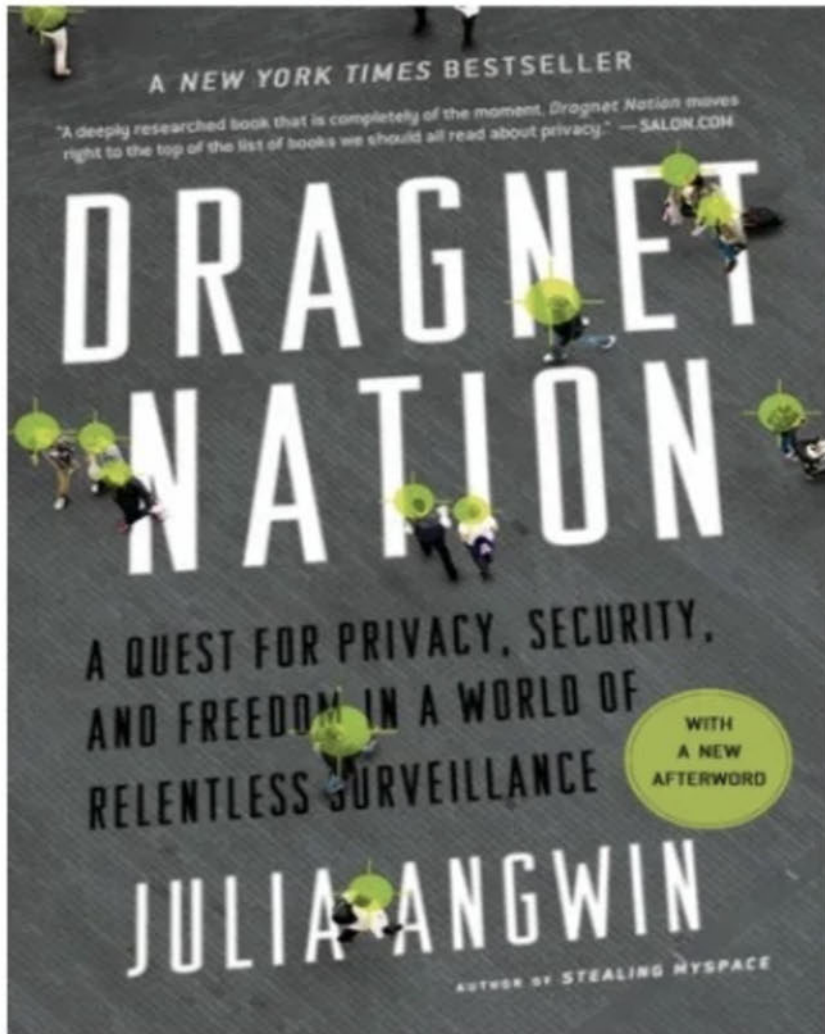


Research conducted by the Journal on the practices of more than a thousand websites shows that the border between our public and private lives is blurring still more. Reporter Jennifer Valentino-DeVries discusses the issue with Weekend Review Editor Gary Rosen.

*By Jennifer Valentino-DeVries and Jeremy Singer-Vine*

Dec. 7, 2012 7:56 pm ET





An inside look at who's watching you, what they know and why it matters. We are being watched. We see online ads from websites we've visited, long after we've moved on to other interests. Our smartphones and cars transmit our location, enabling us to know what's in the neighborhood but also enabling others to track us. And the federal government, we recently learned, has been conducting a massive data-gathering surveillance operation across the Internet and on our phone lines. In *Dragnet Nation*, award-winning investigative journalist Julia Angwin reports from the front lines of America's surveillance economy, offering a revelatory and unsettling look at how the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. In a world where we can be watched in our own homes, where we can no longer keep secrets, and where we can be impersonated, financially manipulated, or even placed in a police lineup, Angwin argues that the greatest long-term danger is that we start to internalize the surveillance and censor our words and thoughts, until we lose the very freedom that makes us unique individuals. Appalled at such a prospect, Angwin conducts a series of experiments to try to protect herself, ranging from quitting Google to carrying a "burner" phone, showing how difficult it is for an average citizen to resist the dragnets' reach. Her book is a cautionary tale for all of us, with profound implications for our values, our society, and our very selves.

# California Consumer Privacy Act (CCPA)

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The [California Consumer Privacy Act of 2018](#) (CCPA) gives consumers more control over the personal information that businesses collect about them and the [CCPA regulations](#) provide guidance on how to implement the law. This landmark law secures new privacy rights for California consumers, including:

- The [right to know](#) about the personal information a business collects about them and how it is used and shared;
- The [right to delete](#) personal information collected from them (with some exceptions);
- The [right to opt-out](#) of the sale of their personal information; and
- The [right to non-discrimination](#) for exercising their CCPA rights.

[Businesses](#) are required to give consumers certain notices [explaining their privacy practices](#). The CCPA applies to many businesses, including [data brokers](#).

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Privacy

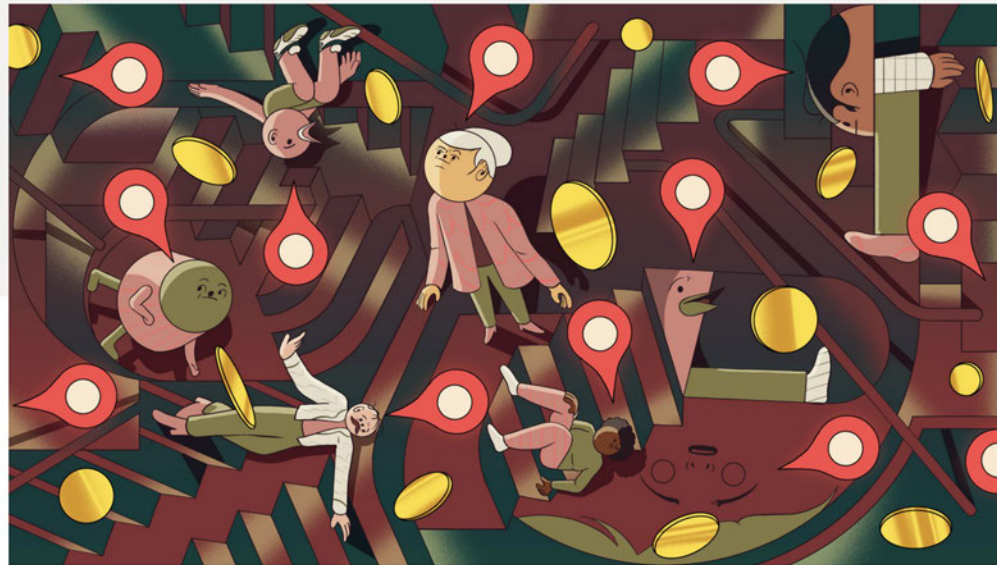
# There's a Multibillion-Dollar Market for Your Phone's Location Data

A huge but little-known industry has cropped up around monetizing people's movements

By [Jon Keegan](#) and [Alfred Ng](#)

September 30, 2021 08:00 ET

Updated September 30, 2021 15:51 ET





Privacy

## The Popular Family Safety App Life360 Is Selling Precise Location Data on Its Tens of Millions of Users

The app is a major source of raw location data for a multibillion-dollar industry that buys, packages, and sells people's movements

By [Jon Keegan](#) and [Alfred Ng](#)

December 6, 2021 08:00 ET



Gabriel Hongsdusit

*UPDATE: Life360 announced that it will stop sales of [precise location data](#) to the dozen or so data brokers it had been working with, and will now sell only precise location data to Arity and “aggregated” location data to PlacerAI.*





January 27, 2022 08:00 ET

## Privacy

## Gay/Bi Dating App, Muslim Prayer Apps Sold Data on People's Location to a Controversial Data Broker

The Markup identified 107 apps that sold data to X-Mode in 2018 and 2019

By **Jon Keegan** and **Alfred Ng**

Gabriel Hongsdusit

# Blacklight

A Real-Time Website Privacy Inspector

By [Surya Mattu](#)

Who is peeking over your shoulder while you work, watch videos, learn, explore, and shop on the internet? Enter the address of any website, and Blacklight will scan it and reveal the specific user-tracking technologies on the site—and who's getting your data. You may be surprised at what you learn.

cppa.ca.gov

Scan Site

Visited cppa.ca.gov on May. 4, 2022, 11:44 ET

[Learn more](#) ✓

## Blacklight Inspection Result

Blacklight works by visiting each website with a headless browser running custom software built by The Markup. To learn more read our [methodology](#).

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### Ad trackers found on this site.

This is **less than half** the average of **seven** that we found on popular sites.



1

### Third-party cookie found.

This is **less than half** the average of **three** that we found on popular sites.



cppa.ca.gov

Scan Site



Tracking that evades cookie blockers wasn't found.



Session recording services not found on this website.



We did not find this website capturing keystrokes.



Facebook Pixel not found on this website.



**This site allows Google Analytics to follow you across the internet.**



This site uses Google Analytics and seems to use its "remarketing audiences" feature that enables user tracking for targeted advertising across the internet. This feature allows a website to build custom audiences based on how a user interacts with this particular site and then follow those users across the internet and target them with advertising on other sites using Google Ads and Display & Video 360. A Google spokesperson told The Markup that site operators are supposed to inform visitors when data collected with this feature is used to connect this browsing data with someone's real-world identity. You know when those shoes you were looking at follow you around the internet? This is one of the trackers leading to that. This feature appeared in fifty percent of popular websites when we scanned them in September 2020.

[How We Define This](#)



# California's New Privacy Rights Are Tough to Use, Consumer Reports Study Finds

By Kaveh Waddell

Updated March 16, 2021



Illustration: Consumer Reports, iStock



## Consumers Are Left Hanging



**62%**

... of the time, study participants either didn't know whether their opt-out request was successful, or say they weren't able to make the request at all. And only in 18 percent of requests did participants report receiving a confirmation from the broker that their data would not be sold in the future.

## A. The Misplaced Individual Rights Model

The practices associated with individual rights of control seem empowering. We can click on links to ask that our data be deleted, corrected, and moved.<sup>205</sup> But although more control sounds like a good thing, *individual* rights will not solve *collective* privacy problems.<sup>206</sup> Habituating ourselves to the fiction that we, as individual users, are truly capable of managing our privacy online is precisely what the information industry wants in no small part because it allows technology companies to weaponize our exercise of those individual rights to immunize itself from responsibility and accountability.

— Ari Ezra Waldman, Professor of Law & Computer Science and Faculty Director, Center for Law, Information, and Creativity, Northeastern University.