Leveraging Big Data to Track the Unwary

Ronald L. Chichester
InfraGuard Legal SIG
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Overview

- How They Track You
- Why Tracking Matters
- Big Data in Action
- What You Can Do

The Top 10 Big Data (2013)

- IBM - $1.39B
- HP - $869M
- Dell - $652M
- SAP - $545M
- Teradata - $518M
- Oracle - $491M
- SAS Institute - $480 M
- Palantir - $418M
- Accenture - $415M
- PWC - $312M

How They Track You

How They Track You

- Cookies
- Flash Cookies (LSO's)
- Social Media
- IP Address
- Browser Parameters
- Javascript

Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior

By Babur De los Santos, Ali Hortaçsu, and Matthijs R. Wildenbeest*

FORTHCOMING IN THE *AMERICAN ECONOMIC REVIEW*

Using a large data set on web browsing and purchasing behavior we test to what extent consumers are searching in accordance to various classical search models. We find that the benchmark model of sequential search with an a priori known distribution of prices can be rejected based on both the recall patterns we observe in the data as well as the absence of dependence of search decisions on observed prices. Our findings suggest that fixed sample size search provides a more accurate description of observed consumer search behavior. We then utilize the fixed sample size search model to estimate demand elasticities of online book stores in an environment where consumers' store preferences are heterogeneous.

JEL: D43, D83, L13
Keywords: consumer search, electronic commerce, consumer behavior

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Location: san francisco

Posted within: Last 30 Days

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Narrow Search

Category:	Company:	City:	State:
Admin - Clerical (1)	Nintendo of America Inc. (1)	San Mateo (1)	California (1)

1 jobs found within 30 miles of San Francisco, CA

Earn More Money with a College Degree

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Show me: Closest jobs first | **Relevant jobs first** | Newest jobs first

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Job Title / Description (show titles only) | Company | Location (Distance)

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Allow rubiconproject.com
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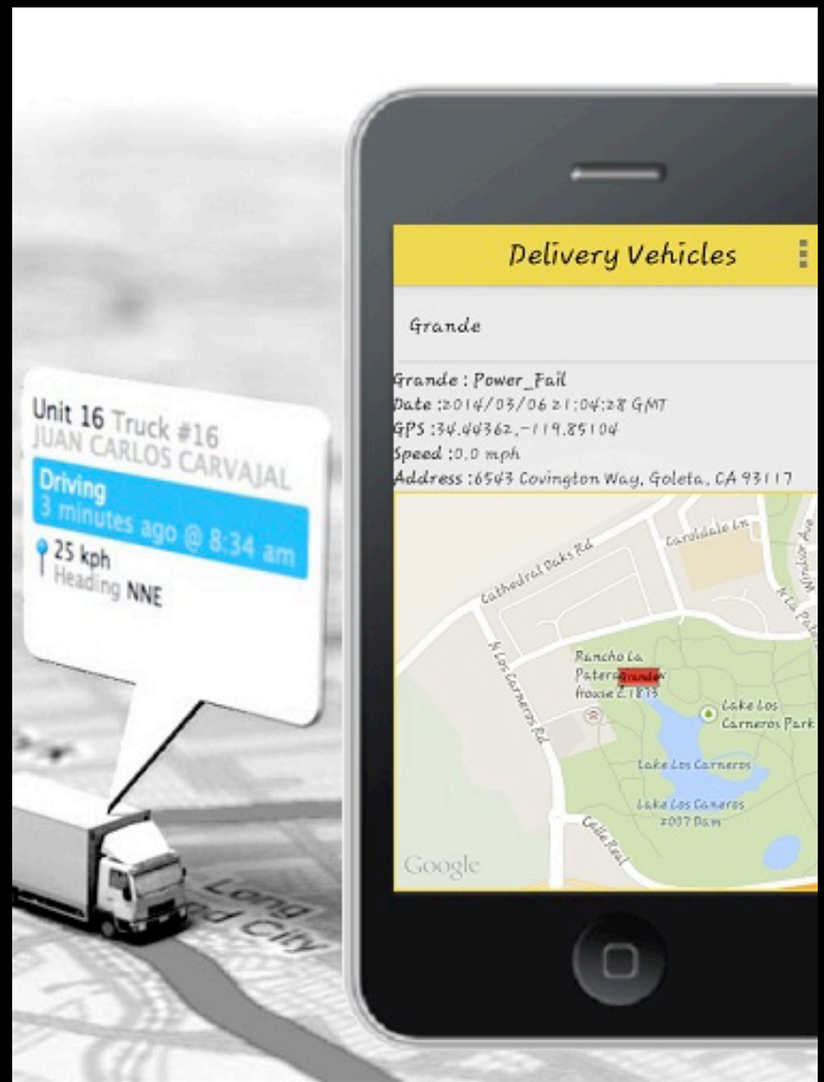
Temporarily allow adsonar.com
Forbid icbdr.com
Allow quantserve.com
Temporarily allow quantserve.com
Allow pulse360.com
Temporarily allow pulse360.com
Allow undertone.com
Temporarily allow undertone.com
Forbid adbureau.net
Allow trafficmp.com
Temporarily allow trafficmp.com
Allow advertising.com
Temporarily allow advertising.com
Allow tacoda.net
Temporarily allow tacoda.net
Forbid doubleclick.net

How They Track You

- Tracking Algorithms
  - Google Search
  - EdgeRank (Facebook)
  - Beacon (Facebook)
  - Google Buzz



How They Track You

- Their own website
- Reverse DNS
- Your Browser Data
- Open Source Tools (Apache Spark & Storm, H20, others)

Why Tracking Matters

- Most pre-filing "discovery" is performed on the Internet
  - Usually review the opponents website for information
  - Obtain the information before the opponent removes it
  - Normally thought to be "benign"

A Few Words About Big Data

Big Data...

- Is always watching you
- Doesn't allow opt out
- Won't "Do Not Track"
- Knows your secrets
- Doesn't ask for your name...
- ... but will figure it out
- Controls who sees which deals and discounts
- Is tracking your smartphone too
- Might have wrong info (but no way to fix it)

What You Can Do

Buy the data about the *other* guy

www.bigdataexchange.com

purchase browsing data

Visited | BLS | UH | Nipper | NHC | Patently-O | IPO | Edge | TAR | Urban Harvest | PreCYdent

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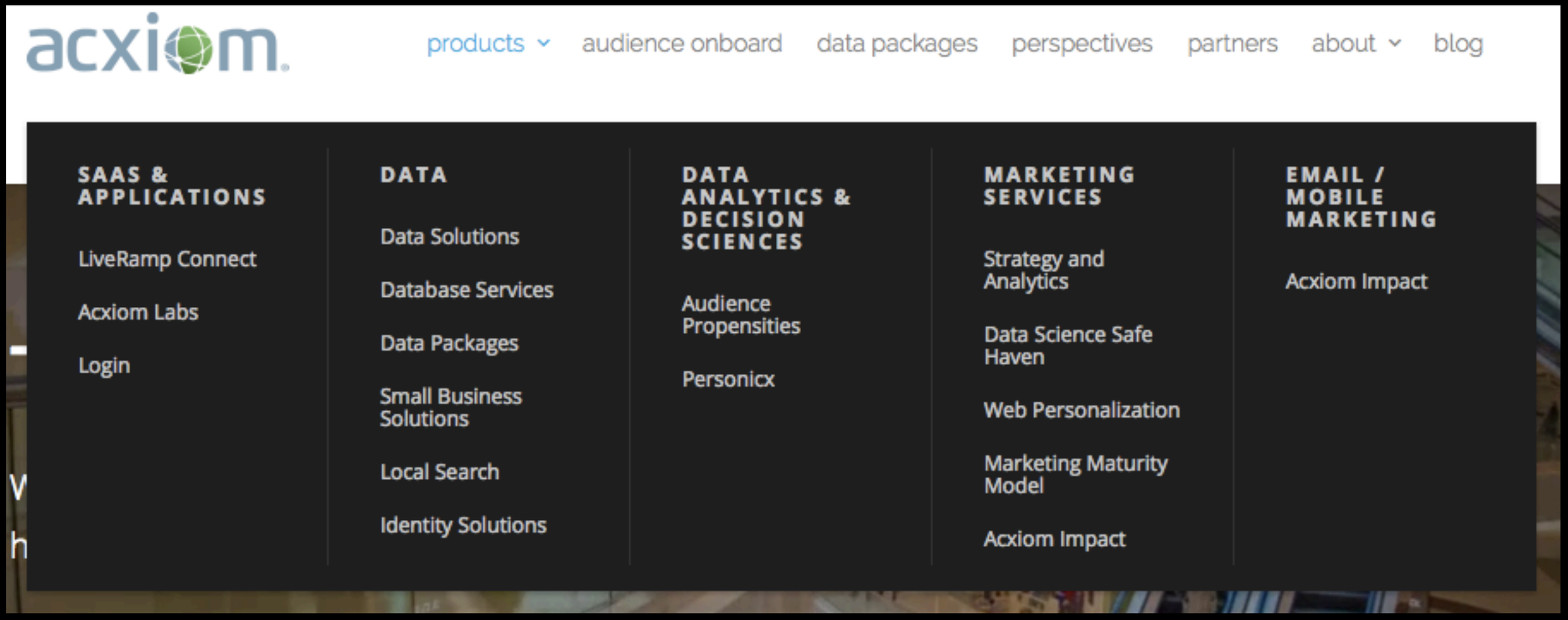
The industry's first quantitative and impartial scoring of all data transacted. Every piece of data sold in the Exchange is scored based on the value it provided to the buyer and cross-referenced with the relative industry. Visit the Data Scoring Page to learn how you can take advantage of this incredible option.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Email Intelligence, a TowerData Service

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- Get data on 80% of U.S. email addresses
- Find alternate points of contact, including postal & social
- Determine which email addresses are active

Create A Free Account

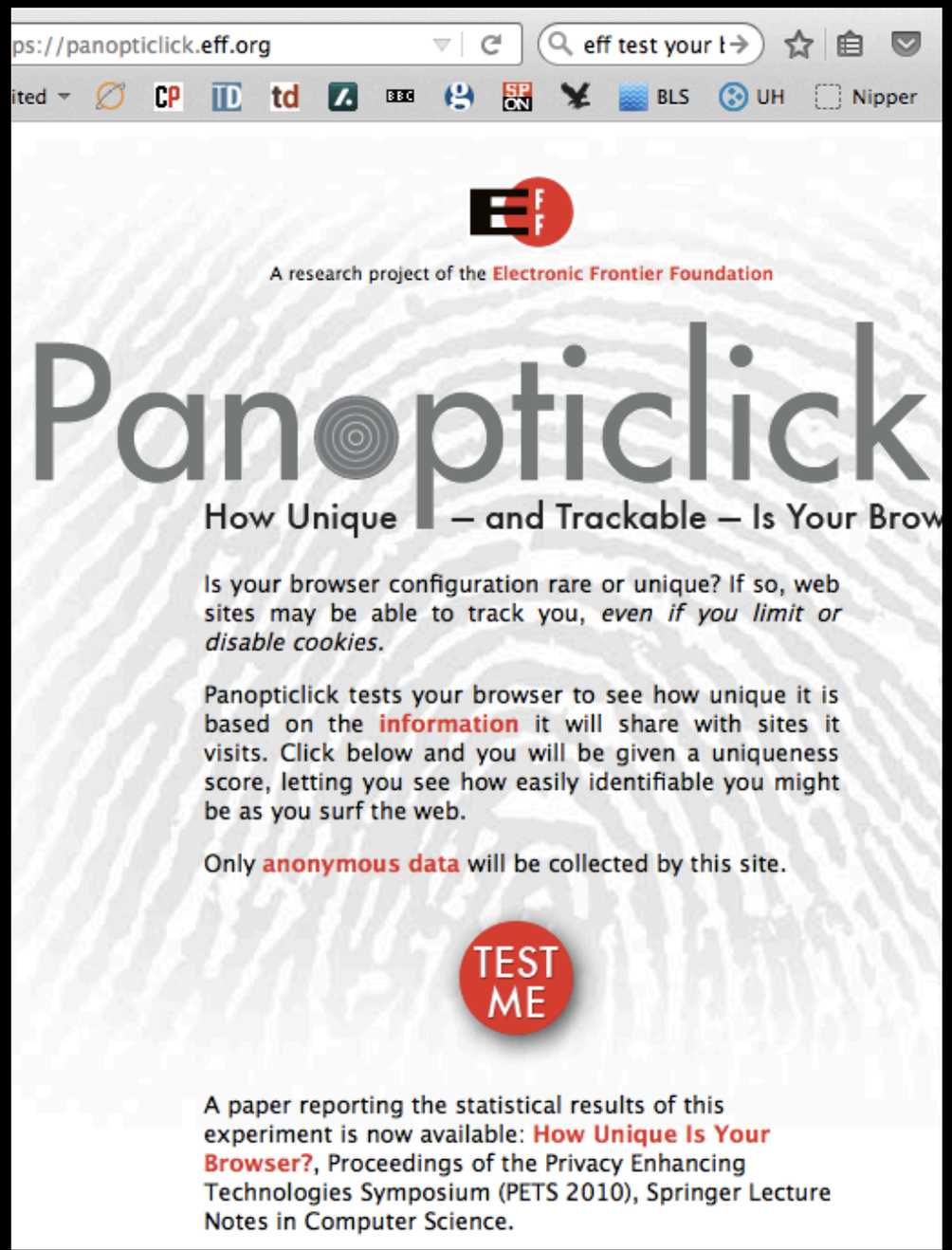
Try to prevent the other guy from knowing about *you*

Try to prevent the other guy from knowing about *you*

(So as not to violate DR 1.05)

What You Can Do

- Learn what your browser is telling them
- Introduce a cookie policy
- Use privacy add-ons
  - Google Fix
  - Ghostery



What You Can Do

- Use Multiple Browsers
  - Google for Gmail
  - (Hardened) Firefox for general use
  - Low powered browser with no cookies / Javascript

What You Can Do

- Tape Over webcam
- Clear Browser History After Every Use
- (Re)Review Privacy Policies and Settings
- Remove/Impede Flash Cookies (LSO)

What You Can Do

- Microsoft introduced user tracking "features" in Windows 8

- Windows 10 takes user tracking to a new level
  - Similar to cell phone tracking

www.zdnet.com/article/want-to-limit-windows-10-tracking-there-is-an-app-for-that/

purchase browsing data

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MUST READ MORE HANDS-ON WITH THE RASPBERRY PI ZERO: LOADING, BOOTING AND CONFIGURING

Want Windows 10 to stop tracking you? Now there's an app for that

The open-source app is available to download for free.

By Zack Whittaker for Zero Day | August 4, 2015 -- 19:43 GMT (12:43 PDT) | Topic: Security

www.polygon.com/2015/7/31/9075531/windows-10-privacy-how-to

purchase browsing data

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How to stop Windows 10's prying eyes

By Samit Sarkar on Jul 31, 2015 at 12:30p @SamitSarkar

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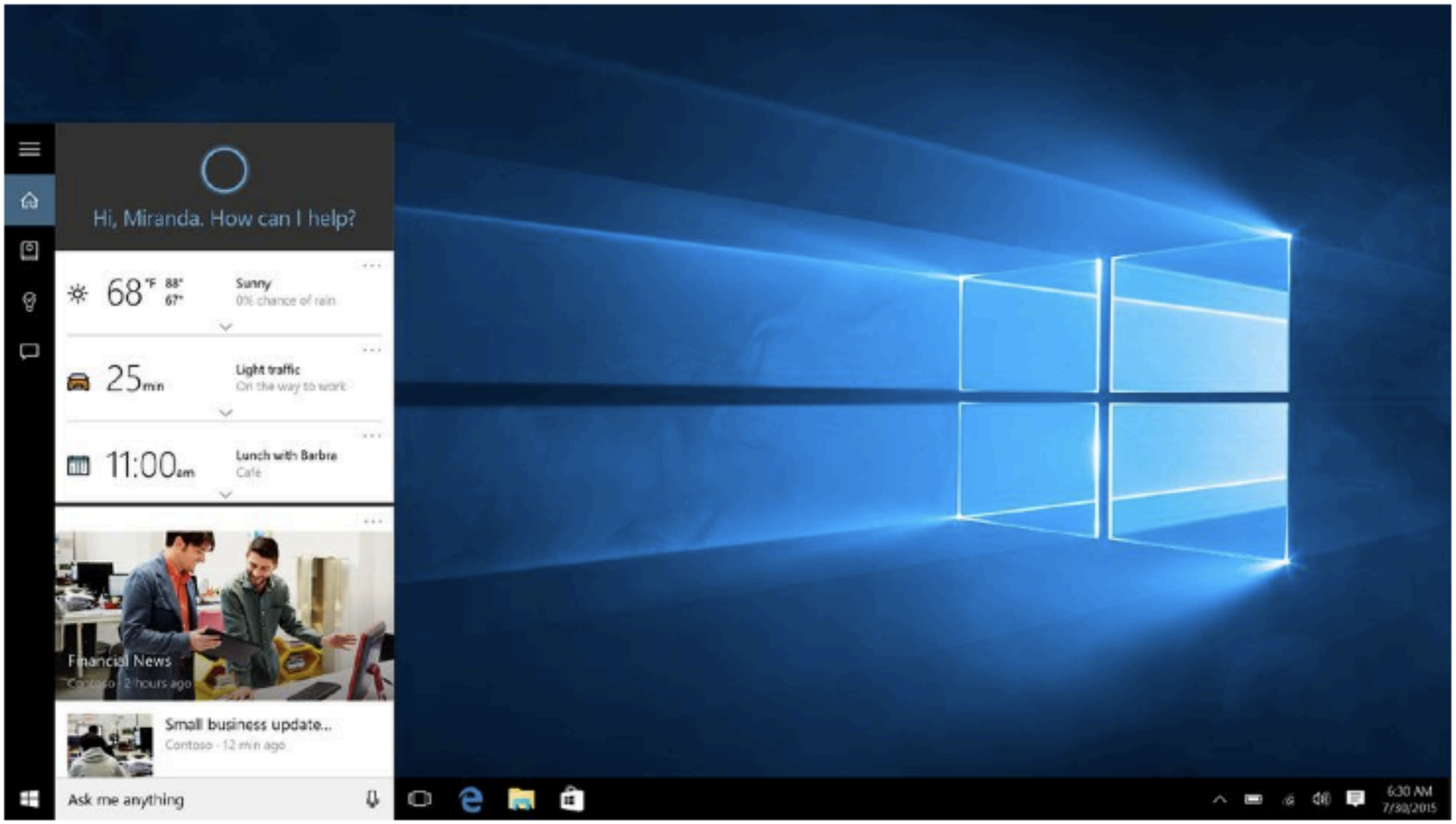

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Just Cause 3

By Ben Kuchera

Bridging the

Questions?

Ronald L. Chichester

713.302.1679

Ron@TexasComputerLaw.com