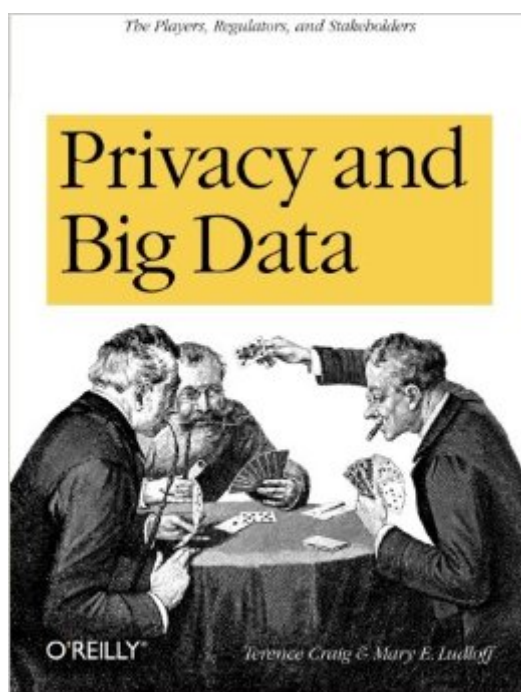


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# Privacy And Big Data



## Synopsis

Much of what constitutes Big Data is information about us. Through our online activities, we leave an easy-to-follow trail of digital footprints that reveal who we are, what we buy, where we go, and much more. This eye-opening book explores the raging privacy debate over the use of personal data, with one undeniable conclusion: once data's been collected, we have absolutely no control over who uses it or how it is used. Personal data is the hottest commodity on the market today—truly more valuable than gold. We are the asset that every company, industry, non-profit, and government wants. Privacy and Big Data introduces you to the players in the personal data game, and explains the stark differences in how the U.S., Europe, and the rest of the world approach the privacy issue. You'll learn about: Collectors: social networking titans that collect, share, and sell user data Users: marketing organizations, government agencies, and many others Data markets: companies that aggregate and sell datasets to anyone Regulators: governments with one policy for commercial data use, and another for providing security

## Book Information

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## Customer Reviews

This book was purchased as a required text for a course on privacy. I was appalled at the poor writing and the heavy reliance on wikipedia links. The content would have been more informative if presented as an outline. I say this because the content would have been more clear and more easily understood if not interrupted by the poor quality prose. In addition to numerous grammatical errors, the writing is disrupted by overly frequent inline website citations which would have been

better included as footnotes. Readers should also be aware that the tone is far from objective. It deviates from the bulk of O'Reilly's outstanding library in that it is not a scholarly presentation but is instead infused with the authors' personal negative viewpoint. It's possible that they are intentionally attempting to create a demand for their business services by inspiring fear. My concern about the rigor of their sources was highlighted by the inclusion of a reference from [...]. In general, there is not enough information and insight in this book to warrant spending money on it. Instead, if you are interested in a superficial listing of agencies and constraints, I suggest skimming through a library copy or better yet, do an online search on "digital privacy" to retrieve more informative online sources.

A book that is slight in pages but strong on content. Terence Craig and Mary Ludloff take the reader on a swift but informed journey across the landscape of modern privacy issues arising from our online life. Predictably the book is full of caution and warning - it is no surprise that our private information is doing the rounds in places that we don't know, and governments are encroaching our privacy under the banner of national security. Orwell's Big Brother isn't alive and well - he has been replaced by an even more worrisome industry of data aggregators who make their living by combining our on-line information from multiple sources. The strong points of the book are many. A cogent discussion of the issues, a review of the various approaches to legislation in the US, Europe, China and even my home nation, Australia. And what I liked most - a balanced assessment of the risks and a nod towards the upside - all that 'free' stuff we get on the web courtesy of surrendering our personal information. The downsides of the book? Not many, although I would have liked the authors to have shared some more of their insights into what the world might look like in ten years hence. Not crystal ball gazing, just what some of the implications might be depending on how current developments play out. If you have a couple of hours to spare (the book is under 100 pages) and you want to get your head around the hard facts of the current privacy dilemmas arising from your online life, then you could do a lot worse than cast an eye over this publication. If you want something philosophical with big picture stuff and something to send shudders up your spine, then this is probably not what you are after.

I found this book a real eye-opener. It is more than likely a quick read if you purchased the paperback, but I had the digital version (94 pages), in which all references (and there are a lot of references) are clickable. Which makes it too easy to get lost in all additional information. I think most of us, in our haste to "get to the content", rationalize that it is only an email, birthday, or

zipcode and that's no big deal. If we only knew what was really going on. That is where this book comes in, in a big way. I feel that Terrence and Mary did a great job in presenting the "facts", each covering their share of a wide spectrum of (global) opinions, in respect to their own views. They actually share their own point of view at the end of the book, which an attentive reader would catch a hints of throughout the book. As for me, I was too caught up in disbief in how our data is actually being used. I can see why it's an absolute gold mine for big businesses, governments and the like. The Internet truly is the modern version of the wild, wild west, and though there are those who would try to regulate it, there is just too much data already out there. In fact, both authors are pretty much in agreement on this point, "Once your information is out there, it is too hard to control who uses it, and what it's really used for..." (paraphrased). I would say this is a great read, I loved it, and it leaves me wanting more (information, that is). At the very least, the readers of this book will be MORE aware.

Do you ever think about the footprints we leave across the web? It makes it relatively easy for anyone to track us. I did a search for something a few weeks ago and after that regardless of where I went on the web; there was an advertisement for that particular thing. Now donâ™t get me wrong, selective advertising is fine as long as itâ™s what Iâ™m interested in. But just because I look for something doesnâ™t mean I want to be inundated about it. Itâ™s rather annoying. This book actually explains how that happens. I am glad I read this book, as it is truly an eye opener. I believe we should all be aware to the extent to which our personal, and even public data, is being used. We, even in this digital age, need to have privacy. Although we are not doing anything wrong and have nothing to hide, we still donâ™t feel comfortable with all the data that is kept on us. For instance, I was a member of the bead-a-month-club for a few months, after which I cancelled my subscription. Within a few months I started getting mail delivered to me requesting that I join such and such club which were for young children, all younger than age twelve. My kids are already grown. Now I know where those letters came from, but theyâ™re info is definitely wrong. Or maybe I am, since I had previously bought items on for Christmas, for all the grandkids. Itâ™s really a scary thought how much data that so many people are privy to when it comes down to it. I personally donâ™t think itâ™s a good thing for anyone to have that much data about us. If youâ™re concerned about your privacy, or just want to know more, do yourself a favor. Read this book! It will answer many questions you may have, and you might even enjoy the book because it is written in a very engaging style. I recommend this book to anyone who wonders, âœWhere does all this data go? Who exactly has access to our data? And, most importantly, exactly what do they intend to do with

it?"

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