

Give Data Brokers the Slip!



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Don Marti

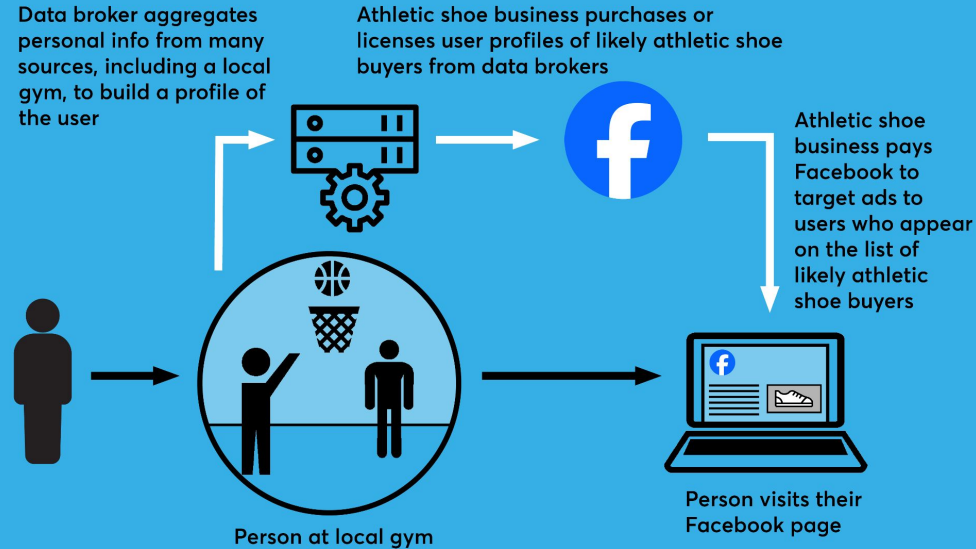
VP, Ecosystem Innovation
Raptive

Agenda

- 1 What is the Data Economy?
- 2 An Investigative Study
- 3 What can you do about it?
- 4 What comes next?

What is the Data Economy?

How a Data Broker and Facebook Can Track You

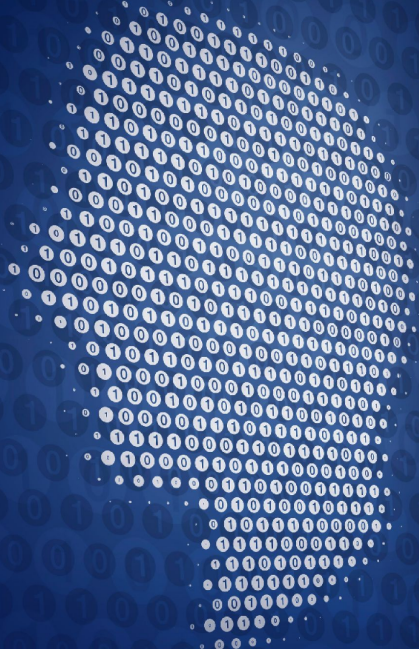


An Investigative Study

- More than 2600 participants donated their FB data
- On average, each participant in our study was identified by 2,230 different companies
- [Full report](#)
- [The Markup coverage](#)

Who Shares Your Information With Facebook?

Sampling the Surveillance Economy in 2023



Learn More

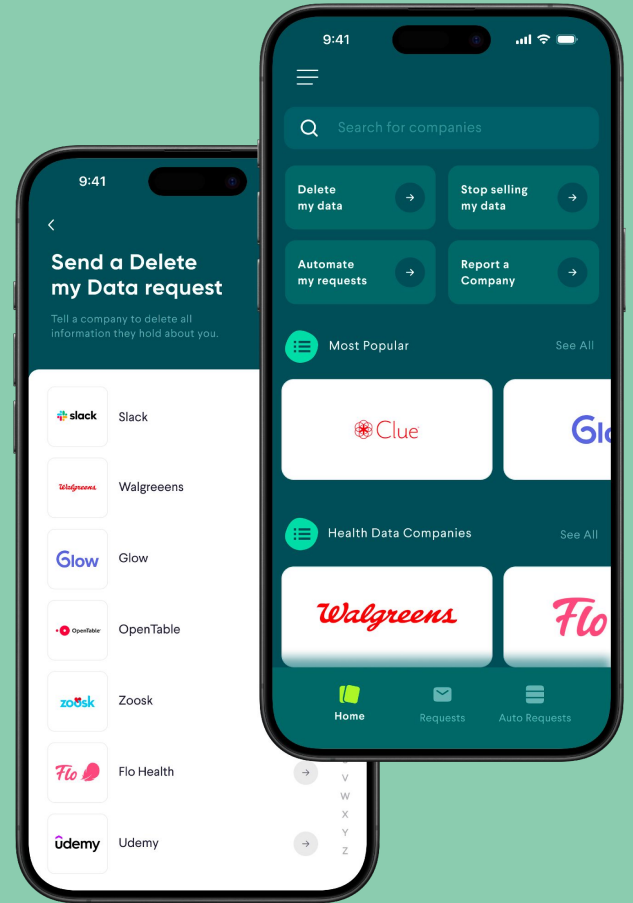


What Can You Do About It?

- Change your Mobile Device Settings
- Turn on Global Privacy Control (GPC)
- Download Permission Slip and turn on Auto Requests

PERMISSION SLIP

By Consumer Reports



What Comes Next?

- Join our Data Bootcamp and [participate in our Data Action Day!](#)
- [Join Community Reports](#), and help us further investigate the Surveillance Economy
- [Sign our petition to the FTC](#)



Thank You!

Stay in touch: community@cr.consumer.org