

Why Has the Edge Platform Collecting the Most Private Information, Google, Enjoyed the least FTC/FCC Privacy Accountability from 2014-16?

Tracks Use of "World's Information"

- 98% share of top >15m websites tracked
- Trillion+ web-pages crawled/copied regularly
- >75,000 sources copied by Google News
- >25 million books copied by Google Books
- 90+% movies/TV shows copied by YouTube
- ~99% satellite images copied by Google Earth
- >1/2b Google+ profiles grown by all G services
- >1 billion users Gmails copied regularly
- 90+ languages auto-translated via Translate

Profiles Most Users

- ~2b Account holders
- ~1.5b monthly search users
- ~1.5b monthly YouTube Viewers
- ~1.5b Android mobile OS users
- >1b Google Maps users
- >1b Chrome browser users
- >1b Gmail users

Tracks Most Macro User Data

- Only omnipresent Internet click tracking/analysis
- Uniquely see all online advertiser demand/trends
- Uniquely comprehensive view of user demand
- Unique complete view of publisher ad inventory
- Unique view of global supply/demand for prices
- Lone access to non-public Google Trends info
- First to see new trends/fads/growth inflections
- Unique access to unregulated inside info
- Unique knowledge of online ad market pricing

Collects Most Private Identifications

- IP addresses via Search/Analytics/Cookies/Chrome
- Email addresses via Gmail scanning & Postini filters
- WiFi, SSID & MAC addresses via WiFi wardriving
- Phone/mobile #s via Play, search, Android, Voice, Talk
- Voiceprint recognition: Hangouts/Translate/YouTube
- Face-print recognition via Google+, Photos, YouTube
- 80 Languages identified via Translate/Voice/Video
- Home info: Maps/Earth/StreetView/Android/Play
- Personal info via Apps/product/service registrations
- Social Security/passport/license #s: Desktop Search
- Credit card & bank info: Checkout/Shopping/Wallet
- Health identifiers by Search, Google+, Gmail, Books
- Click-print IDs via analysis of multiple web histories

Collects Most Personal Location Info

- Android GPS tracks location when no apps running
- Search/Toolbar/Android use reveals user's location
- Hangout/Maps/Calendar signal destination plans
- Google Goggles recognizes location via Streetview
- Search/Earth/Maps/StreetView show favorite places

**FTC & FCC
Special
Treatment
of Google
2014-2016?**

Centralizes System

- Most private metadata generated
- Single user sign-in for ~all services
- Unified privacy policy
- Unified sharing via Google+
- Unified Big Table database
- Most synchronized data centers

Collects Most Personal Intentions Info

- ~80% share of search/video, ~80% share of Mobile OS
- Behavioral advertising profile for targeted ad-serving
- Intensive interests via Google+, Search, Alerts, Play
- Click tracking: Analytics, DoubleClick, YouTube, Chrome
- Location interest via Maps, Earth, StreetView, Search
- Financial interests: Search/Finance/Shopping/Wallet
- Private drafts via Gmail, Docs, Groups, Desktop Search
- Plans via Google+/Calendar/Gmail/Voice/Talk/Docs
- Likely votes by party/issue: Search/News/Books
- Health concerns via Google+/Search/Books/YouTube
- Upcoming purchases: Gmail/Google+/Shopping/Search
- Google+/Gmail knows politics/religion/issue views

Collects Most Personal Associations Info

- Contact lists: Google+, Hangouts, Gmail, Voice, Groups
- Interests: Play,/Google+/Alerts/News/Reader/Groups
- Reading: Play/News/Books/My Library
- Viewing: YouTube/OnAir/Hangout/DoubleClick/Analytics
- Friends: Google+/Picassa/Gmail/Hangouts
- Gathering places: Earth, Maps, StreetView, Android