



Consumer Federation of America

1620 I Street, N.W., Suite 200 * Washington, DC 20006

Resources for Consumer Concerns about Privacy

Privacy Surveys, Studies, Testimony

Consumers reject tailored advertising

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1478214

Two-thirds of Americans want government to protect their online privacy and 81% want to put their names on a do-not-track list

<http://thehill.com/blogs/hillicon-valley/technology/168871-survey-shows-consumers-want-government-to-protect-their-privacy-online>

Consumers say no tracking

http://www.consumer-action.org/press/articles/no_tracking_for_any_reason

More than half of mobile app users uninstalled or avoid certain apps due to privacy concerns

<http://pewinternet.org/Reports/2012/Mobile-Privacy.aspx>

74% of consumers don't see benefit of sharing personal information with marketers

<http://loyalty.com/about/news/perception-problem-%E2%80%9374-us-and-canadian-consumers-don%E2%80%99t-see-benefit-exchanging-personal-i>

GAO study about data resellers and the need for consumer privacy framework to reflect changes in technology and the marketplace

<http://www.gao.gov/assets/600/593146.pdf>

Senate committee report on the data broker industry

http://www.commerce.senate.gov/public/?a=Files.Serve&File_id=0d2b3642-6221-4888-a631-08f2f255b577

What do online behavioral advertising disclosures communicate to users?

http://www.cylab.cmu.edu/research/techreports/2012/tr_cylab12008.html

Why Johnny can't opt out: a usability evaluation of tools to limit online behavioral advertising.

http://www.cylab.cmu.edu/research/techreports/2011/tr_cylab11017.html

Misplaced confidences: privacy and the control paradox

<http://spp.sagepub.com/content/early/2012/08/08/1948550612455931>

What is privacy worth?

<http://www.heinz.cmu.edu/~acquisti/papers/acquisti-privacy-worth.pdf>

Digital target marketing to African Americans, Hispanics and Asian Americans

<http://www.centerfordigitaldemocracy.org/digital-target-marketing-african-americans-hispanics-and-asian-americans-new-report>

Big data use for financial services

http://www.centerfordigitaldemocracy.org/sites/default/files/USPIRGEFandCDDBigDataReportMar14_1.3web.pdf

Big data use for scoring consumer credit risk

<http://www.nclc.org/images/pdf/pr-reports/report-big-data.pdf>

Secret consumer scoring

<http://www.worldprivacyforum.org/2014/04/wpf-report-the-scoring-of-america-how-secret-consumer-scores-threaten-your-privacy-and-your-future/>

Study launched to examine use of personal information for discriminatory or differential treatment

<https://freedom-to-tinker.com/blog/randomwalker/web-measurement-for-fairness-and-transparency/>

What facial recognition technology means for privacy and civil liberties

https://www.eff.org/files/filenode/JenniferLynch_EFF-Senate-Testimony-Face_Recognition.pdf

Developing face recognition privacy in social networks

<http://jolt.law.harvard.edu/articles/pdf/v26/26HarvJLTech165.pdf>

News about Privacy Concerns and Harms

Target pregnancy prediction score, how companies learn your secrets

<http://www.nytimes.com/2012/02/19/magazine/shopping-habits.html?ref=general&src=me&pagewanted=all&r=0>

Secret database of customer returns prevents consumers from making returns

<http://www.usatoday.com/story/money/business/2013/08/12/retailers-tracking-customers-returns/2642607/>

Bilking the elderly with a corporate assist

<http://www.nytimes.com/2007/05/20/business/20tele.html?pagewanted=all>

Data broker sells information to be used for identity theft

<http://krebsonsecurity.com/2013/10/experian-sold-consumer-data-to-id-theft-service/>

Data broker giants hacked by service that sells data to identity thieves

<http://krebsonsecurity.com/2013/09/data-broker-giants-hacked-by-id-theft-service/>

Google patent for “price optimization”

<http://search.slashdot.org/story/12/09/06/1738235/google-patents-profit-maximizing-dynamic-pricing>

Websites vary prices, deals based on users’ information

<http://online.wsj.com/news/articles/SB10001424127887323777204578189391813881534>

<http://www.washingtonpost.com/wp-dyn/content/article/2010/12/11/AR2010121100143.html>

<http://news.cnet.com/2100-1017-245326.html>

Auto insurers engaging in “price optimization” unfairly discriminates against low-income, minorities

<http://www.consumerfed.org/pdfs/Auto-Insurance-Price-Optimization-Press-Release-9-4-13.pdf>

<http://www.consumerfed.org/news/766>

Using data tracking technology in automobiles

<http://www.detroitnews.com/article/20140221/AUTO01/302210038#ixzz2txSPqzCR>

Using social networking info, behavioral tracking for credit offers

<http://www.creditcards.com/credit-card-news/social-networking-social-graphs-credit-1282.php>

<http://www.fastcompany.com/1453562/how-rapleaf-data-mining-your-friend-lists-predict-your-credit-risk>

<http://online.wsj.com/news/articles/SB10001424052748703294904575385532109190198>

<http://georgetownlawjournal.org/files/2013/03/Cullerton.pdf>

Woman incorrectly profiled, receives marketing related to muscular dystrophy

<http://www.nytimes.com/2013/04/28/technology/personal-data-takes-a-winding-path-into-marketers-hands.html>

Prescriptions tracked even if you pay cash, data shared with life insurers

<http://www.latimes.com/business/la-fi-lazarus-20131022,0,1491023.column>

Insurers test data profiles to identify risky clients

<http://online.wsj.com/news/articles/SB10001424052748704648604575620750998072986>

Professor Joe Turow on social discrimination through profiling

<http://www.theatlantic.com/technology/archive/2012/02/a-guide-to-the-digital-advertising-industry-thats-watching-your-every-click/252667/>

Consumers still don't know what icon means for behavioral advertising self-regulatory program

<http://adage.com/article/privacy-and-regulation/study-consumers-adchoices-privacy-icon/291374/>

Leaky apps used to glean consumers' private data

<http://www.mobilemarketer.com/cms/news/legal-privacy/17071.html>

Acxiom lets consumers see data it collects

http://www.nytimes.com/2013/09/05/technology/acxiom-lets-consumers-see-data-it-collects.html?_r=0

Data brokers don't make it easy to opt out

http://www.propublica.org/article/privacy-tools-opting-out-from-data-brokers?utm_source=et&utm_medium=email&utm_campaign=dailynewsletter

Rent-to-own company settles charges that rental computers spied on consumers

http://news.cnet.com/8301-1009_3-57608838-83/aarons-computer-rental-chain-settles-ftc-spying-charges/

Tracking is an assault on liberty, with real dangers

<http://online.wsj.com/news/articles/SB10001424127887323777204578189391813881534>

Do not track isn't just about behavioral advertising

<http://cyberlaw.stanford.edu/blog/2010/12/do-not-track-isnt-just-about-behavioral-advertising>

Why CFA does not support outcome of NTIA multistakeholder process on mobile app transparency

<http://www.consumerfed.org/news/693>