

ONLINE PRIVACY THREATS

Source:

<http://www.pcworld.com/article/2031908/the-5-biggest-online-privacy-threats-of-2013.html>

#1: Cookie proliferation

“The invisible cookie software agents that track your browsing habits and personal data are likely to multiply in 2013. Advertising networks, marketers, and other data profiteers depend on cookies to learn more about who you are—and what you may be interested in buying.”

#2: Seizing cloud data

“You love how easy it is to grab data from the cloud—and so do law enforcement agencies. And there’s only going to be more of that data to love in coming years: Gartner predicts that 36 percent of U.S. consumer content will be stored in the cloud by 2016.

But whether you use a Web-based email service, keep files in Google Drive, or upload photos to Shutterfly, everything you write, upload, or post gets stored in a server that belongs to the online service, not to you.”

#3: Location data betrayal

“Location data will make it increasingly difficult for you to wander around the world without someone knowing exactly where you are at any given time. Your cell phone is the primary tattletale, but the location data you post to social networking sites are revealing sources, too. Pinpointing your whereabouts will get easier still as other location-beaming devices come online, from smarter cars to smarter watches to Google Glass.”

#4: Data never forgets a face

“Posting and tagging photos online may feel like innocent fun, but behind the scenes it helps build a facial recognition database that makes escaping notice increasingly difficult for anyone.

“Most consumers are already in the largest facial recognition database in the world, and that’s Facebook,” says EFF’s Lynch. Indeed, the immense quantity of photos uploaded to Facebook makes it the giant—for the privacy issues surrounding this technology.”

#5: Scanning in the name of cybersecurity

“You may not be a malicious hacker, but that doesn’t mean your online activity won’t be scanned for telltale signs of cybercrime. The federal government has made cybersecurity a high priority, as concerns grow about over the vulnerability of the nation’s infrastructure to a computer-based attack.”