FORBRUKERRÅDET



Kommersiell sporing – hva er det og hvorfor bry seg?

Finn Lützow-Holm Myrstad, fagdirektør (finn.myrstad@forbrukerradet.no)



#Toyfail

An analysis of consumer and privacy issues in three internet-connected toys

Desember, 2016

FORBRUKERRÅDET



APPFAIL

Threats to Consumers in Mobile Apps

March, 2016

FORBRUKERRÅDET



EVERY STEP YOU TAKE

How deceptive design lets Google track users 24/7

27.11.2018

FORBRUKERRÅDET



OUT OF CONTROL

How consumers are exploited by the online advertising industry

14.01.2020

FORBRUKERRÅDET



DECEIVED BY DESIGN

How tech companies use dark patterns to discourage us from exercising our rights to privacy

27.06.2018

FORBRUKERRÅDET



INSERT COIN

How the gaming industry exploits consumers using loot boxes

31.05.2022

FORBRUKERRÅDET



LEI AV Å BLI LURT

Norske forbrukeres opplevelse av manipulerende design

01.12.2022

FORBRUKERRÅDET

FORBRUKERRÅDET

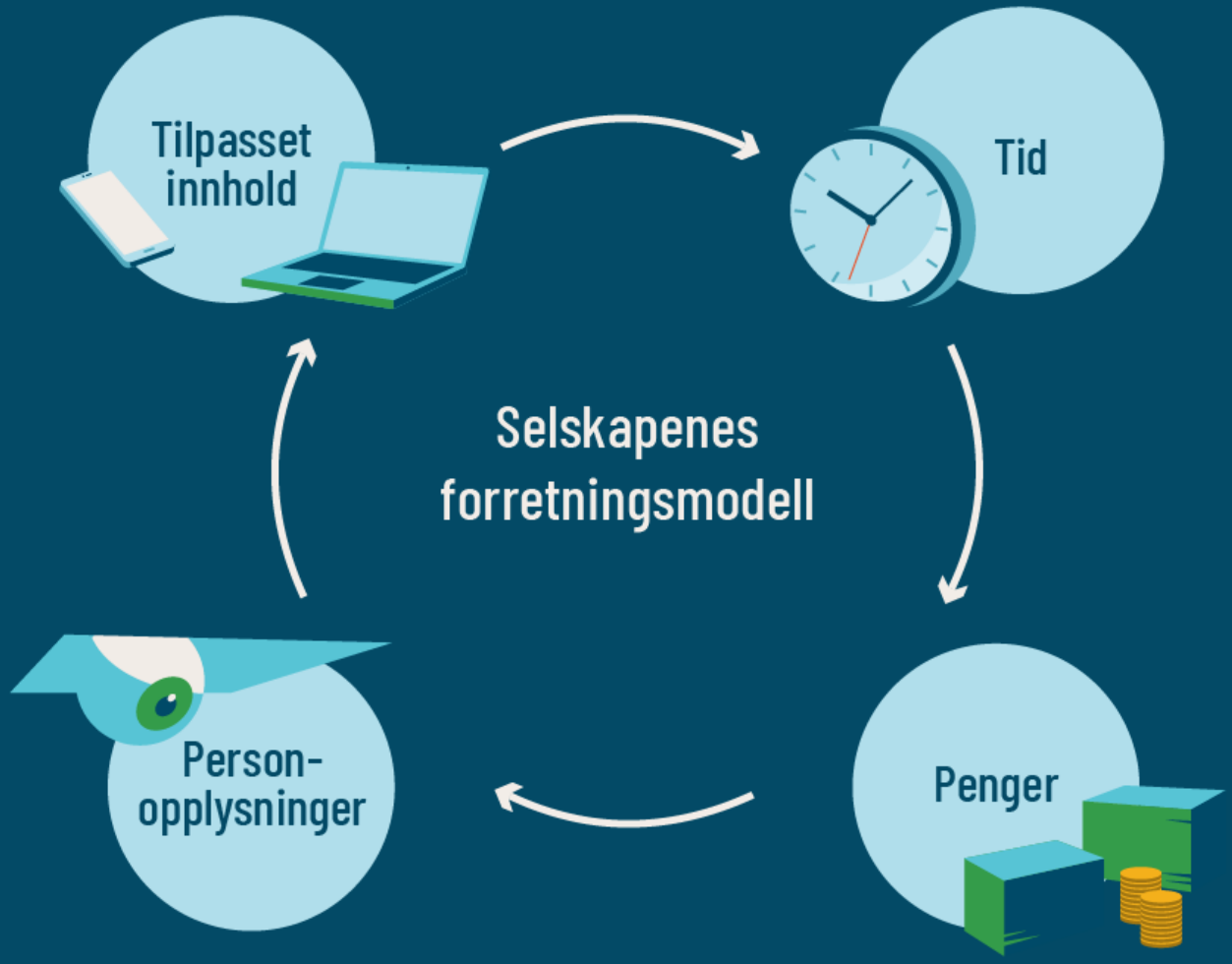
GHOST IN THE MACHINE

Addressing the consumer harms of generative AI

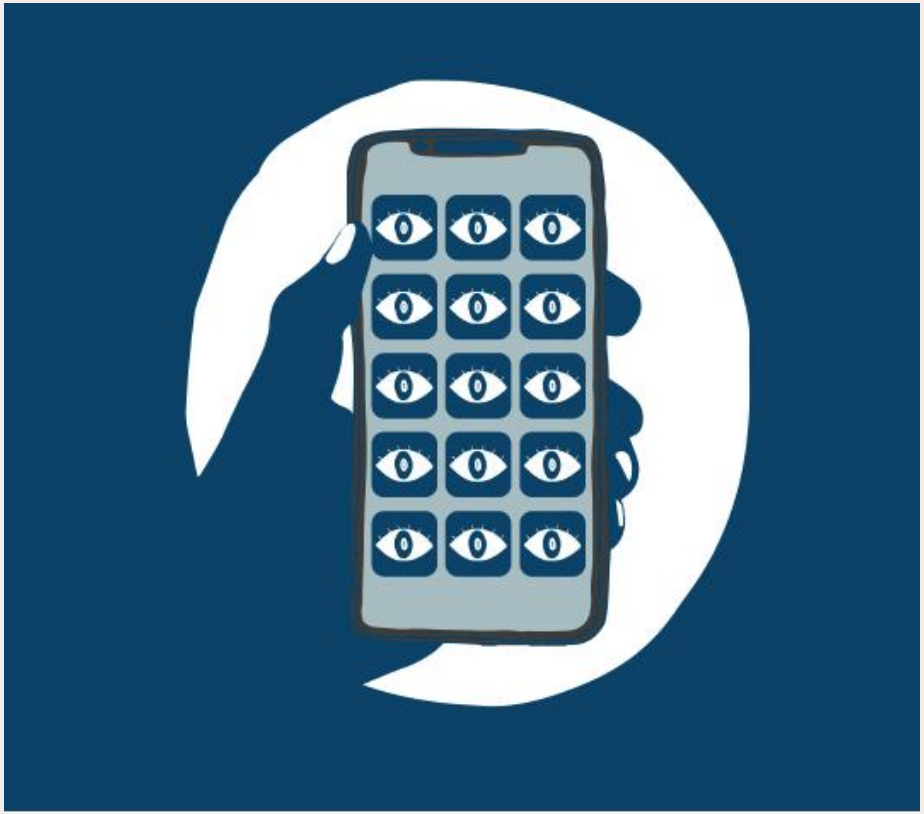
Teknologi er ikke nøytralt!



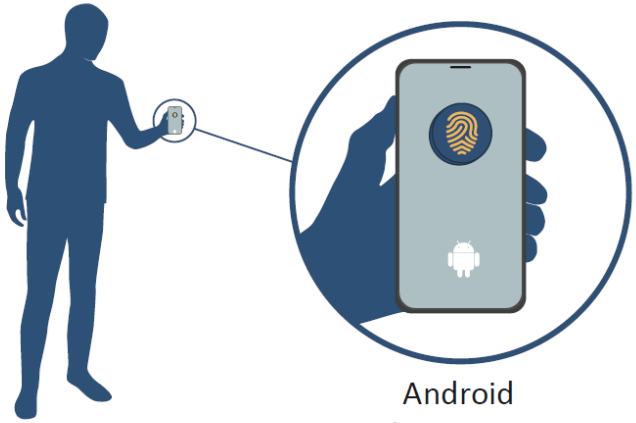
Datamaskin laget av søppel, DALL-E


Tilpasset innhold
Tid
Selskapenes forretningsmodell
Penger
Person-opplysninger

«Lytter telefonen min på meg?»



Identifikatorer kobler brukerinfo til en profil



Android
Advertising ID



Shared with third
parties

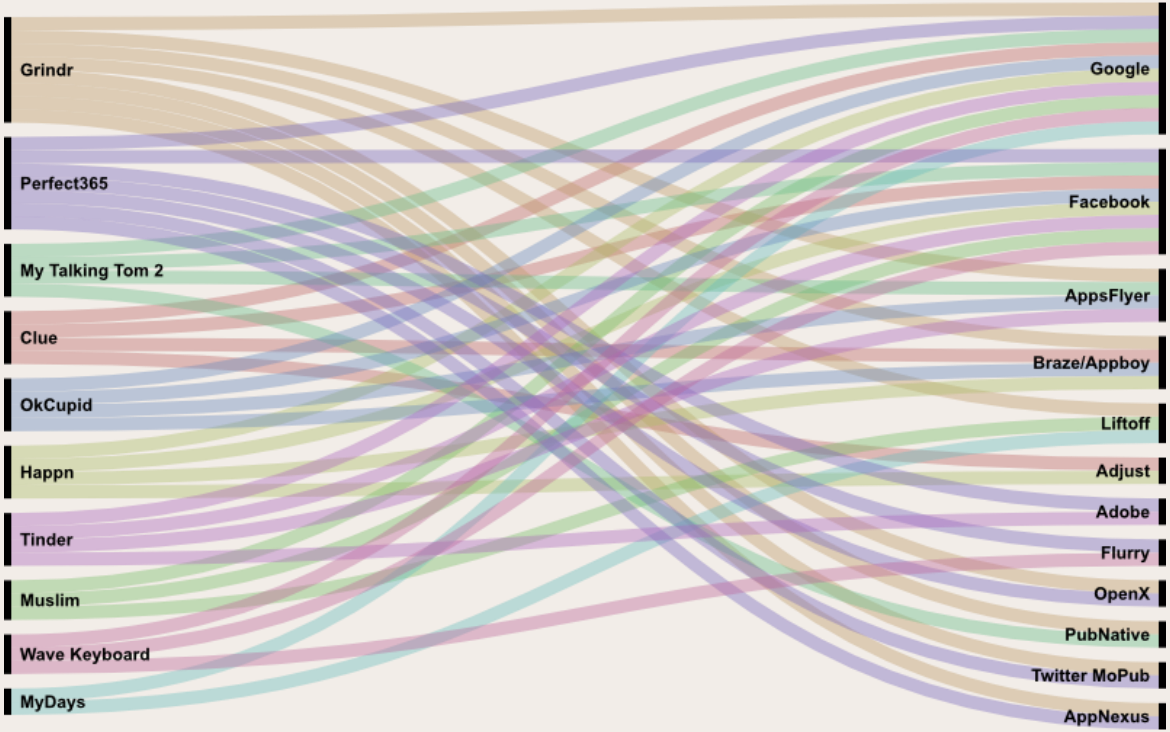


Each company can
combine data based
on ID

Combined data related back to consumer

Out of Control, side 28

Appene deler informasjon om oss





Source: https://iabtechlab.com/standards/audience-taxonomy/



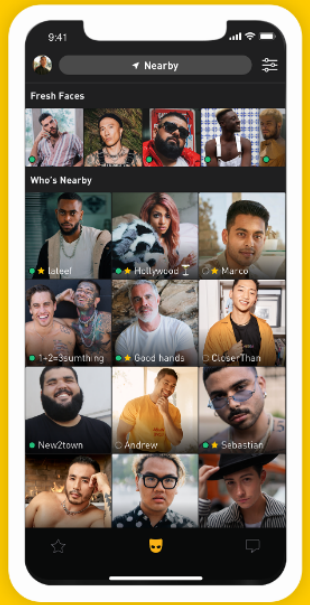
Illustrasjonen er hentet fra Out of Control, side 82

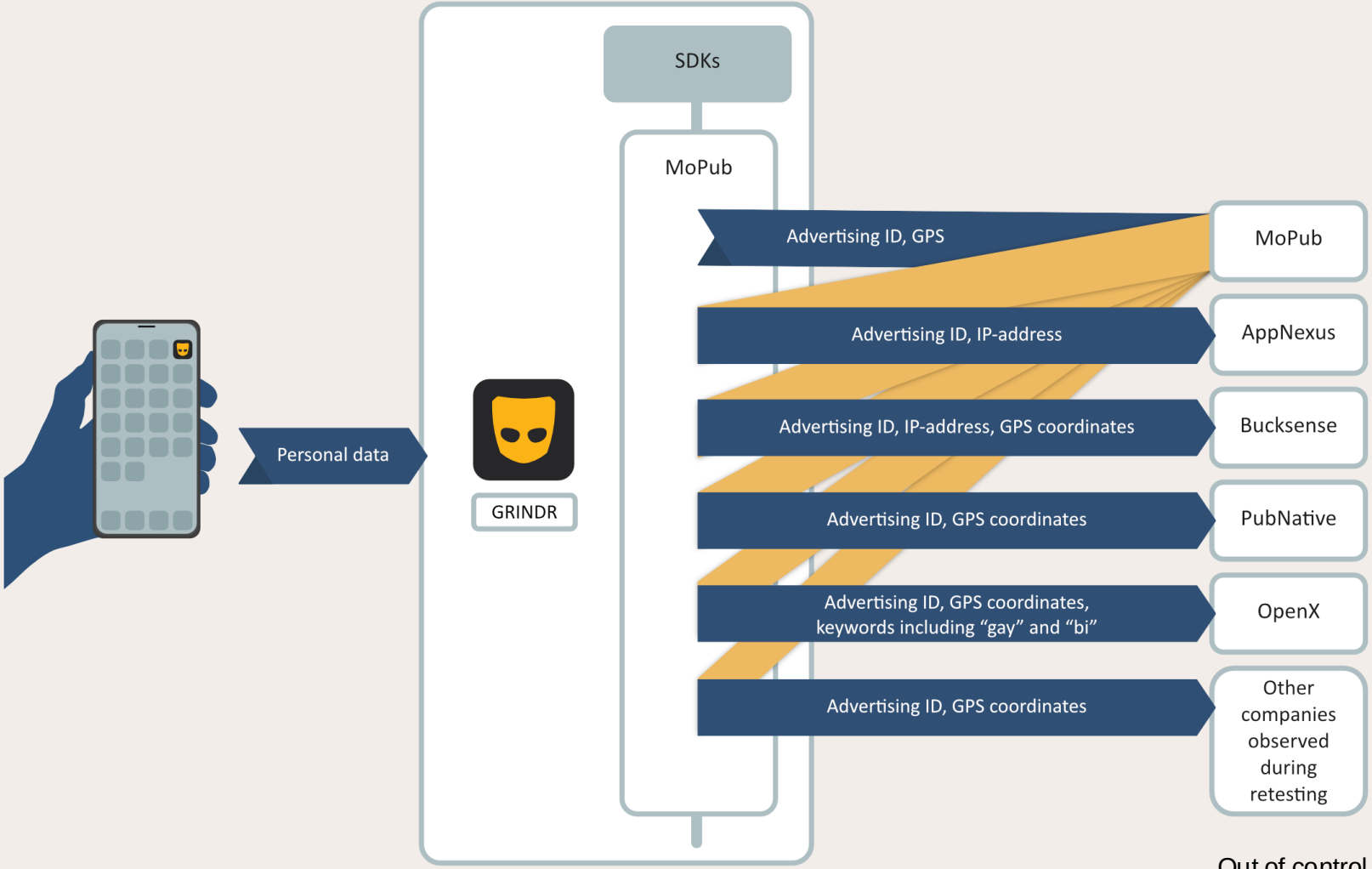
THE WORLD'S LARGEST SOCIAL NETWORKING APP FOR GAY, BI, TRANS, AND QUEER PEOPLE.

GET THE APP

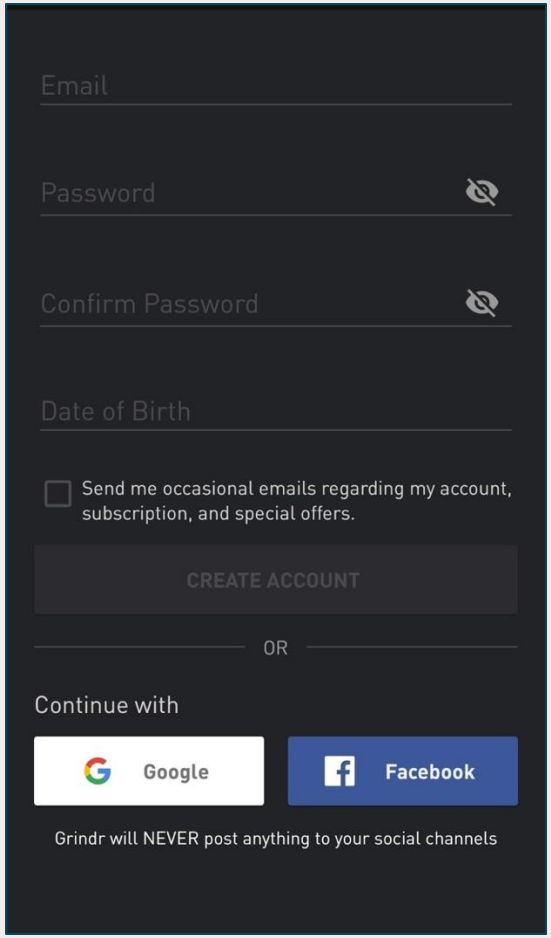
ITUNES

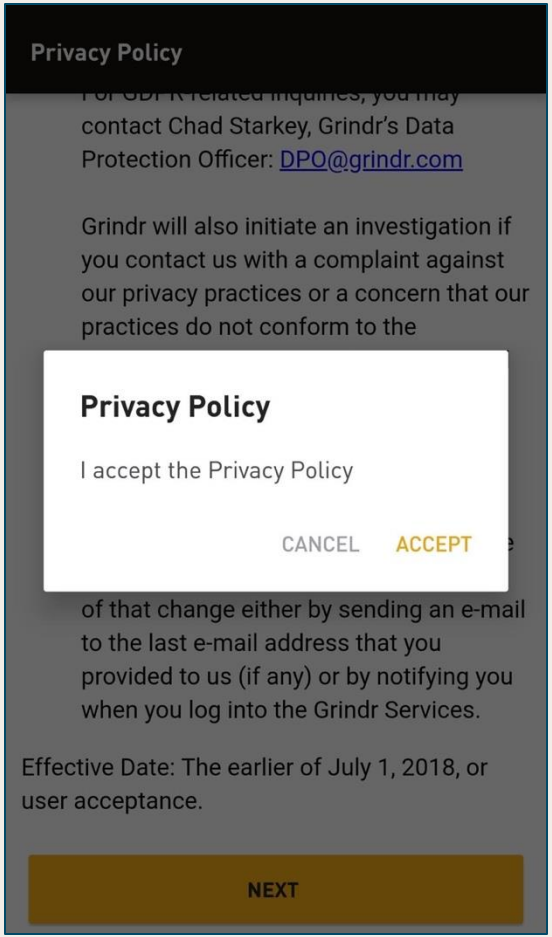
PLAY STORE





Out of control, side 125-126


Email
Password
Confirm Password
Date of Birth
Send me occasional emails regarding my account, subscription, and special offers.
CREATE ACCOUNT
OR
Continue with
Google
Facebook
Grindr will NEVER post anything to your social channels


Privacy Policy
contact Chad Starkey, Grindr's Data Protection Officer: DPO@grindr.com
Grindr will also initiate an investigation if you contact us with a complaint against our privacy practices or a concern that our practices do not conform to the
Privacy Policy
I accept the Privacy Policy
CANCEL
ACCEPT
of that change either by sending an e-mail to the last e-mail address that you provided to us (if any) or by notifying you when you log into the Grindr Services.
Effective Date: The earlier of July 1, 2018, or user acceptance.
NEXT

Grindr's personvernerklæring



Grindr's personvern-erklæring



- **Third-Party Advertising Companies.** We share your hashed Device ID, your device's advertising identifier, a portion of your Profile Information, Location Information, and some of your demographic information with our advertising partners. These third parties may also collect information directly from you as described in this Privacy and Cookie Policy through tracking technologies such as cookies. The privacy policies of these third-party companies apply to their collection, use and disclosure of your Personal Data. One of these advertising partners is MoPub that helps Grindr deliver personalized advertising. You can follow the links to MoPub's privacy notice and partner page. See the YOUR CHOICES section of this Privacy and Cookie Policy for information on your ability to opt-out of interest-based advertising. Note that we do not **share** information about your Tribe, your HIV status [or your Last Tested Date] with any advertising companies. For more information on third-party tracking technology, please visit Cookie Information below. **Note that for California consumers, by clicking that you agree to our Privacy and Cookie Policy you are directing us to disclose the information described in this paragraph to third-party advertising companies.**

MoPub works with Publisher Partners, Advertising Demand Partners, Supported Advertising Mediation Partners, Data Partners, and Fraud and Measurement Partners (collectively, “MoPub Partners”) in order to provide the MoPub Services.

Unless otherwise noted with an (*) below, MoPub Partners are each independent controllers of your data. By consenting to MoPub’s personalized advertising experience, you consent to MoPub and our partners processing your personal data in order to show advertising that we believe is most relevant to you. MoPub Partners may also have separate legal bases for collecting, using, retaining, and sharing your personal data.

We encourage you to read MoPub Partners’ policies to understand their privacy practices, the legal bases for their processing of your personal data, and any options that they provide for exercising control over such processing. MoPub requires our partners to comply with all applicable laws and regulations, to comply with the MoPub Publisher Partner Policies and Advertising Demand Partner Policies, where applicable, and to provide you with sufficient notice of their processing of your personal data.

mopub

160+ partners

AppNexus

"Where permitted, we provide clients and third-party providers access to their Platform Data that they collect, acquire, or use on the Platform, and typically they may remove it from the Platform for their own use. For a current list of third party providers who may, subject to our clients' permission, receive your data, see here."

4000+ third party providers

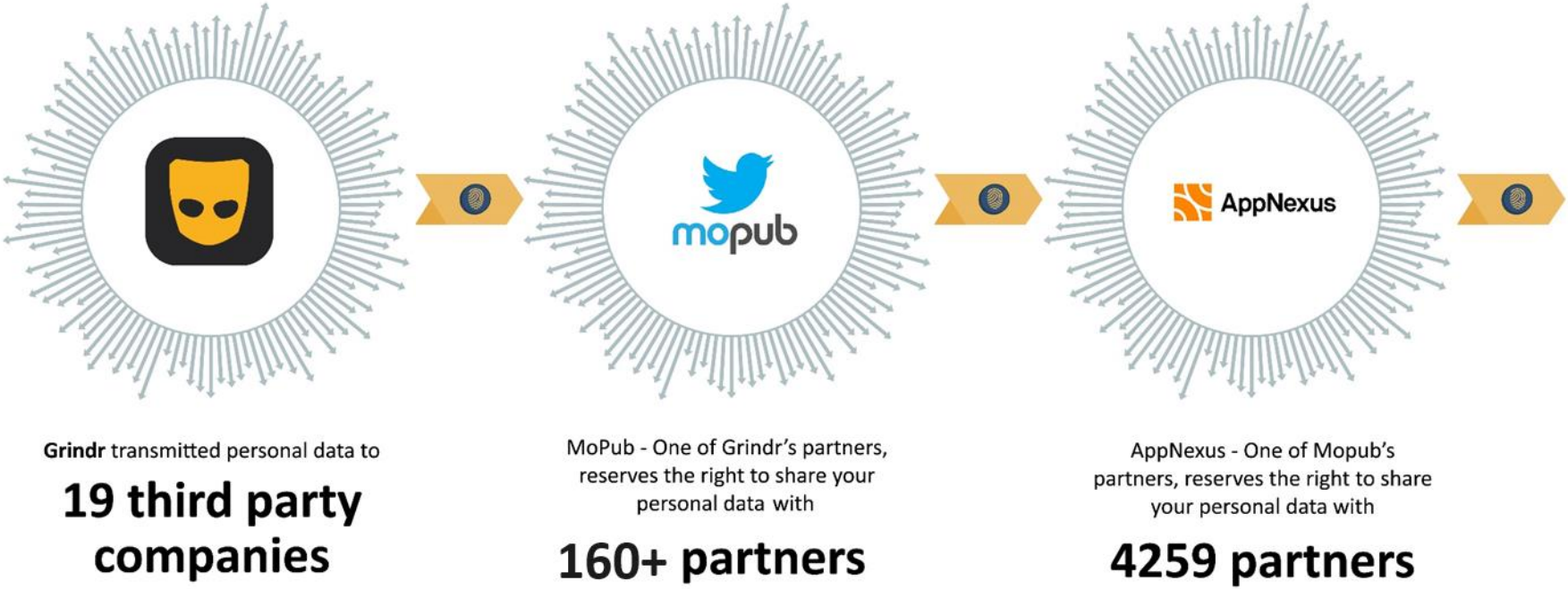
Advertising Demand Partners

Advertising Demand Partners are companies that advertisers work with to bid on ad inventory through the MoPub advertising exchange and to serve the ad that is most relevant to you.

MoPub's Advertising Demand Partners include:

Brand Name	Corporate Name	Privacy Policy
4INFO	4INFO, Inc	http://www.4info.com/privacy/
Aarki	Aarki, Inc	http://corp.aarki.com/privacy
AcuityAds	Acuityads inc.	https://www.acuityads.com/privacy-policy/
AdColony	AdColony, Inc.	https://www.adcolony.com/privacy-policy/
Addictive Mobility	Addictive Tech Corp.	https://addictivemobility.com/privacy.html
Adelphic	Adelphic, LLC	https://adelphic.com/platform/privacy/
ADFi	ADFI MOBILE MARKETING STUDIO S.A. DE C.V	http://www.adfi.mobi/
Adform	AdForm Aps	https://site.adform.com/privacy-policy-opt-out/
AdGoji	MillMobile BV	http://www.adgoji.com/privacy-policy
Adobe	Adobe Systems Incorporated	https://www.adobe.com/privacy/policy.html
AdTheorent	AdTheorent, Inc.	http://adtheorent.com/privacy-policy
AdXcel	Adxcel	http://www.adxcel.com/privacy.html
Adxperience	Adxperience SAS	https://adxperience.com/legal-mentions/
Appier	Appier Pte. Ltd	https://www.publicisgroupe.com/en
[illegible]ift	AppLift Pte. Ltd.	https://www.applift.com/privacy-policy
AppLovin	AppLovin Corp.	https://www.applovin.com/privacy/
AppNexus	AppNexus Inc.	https://www.appnexus.com/en/company/privacy-policy
Appreciate	Triapodi Ltd	https://appreciate.mobi/page.html#/privacy-terms
appTV	apptv ltd	https://www.apptv.com/privacy-policy
Avazu	Avazu Inc.	http://avazuinc.com/opt-out/
Axonix	Axonix Ltd	http://axonix.com/privacy-cookie-policy/
Beeswax	BeeswaxIO Corporation	https://www.beeswax.com/privacy.html

Out of Control, side 74 og fotnote 338,
Side 133 og fotnote 354.



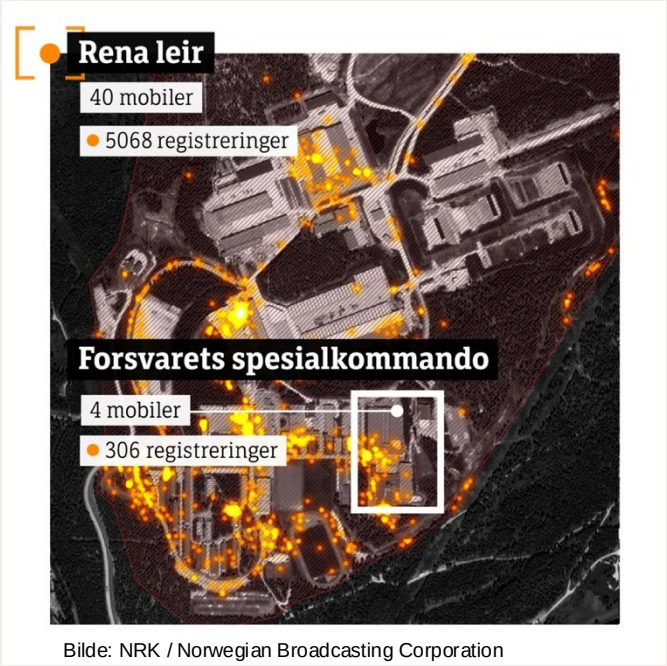
Technical Report, Mnemonic, tabell 10 side 27 og 12 side 29, Out of Control, side 74 og fotnote 338, side 133 og fotnote 354.

Hvor presise er lokasjonsdataene?

Et argument flere har reist har vært: hvor presise er så disse GPS-dataene? Er det så farlig?

Våre observasjoner tilsier at koordinatene hadde ca 1-5 meters nøyaktighet i hver retning

Kombinert med andre datakilder, som Wifi-nettverk og signalstyrke, kan presisjonen økes ytterligere



Bilde: NRK / Norwegian Broadcasting Corporation

FORBRUKERRÅDET



Line ble sporet av mobilen

JULIE HELENE GÜNTHER Journalist og fotograf
MARTIN GUNDERSEN Journalist
CHRISTIAN NYGAARD-MONSEN Dronefotograf

PUBLISERT 15. JAN. 2025 KL. 05:16
OPPDATERT 15. JAN. 2025 KL. 14:10

146.000 nordmenn trolig rammet av datainnbrudd: – Potensielt megastort

Et norsk-amerikansk selskap skal være utsatt for et omfattende datainnbrudd. Dette er noe av det vi frykter aller mest, sier Datatilsynet.



Martin Gundersen
Journalist
+ 3 til

Publisert 9. jan. kl. 14:17
Oppdatert 10. jan. kl. 16:03

H



Kilde: John Hopkins University. "The Price of Privacy: Re-Evaluating the NSA, A Debate".
1. april 2014. https://www.youtube.com/watch?v=kV2HDM86XgI

FORBRUKERRÅDET

H



Kilde: John Hopkins University. "The Price of Privacy: Re-Evaluating the NSA, A Debate". 1. april 2014. https://www.youtube.com/watch?v=kV2HDM86XgI

FORBRUKERRÅDET

Sections

The Washington Post
Democracy Dies in Darkness

Religion

Top U.S. Catholic Church official resigns after cellphone data used to track him on Grindr and to gay bars

By Michelle Boorstein, Marisa Iati and Annys Shin

July 21, 2021 at 8:21 a.m. EDT

The top administrator of the U.S. Conference of Catholic Bishops resigned after a Catholic media site told the conference it had access to cellphone data that appeared to show he was a regular user of Grindr, the queer dating app, and frequented gay bars.

Elevane måtte bruke treningsapp i gym, no får kommunen bot

Elevar ved to skular i Ålesund blei pålagt å bruke treningsappen Strava i kroppsøving. Grovt aktlaust, seier Datatilsynet og gir kommunen 50.000 kroner i gebyr.



Ålesund kommune godtar gebyret frå Datatilsynet. Det var foreldre som varsla, slik at bruken av treningsappen blei stansa.

FOTO: ØYVIND SANDNES / NRK LUFTFOTO

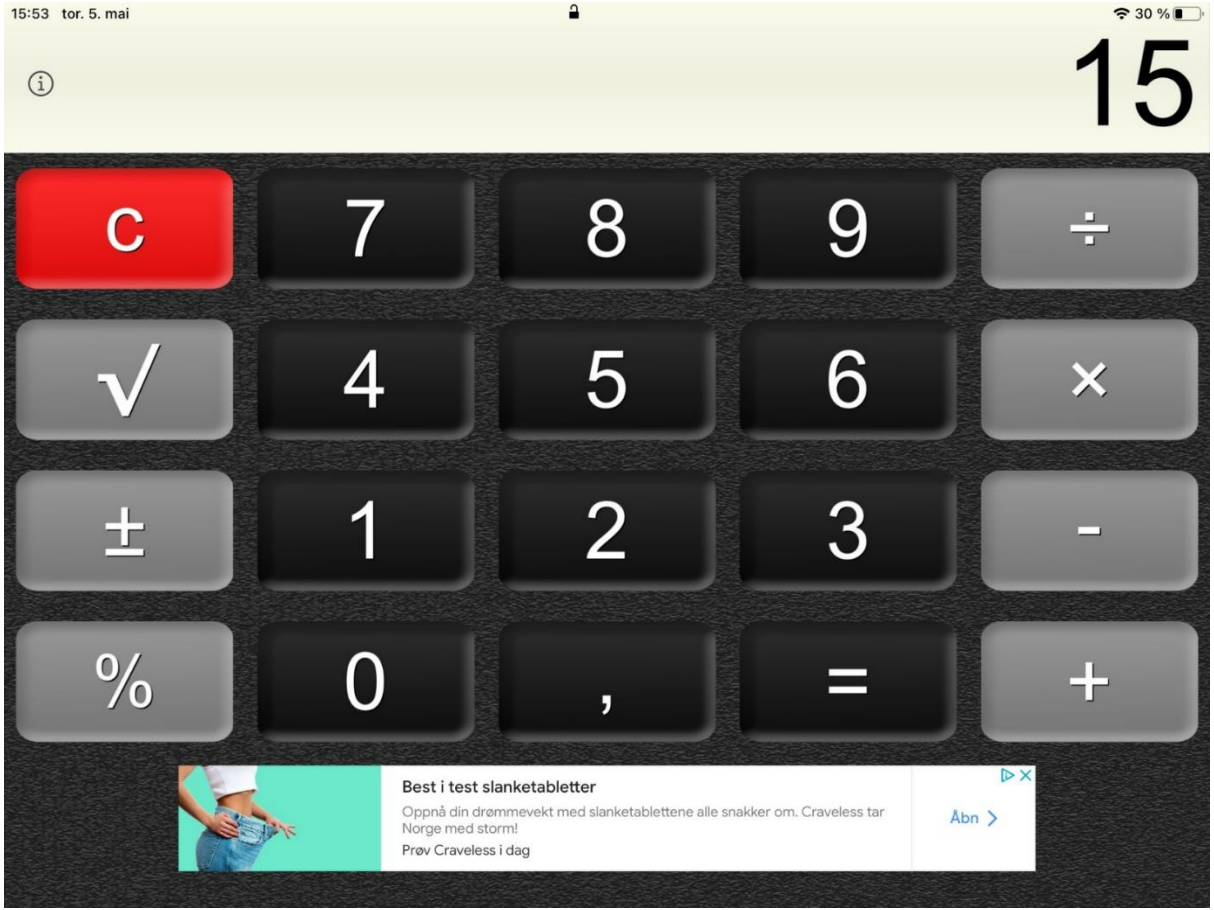


Malin Kjellstadli Korsnes
Journalist



Olaug Bjørneset
@OlaugB
Journalist

Publisert 15. des. 2020 kl. 11:38
Oppdatert 15. des. 2020 kl. 20:41


15:53 tor. 5. mai
30 %
15
C
7
8
9
÷
√
4
5
6
×
±
1
2
3
-
%
0
,
=
+
Best i test slanketabletter
Oppnå din drømmevekt med slanketablettene alle snakker om. Craveless tar Norge med storm!
Prøv Craveless i dag
Åbn

Hva kan vi gjøre?

- Håndheve bedre reglene vi allerede har
- Offentlige innkjøp og styring (skole eksempelvis)
- Forby markedsføring basert på overvåking

FORBRUKERRÅDET



Takk for meg

Ta kontakt: finn.myrstad@forbrukerradet.no
Rapport, teknisk rapport og klager tilgjengelig her:
https://www.forbrukerradet.no/out-of-control/