



SÅDAN BEGRÆNSER DU SPREDNING AF BRUGERNES DATA

26. februar 2020 // Webdagen 2020, Nyborg

Aske Kammer // IT-Universitetet i København // aska@itu.dk // [@AskeKammer](https://twitter.com/AskeKammer)

Hvordan sker det?

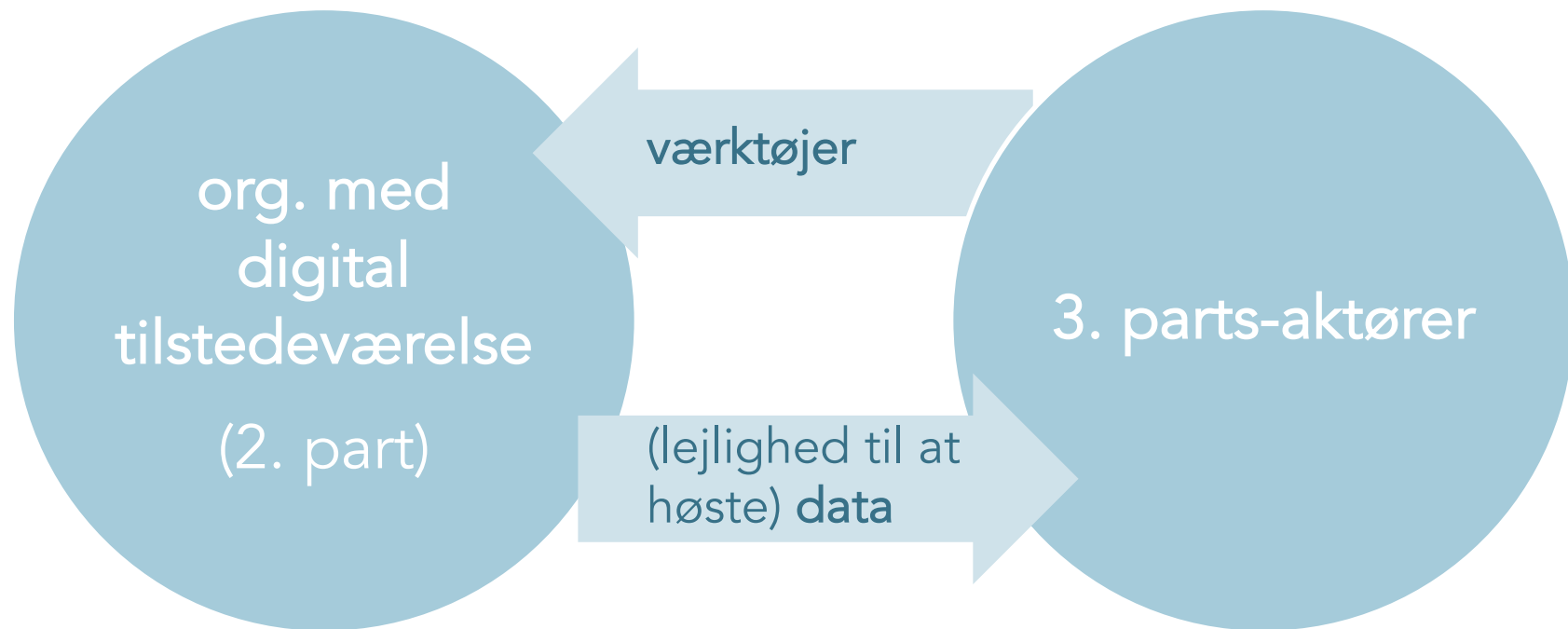
Er der et problem?

Og hvad kan man så gøre ved det..?

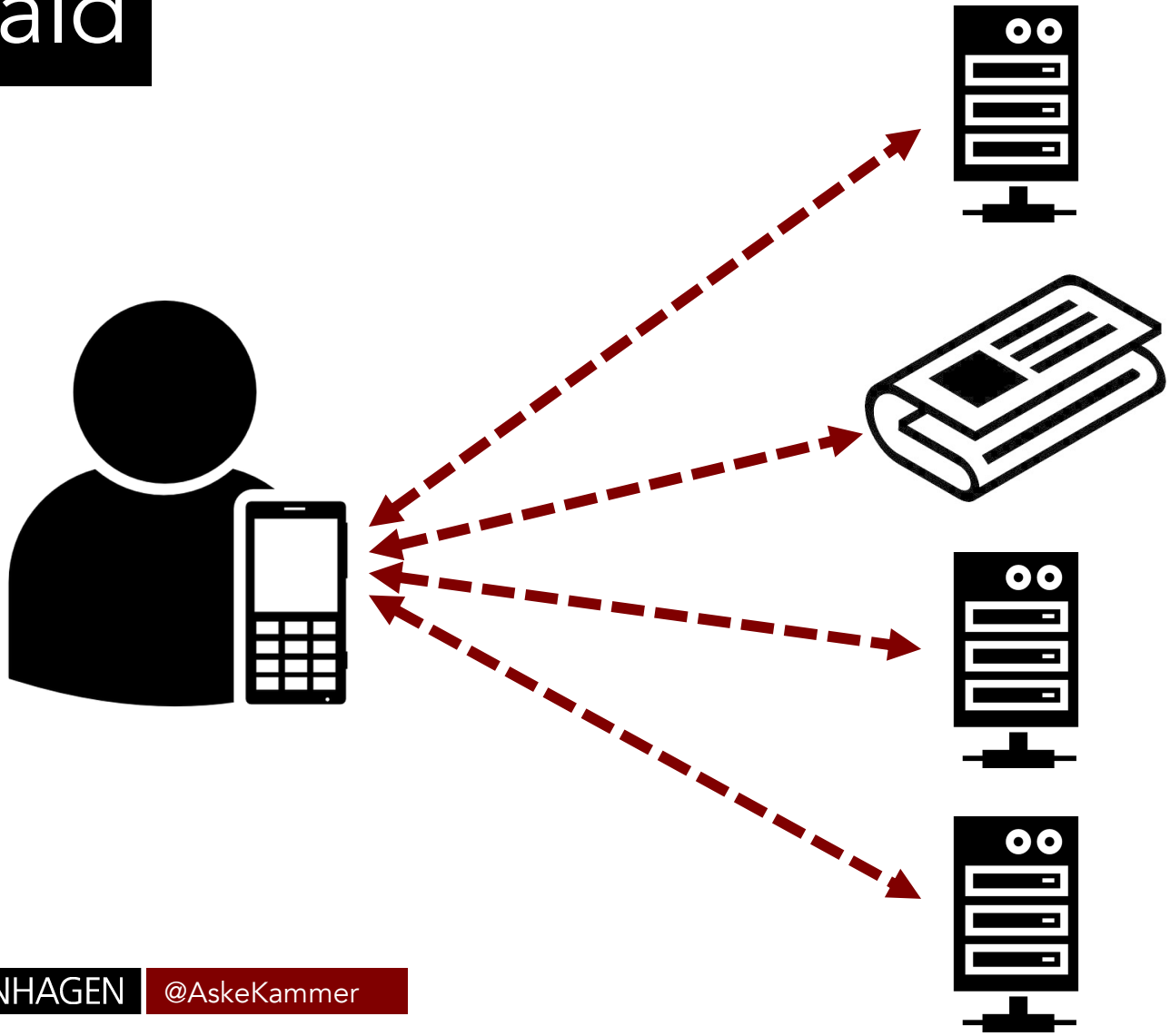
*HVORDAN
SKER DET?*



Ressource-udvekslinger



Server-kald



listening to hip-hop and trying to score the vodka with gold flakes in it. Jonah announced the zine in a heartfelt message on Instagram today.

div#iframe-content | 640 x 1018

```
<div id="iframe-content">
  <iframe id="instagram-embed-0" class="instagram-media instagram-media-rendered" src="https://www.instagram.com/p/BouHu65HV2I/embed/captioned/?cr=...vice.com&rp=%2Fiu2ascS#%7B%22ci%22%3A0%2C%22os%22%3A2673%7D" allowtransparency="true" data-instgrm-payload-id="instagram-media-payload-0" scrolling="no" style="background: white none repeat scroll 0% 0%; max-width: 658px_block; margin: 0px 0px 12px; min-width: 326px; padding: 0px;" height="1004" frameborder="0">
```

Inspector Console Debugger Style Editor Performance Memory Network Storage Adblock Plus

Search HTML

Filter Styles

```
element {
  background: white none repeat scroll 0% 0%;
  max-width: 658px;
  width: calc(100% - 2px);
  border-radius: 3px;
  border: 1px solid rgb(219, 219, 219);
  box-shadow: none;
  display: block;
  margin: 0px 0px 12px;
  margin-right: 0px;
  margin-left: 0px;
  min-width: 326px;
  padding: 0px;
}
```

Filter Styles

- background-attachment: scroll
- background-clip: border-box
- background-color: rgb(255, 255, 255)
- background-image: none
- background-origin: padding-box

Omfang

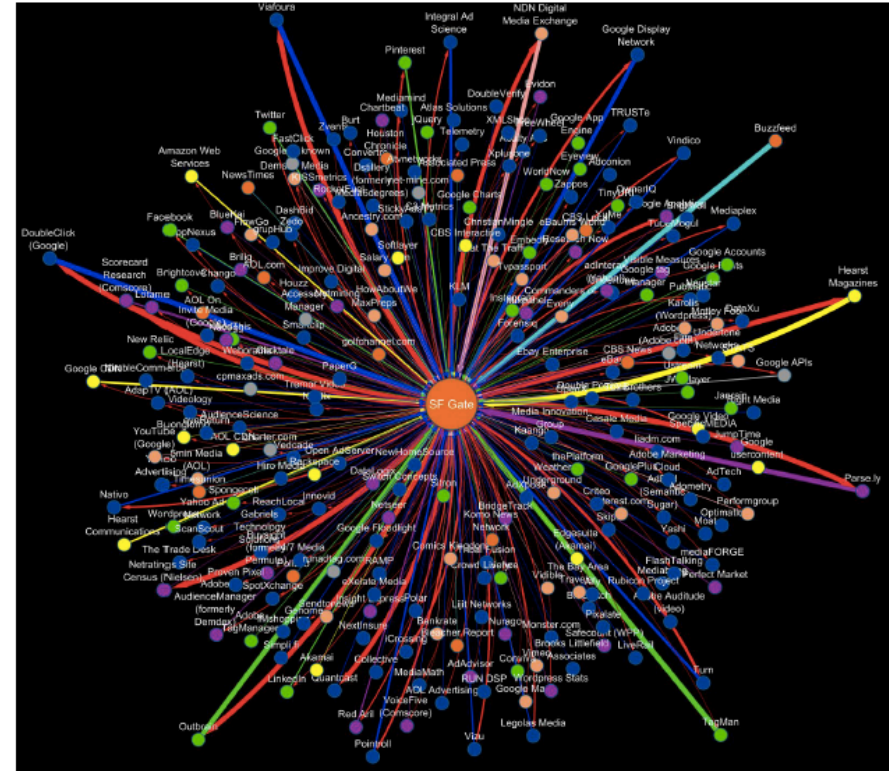
SFgate.com

- 249 3. parts-aktører
- 30,2 ressourcudvekslinger pr. sidevisning

Kilde:

Lindskow, K. (2016). *Exploring Digital News Publishing Business Models: A production network approach*. Frederiksberg: Copenhagen Business School, Department for Business and Politics.

Figure 9-1. The production network of the San Francisco Gate (1)



Omfang

Gennemsnit på danske mediers hjemmesider:

- 81 3. parts-aktører (spredning: 25-151)
- 34 resource-udvekslinger pr. sidevisning (spredning: 9,9-52,5)

Kilde:

Slots- og Kulturstyrelsen (2017). *Globaliseringen af den danske mediebranche. Analyser af internationale aktørers betydning for det danske mediemarked, danske medieudbydere og dansk medieindhold*. København: Slots- og Kulturstyrelsen.

25 nyhedsapps: 217 3. parts-aktører

- 2mdn.net
- 360yield.com
- adadvisor.net
- addthis.com
- adform.net
- adition.com
- adjust.com
- adjust.io
- admob.com
- adnxs.com
- adobe.com
- adobedtm.com
- adrolays.de
- adrta.com
- adrtx.net
- adsafeprotected.com
- adsmoloco.com
- adsvr.org
- adtech.de
- adup-tech.com
- agkn.com
- akamai.net
- akamaized.net
- amazon-adsystem.com
- amazonaws.com
- app-measurement.com
- apple.com
- applovin.com
- appsflyer.com
- appspot.com
- apptentive.com
- aquelamaquina.pt
- azureedge.net
- azurewebsites.net
- banzai.it
- banzaiadv.it
- batch.com
- bleacherreport.com
- bluekai.com
- boxcar.io
- brightcove.com
- brightcove.net
- brpx.io
- cellmp.de
- chartbeat.com
- chartbeat.net
- clkd.at
- cloudapp.net
- cloudflare.com
- cloudfront.net
- comjms3097.js
- conative.de
- connexity.net
- crashlytics.com
- criteo.com
- critterism.com
- cxense.com
- datawrapper.de
- demdex.net
- df-srv.de
- digicert.com
- disqus.com
- dotomi.com
- doubleclick.net
- doubleverify.com
- dwcdn.net
- elasticbeanstalk.com
- emediate.dk
- emediate.eu
- emetriq.de
- emsmobile.de
- emsservice.de
- engageya.com
- ensighten.com
- everesttech.net
- everlive.com
- exelator.com
- facebook.com
- facebook.net
- fbcdn.net
- firebaseio.com
- flash.pt
- flurry.com
- gemius.pl
- gigya.com
- giphy.com
- github.com
- glimr.io
- godaddy.com
- google-analytics.com
- google.com
- googleadservices.com
- googleapis.com
- googlesyndication.com
- googletagmanager.com
- googletagservices.com
- googleusercontent.com
- gstatic.com
- guim.co.uk
- helpshift.com
- hockeyapp.net
- icloud.com
- identrust.com
- instagram.com
- ioam.de
- iqcontentplatform.de
- irquest.com
- itunes.com
- jornaldenegocios.pt
- jwpcdn.com
- jwplatform.com
- jwpltx.com
- jwpsrv.com
- keen.io
- kochava.com
- krxd.net
- letsencrypt.org
- liadm.com
- llnwd.net
- localytics.com
- m-pathy.com
- madson.com
- marktest.pt
- mathtag.com
- meetrics.net
- metaffiliation.com
- mixpanel.com
- moatads.com
- mobileapptracking.com
- mookie1.com
- mtg-api.com
- mxcdn.net
- mypass.de
- neolane.net
- netdna-ssl.com
- newrelic.com
- news.co.uk
- nexac.com
- nr-data.net
- nstack.io
- nuggad.net
- omtrdc.net
- onesignal.com
- openx.net
- optimizely.com
- optnmstr.com
- outbrain.com
- pagesix.com
- pagesuite.com
- parse.com
- parsely.com
- perfectmarket.com
- plista.com
- pressekompas.net
- publicocdn.com
- pubmatic.com
- pushwoosh.com
- quantserve.com
- ravenjs.com
- rcs.it
- rcsadv.it
- refinedads.com
- revsci.net
- rfishub.com
- rlcdn.com
- roximity.com
- rubiconproject.com
- sabado.pt
- sascdn.com
- scorecardresearch.com
- serving-sys.com
- sitestat.com
- smartadserver.com
- sndcdn.com
- soundcloud.com
- streamrail.com
- symcb.com
- symcd.com
- taboola.com
- tapad.com
- tealiumiq.com
- telerik.com
- theadex.com
- theappsales.com
- thinglink.me
- tiqcdn.com
- tms-gallup.dk
- trackjs.com
- tremorhub.com
- turn.com
- tv3sport.dk
- twimg.com
- twitter.com
- urbanairship.com
- userreport.com
- vgwort.de
- vhb.de
- vimeo.com
- vimeocdn.com
- visualdna.com
- visualrevenue.com
- voicefive.com
- vrvvm.com
- weborama.com
- weborama.fr
- webtrekk.net
- wefind.de
- windows.net
- wordpress.com
- xl.pt
- xplosion.de
- xstream.dk
- yieldlab.net
- yieldmo.com
- youtube-nocookie.com
- youtube.com
- yting.com

"One ring to rule them all..."

	2016		2017	
	#	%	#	%
Alphabet	82	28.18	97	27.64
Apple	19	6.53	17	4.84
Facebook	17	5.84	13	3.70
comScore	12	4.12	12	3.42
<i>C4</i>		44.67		39.60

Server-kald fra nyhedsapps (ejerskabsniveau; n=25)

Kilde:

Kammer, A. (in review)

Googles data-høst

Table 7.2: Information Google disclosed in its Privacy Policy – 1999-2019 as collected from users

	Jun 1999 ¹³⁵²	Jul 2004 ¹³⁵³	Jan 2009 ¹³⁵⁴	Dec 2014 ¹³⁵⁵	Jan 2019 ¹³⁵⁶
Name	X	✓	✓	✓	✓
Birthday	X	X	X	✓	✓
Phone number	X	X	X	✓	✓
Email address	X	✓	✓	✓	✓
Voice and audio information	X	X	X	X	✓
Payment information	X	✓	✓	✓	✓
Location	X	X	X	✓	✓
GPS	X	X	X	✓	✓
Sensor data via wifi towers, bluetooth, etc	X	X	X	✓	✓
IP addresses	X	✓	✓	✓	✓
Your emails on Gmail (released Apr 2004)	NA	X	✓	✓	✓
Your uploaded photos	X	X	X	✓	✓
Your uploaded videos	X	X	X	✓	✓
Your messages	X	X	X	✓	✓
Your phone calls	X	X	X	✓	✓
Comments you post	X	X	X	✓	✓
Your calendar events on Google Calendar (general release Jul 2009)	NA	NA	NA	✓ ¹³⁵⁷	✓
Your search history	X	X	X	✓	✓
Videos you watch on YouTube (acquired Nov 2006)	NA	NA	X	✓	✓
Devices you use	X	X	X	✓	✓
Apps you installed	X	X	X	X	✓
Browsers you use	X	✓	✓	✓	✓
Third-party websites visited using Google's advertising services	X	✓	✓	✓	✓
Chrome browsing history (released Sep 2008)	NA	NA	X	✓	✓
Browser information	X	✓	✓	✓	✓
Device information	X	X	X	✓	✓
Cookies generally	✓	✓	✓	✓	✓
Purchase activity	X	X	X	X	✓
DoubleClick cookie information (DoubleClick acquired Mar 2008)	NA	NA	X	✓ ¹³⁵⁸	✓
Mobile network information	X	X	X	✓	✓

Kilde:
Australian Competition & Consumer Commission
(2019). *Digital Platforms Inquiry*.

49 off. websites: 55 3. parts-aktører

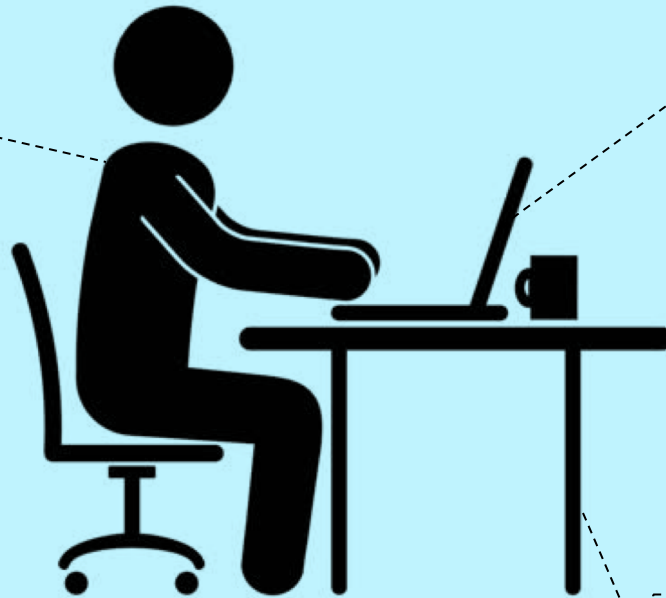
Virksomheder der modtager information fra de offentlige myndigheders hjemmesider

Azure	VOCAST	Lotame Solutions	bmetric	Adspeed
Emply	AddThis	MediaMath	Piwik	Amazon Web Services
Google Analytics	Adobe Experience Cloud	OnAudience	Vimeo	Bombora
Siteimprove	Affec.tv	Quantcast	BIG-IP, F5	boost.ai
Cludo	Amobee	ShareThis	Citrix	gis34
DoubleClick, Google	AppNexus	SoundCloud	Interresearch, defgo	Google Docs
iD5	comScore, Full Circle Studies	Tapad	Microsoft, ASP.NET	Platform161
LinkedIn	Eyeota	The Nielsen Company	New Relic	Purch Group
Pingdom, SolarWinds	Facebook	The Trade Desk	PHP	Qbrick
Semasio	Issuu	Youtube, Google	Queue-it	Recruitment Platform
Twitter	LiveRamp	TwentyThree	Userneeds	Weborama

***ER DET ET
PROBLEM?***

Hvad er bruger-data?

forrige website
følgende website
taste-hastighed
(andre platforme)
...og så videre



computer
specifikationer
styre-system
opdateringer
browser
programmer/apps
batteri-niveau
internet-hastighed
...og så videre

Viden om brugere "udlejes" til
annoncører og bruges til udvikling

IP-adresse
(nærhed ift. andre)
...og så videre

Hvad kan man udlede?

søgninger: "antabus" og "aa aalborg"

topdanmark.dk

bilbasen.dk

Særlige forventninger til det offentlige

Måske ikke formelt – men moralsk

Risiko for tillidskrise

**OG HVAD KAN
MAN SÅ GØRE
VED DET..?**

Der *må* være en teknologisk infrastruktur, men:

Hvad er egentlig nødvendigt?

Facebook og Twitter



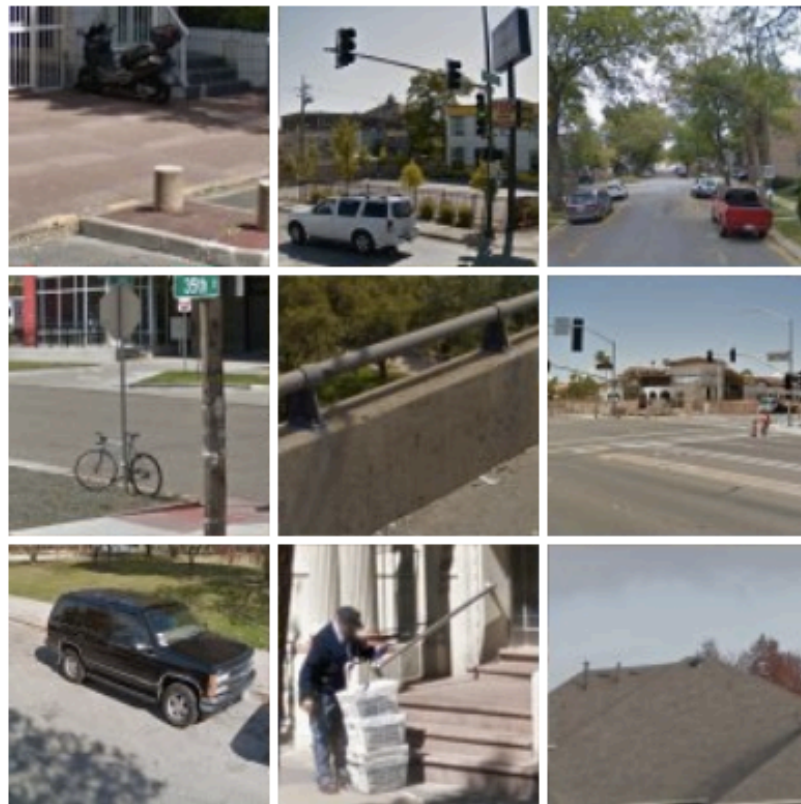
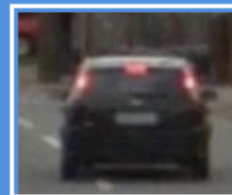
```
▼ <iframe allowtransparency="true" scrolling="no"  
  src="//www.facebook.com/plugins/likebox.php?href=https://www.face...t&show_faces=false&header=false&stream=true&show_border=true" style="border:none; overflow:hidden; width:475px; height:300px;" frameborder="0">
```

Frontend integration

```
<script src="https://www.google.com/recaptcha/api.js?<br><script><br>grecaptcha.ready(function() {<br>  grecaptcha.execute('reCAPTCHA_site_key', {action:<br>    ...<br>  });<br>});<br></script>
```

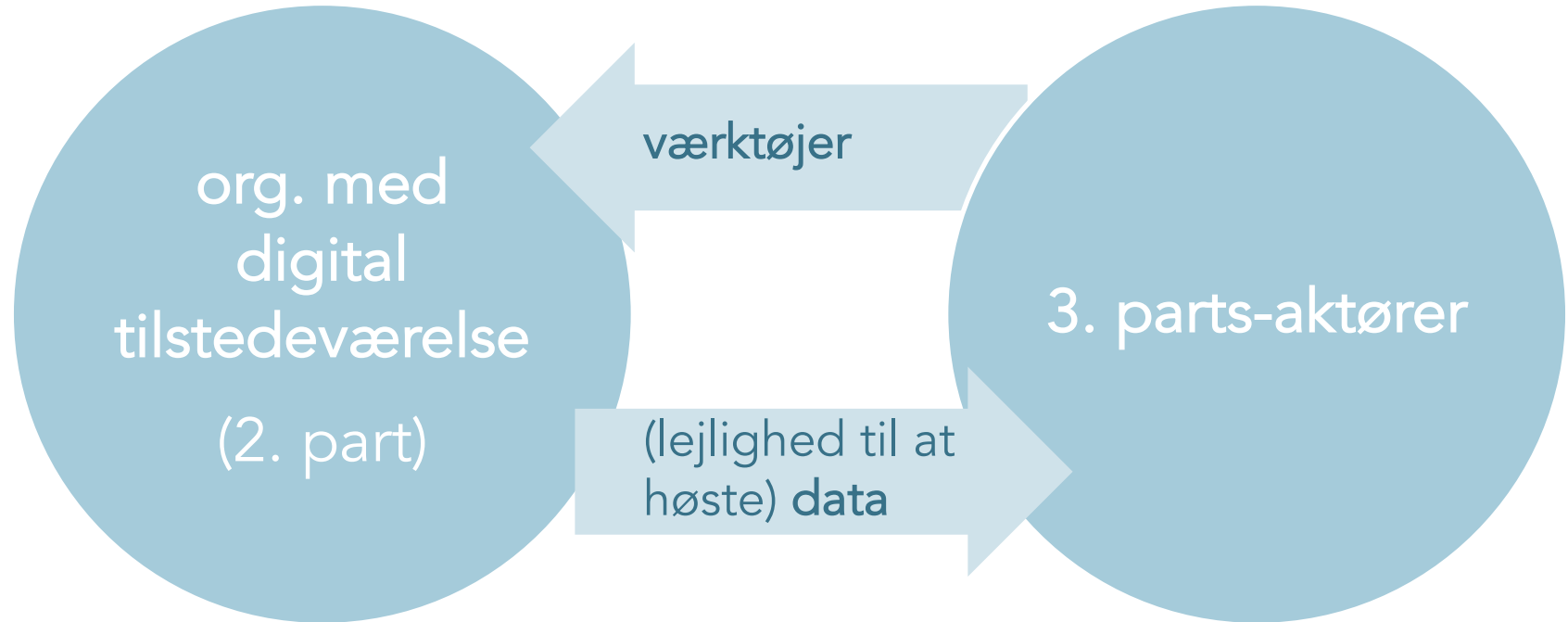
1. Load the JavaScript api with your sitekey
2. Call `grecaptcha.execute` on an action or when the page loads
3. Send the token to your backend with the request to [verify](#)

Select all images with
cars



VERIFY

En prop i ressource-udvekslingerne



Du er ved at åbne indhold der udbydes af youtube.com. medietorvet.dk er ikke ansvarlig for den spring, som youtube.com måtte foretage.

[Vis indholdet fra youtube.com](#)

Liveblog: Coronavirus breder sig til flere lande i Europa – følg med her

Italien er det land i Europa, som er hårdest ramt af coronavirussen, der har fået konsekvenser for sportsbegivenheder, aktiekurser og transporten. Følg med i livebloggen her på siden.

Denne video er ikke tilgængelig, da den indeholder marketing og statistik cookies, som du har fravalgt i dine indstillinger.

[Ændring af dit samtykke.](#)

Privacy som konkurrence-parameter

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En pædagogisk udfordring



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Aske Kammer // IT-Universitetet i København // aska@itu.dk // [@AskeKammer](https://twitter.com/AskeKammer)