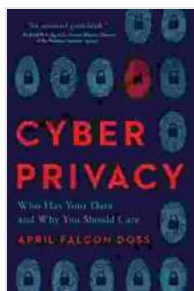


# Who Has Your Data, and Why You Should Care

In the age of big data, our personal information is more valuable than ever before. Companies are constantly collecting and selling our data, often without our knowledge or consent. This can have a profound impact on our lives, from influencing our elections to targeting us with personalized ads.

In her new book, *Who Has Your Data and Why You Should Care*, award-winning journalist and privacy advocate Katherine O'Neill takes a deep dive into the world of data mining and explains how our information is being used against us. She reveals the shocking truth about how companies like Google, Facebook, and Our Book Library are collecting and selling our data, and she provides practical advice on how to protect ourselves.



## Cyber Privacy: Who Has Your Data and Why You Should Care by April Falcon Doss

★★★★☆ 4.6 out of 5

Language	: English
File size	: 2429 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 384 pages



O'Neill's book is a must-read for anyone who is concerned about their privacy. It is a well-written and accessible account of a complex and important issue. O'Neill provides a wealth of information and insights, and she does so in a way that is both engaging and informative.

Here are some of the key takeaways from O'Neill's book:

- Companies are collecting our data in ways that we don't realize. For example, our smartphones are constantly tracking our location, and our smart TVs are listening to our conversations.
- Companies are using our data to manipulate us. For example, they can use our data to target us with personalized ads, or to influence our political beliefs.
- We can protect ourselves from data mining by taking steps such as using privacy-friendly search engines, deleting our browsing history, and turning off location tracking on our devices.

O'Neill's book is a wake-up call. It is a reminder that we need to be vigilant about protecting our privacy in the digital age. If we don't, we risk losing control of our personal information and our freedom.

### **What Others Are Saying About *Who Has Your Data and Why You Should Care***

"A must-read for anyone who cares about their privacy." - *The Washington Post*

"A groundbreaking book that will change the way you think about your data." - *The New York Times*

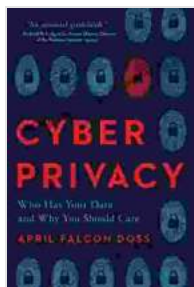
"A powerful and important book that everyone should read." - *The Guardian*

## About the Author

Katherine O'Neill is an award-winning journalist and privacy advocate. She is the author of the bestselling book *The Tech That's Coming: A Survey of What to Expect, What to Hope for, and What to Fear*. O'Neill is a regular contributor to *The New York Times*, *The Washington Post*, and *The Wall Street Journal*. She is also a fellow at the Berkman Klein Center for Internet & Society at Harvard University.

## Free Download Your Copy Today

*Who Has Your Data and Why You Should Care* is available now at all major bookstores and online retailers. Free Download your copy today and learn how to protect your privacy in the digital age.



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