

## Apply Magic Sauce

Apply Magic Sauce is a software that analyses data from an individual's digital footprints such as social media activities and emails to predict their personality. The software analyses online behaviour such as likes and *comments* on social media to generate psychological attributes, personality and intelligence.

One thing that Apply Magic Sauce software can do that I don't like is that it can generate psychological attributes, personality and intelligence of an individual based on their social media activities as I am seriously concerned about the privacy issue. This means that the companies or individuals could access this data and use it against the person with serious consequences for the individual.

Another risk of generating psychological attributes, personality and intelligence of an individual based on their social media activities is that it could generate inaccurate and false data. For example if an individual visits their social media for a very short period of time each day and only uses it to watch short comedy videos. The software could generate data to show that all they do is watch comedy videos. If this data is seen by companies who were thinking of hiring that individual, they might change their mind and this will have devastating consequences for that individual.