

Examples of misuse of personal information / private data

- credit-card fraud (stealing of credit-card numbers)
- selling email address to advertisers / other services
- auto-spam of email contacts
- Targeted junk-mail (subject or sender address and/or embedded links look familiar to user)
- sharing/selling personal information to advertisers
- selling personal information to 3rd parties for aggregate data collection
- access to resources through stolen user credentials
 - for example, using computing resources to send spam or to take part in a distributed denial of service attack
 - bank accounts
 - impersonating users in sending emails or sending instant messages
- using stolen personal data to gain access to other systems
 - identity theft
 - passwords that are used in multiple systems (stealing from one system provides access to another)
 - security questions and answers
- the more personal, private data we store in computer systems the greater the value of that data to others and the greater the risk of misuse
- blackmailing or bullying
- sharing of data that was assumed to be private with a wider audience than was considered when the data was created (private chats, images, movies)
 - Also changes to existing policies e.g. WhatsApp acquired by Facebook changes ads policy: <http://arstechnica.com/business/2016/08/whatsapp-ads-facebook-volte-face/>
“In a move that was inevitable once it was acquired by Facebook WhatsApp has put its users on notice that it will soon begin sharing their phone numbers, and selected other data, with its parent company. This information will then be used to offer customers "more relevant" Facebook ads, new "ways for people to communicate with businesses" via the app, and new friend suggestions”
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- Access to medical records - patients not always alerted to breach/sharing of info

- Social Hacking https://en.wikipedia.org/wiki/Social_hacking
- Data mining (tracking use of accessibility settings etc)
- Gathering data from multiple sources to build a picture of someone and potentially steal identity
- Spamming of email contacts

Examples of Benefits of Personal Info Use

online photo storage

provide a backup / online storage of photos

can share photos across devices and to other people

can make sorting and searching easier (e.g. google photos analyzes the photos for you so you can search for what is in the photo)

google photos also will remind you of past events

google photos can also suggest grouping photos into stories, stitch together panoramas, and etc.

wish lists (e.g. on amazon)

helps you keep track of what you want to purchase

let others know (e.g. for gifts) what you want

activity trackers / sports trackers

provide analytics

backup / store your data for retrieval across devices

allow for social interactions

share / compare information with friends

compare with others (e.g. can compare speed with others running the same routes)

streaming music / movies

store your history so you can find something you listened to / watched from before

keep your place in a series

discovery

iCloud (and similar services)

sync information across devices (calendar, contacts, bookmarks, documents, photos, etc.)

online backup of data

makes it easier to setup a new device

find / wipe a lost device

Common Uses of Personal Data - What we're agreeing to when we accept privacy policies