

Internet google's got  
a front-row seat.  
every

[Media](#), [Advertising](#)



Internet is free, but how are these sites getting paid? The truth is that we are paying with our identity, for example when we use Facebook they log everything we do, the pages we like, the people we interact with, even the words in our status updates, then they take that information analyze it and assemble a detailed profile of who you are. They know your habits, your preferences, they can even determine risk tolerance or sexual orientation, and they sell that information to advertisers. They actually record which ads we see then partner with firms that monitor what we do in the real world, and then they just pump us full of ads. This has got to be one of the most invasive advertising systems ever devised.

Facebook can actually determine who's the most vulnerable to an ad campaign then up their dosage until they buy even more. Sure, you can quit Facebook. But good luck escaping Google. Google doesn't just track you when you search, their tracking software is also installed on more than ten million websites, even medical sites, so the health info you think you're looking up in private Google's got a front-row seat. Every time you write a Gmail, watch a YouTube video, or use Google Maps, Google collects data about you.

We don't even know the full extent of what Facebook and Google store, or what they do with that. All we know is that they're collecting our data on an unprecedented scale and making billions off of it. That's their real business model.

When we use these sites, we're not the customer, we're the product. The fact that the sites are free is the problem. When the web was created, we

decided, we would rather have free stuff than pay for the services we used, as a result, the websites have had to sell ads to make money. They target ads to us based on our preferences and our behavior online. And that means we're under constant surveillance in exchange for these services that we get "for free". One in six people on Earth now has a Facebook account, and they make up twenty percent of all time spent online.

That's 1.6 billion people whose every move is being tracked by an online big brother that they chose to live under. For every user they surveil they make just twelve dollars.

Your interests, your personality, your relationships, your privacy, those things are priceless, but you gave them all away just to avoid paying twelve dollars. So think about it before you click, like, or visit a page on internet