

On GHOSTERY, OMNITURE, and DATA MINING

This article is a copy of an email that I sent to

Pete Knowlton at Ghostery on 03 04, 2012:

While blocking Omniture on Mac using Firefox as browser, I am not able to print my personal life insurance documents from the New York Life Insurance Company.

When I use Safari, on Mac, with probably, Omniture NOT BLOCKED, I am able to print my personal documents.

Now, What I am specifically concerned about, is since I am using GOOGLE on both browsers, and the Omniture blocked drop-down window does not SHOW UP on the previewed page, when I attempt to print, can Omniture and GOOGLE also track the actual data, such as referenced account number to gain access to the insurance company site, from my personally printed documents at my home?

I am presuming that YES, INDEED these companies, or specific individuals could actually access the code, as tracked by individual user IP address, and now correlate the actual information, with the actual user. I am presuming this at least when I use Safari, on Mac, without using Ghostery (not that Ghostery is truly blocking data, it perhaps is just allowing me to at least see who is actually taking my data).

THIS IS EXTREMELY FRIGHTENING TO ME, as I am now concluding that YES INDEED these companies can track and correlate specific content information as specific coded data to specific account, name and ISP address. That means specifically that I believe that yes OMNITURE, a subsidiary of ADOBE, can indeed track and so can GOOGLE and other companies that the original 2 companies sell data to. This specifically means that I presently believe that every cent of any investments that I may possess that are documented by NYL are probably revealed now to what companies????

I do believe that I am aware enough of scripting and html coding that I am validly beyond feeling just concerned.

I perceive this issues as threatening to the absolute utmost as an American Citizen in 2012.

For me, or anyone to have to even contemplate sending an email

to any organization or any civilized human being in 2012 like this email is absolutely beyond shocking. It is absolutely terrifying!!! I have previewed the GHOSTERY "privacy info." about OMNITURE, as divulged on your site:

## Privacy Information



### Privacy Policy:

<http://www.omniture.com/en/privacy...>

### Data Collected:

Anonymous ("visitor preference data")

### Data Sharing:

Data is shared with third parties.

### Data Retention:

Undisclosed

Now, if "the actual data that can be tracked" is based or limited only my "visitor preference data" settings, that of course I do not even have the slightest information about, nor am I aware of establishing any specific "visitor preference data" settings anywhere, then what is actually tracked by whom, and whom is this data then sold to? Am I NOW required to limit actual settings for just how many different advertising companies to insure my own safety and control of personal data? Where do I get the lists of these companies? Will the lists be updated? I and any other user of the internet is now going to be required to be an IT software expert to insure minimal personal security while using the internet.

There is no specific information for me or anyone else to even be aware of any demographic categories, or data that "is" or "can be" tracked by any company at any time. There are only general references to "data" and the general presumption that I or anyone can trust GOOGLE and GHOSTERY.

WHAT INFORMATION IS ACCESSIBLE TO BE TRACKED? WHO SETS THE LIMITS? WHAT GUIDELINES ARE USED? HOW can I as a user of the

internet have ACCESS to any of WHAT GUIDELINES?

There is no information as to whom the "third parties" are. I have no information as to how long data retention is.

While using the internet, the individual's level of vulnerability is possibly increasing exponentially, and I am expected to TRUST some anonymous employee at some anonymous company with the name of GHOSTERY? Oh, just send an email to our support team, and everything will just continue to be wonderful in the good ole USA. The ghostery web-site is presented as a likeable social network. The site is presented as the Advertising Industry wonderful self-monitoring compliance to limit Federal legislation. The site is presented as fun and games, and is presented as a social networking site.

The real issue of "censorship" is being distorted and presented as a "play activity" and another "blog" site for "complaints" that really go nowhere, except "la-la land".

This is NOT social networking and is beyond any reasonable presentation to any citizen using a PUBLIC access reasonable communication tool.

Welcome to the real world of 2012!

The internet is only an electronic process of accumulating predatory information from individual citizen's proprietary information to be used for what, where, how, and by whom, and when?

Don't forget to put a red "X" on your calendar for March 4, 2012.

I've just predicted the future.  
Pray that I'm wrong.

Elizabeth Pula