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## Should I be afraid of global surveillance

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Traveling through the Network, you become part of the "information economy". Photo: Gregory Sobchenko / BFM.ru

Traveling through the Network, you become part of the "information economy". The information gleaned from your posts - is the engine of modern commerce, writes The Wall Street Journal. With this many people experience anxiety, alarm and even shock when they discover that their data is "running out" to the world wide web without their knowledge . Who collects personal information, why, and whether it can harm the user? Is it possible to protect themselves from the "all-seeing eye" of the Internet? Such questions set the American edition.

Internet - is an interactive environment in which people must learn to manage personal information in order to prevent its unwanted spread. At every outlet in the network user's computer keeps a record of his visits - cookie-files. Sites may use this information in order to "learn" patrons, and various companies - to determine the rights and preferences, even its solvency . «Cookie-files are secret threat to privacy, such as smoking - a hidden threat to health," wrote The Wall Street Journal. But before you go to your browser settings and cancel the preservation cookies, users must ask themselves the question, directly connected with the circulation of information in the online world: that I get in return?

Why do companies such as Google, can spend millions of dollars on development of free services, such as its search engine, mail and so on? This is possible due to the existence of Internet

advertising. And this applies not only to Google. Resources such as Facebook, Yahoo, MSN, thousands of blogs and news sites use advertising revenue for its development.

Targeted or addressed to a specific consumer advertising is valued more than advertising directed "to anybody." Marketers are willing to pay more to address their messages to exactly those people who may be interested in their products or services. "If users will leave less information about themselves online, the Web will provide less information to them. Free content will not disappear, but if consumers do not allow myself to personify, it will be much smaller than the web "- wrote in his article for The Wall Street Journal research director for Information Policy at the Cato Institute (Cato Institute - an American think tanks), Jim Harper (Jim Harper).

The fact that certain information about users collected by search engines and various resources - not a secret. Nobody denies such possibilities. "Search services depersonalized collect statistics on the number of requests - told BFM.ru project manager Poisk@Mail.Ru Vlad Shabanov - Do Mail.Ru is possible to sort the data by sex and age of users who indicate this information when filling out a mail @ Mail.Ru or social network My World@Mail.Ru. This information is used solely for internal purposes, namely - to improve the quality of search. Owners of search engines is absolutely not interested in what I was searching for Ivanov and Sidorov in the web, it is important to the number of search queries on a given topic, a group of goods and so on.

"The ability to advertise it to those who are potentially interested in a particular product or service for advertisers - one of the advantages of the Internet as an advertising platform, - explained BFM.ru spokesman for the company" Rambler "Marina Anisimova. This kind of advertising, on the one hand, efficient and beneficial to the advertiser, on the other - it does not irritate the user, because it takes into account the interests and needs, often helping him to find exactly what he was looking for. "

Internet has ceased to be the only means to search for information and communication - growing popularity of online trading , and users increasingly prefer online shopping. According to experts, an important role played by the correct choice of target audience, which is possible by collecting certain information about users. But this is not the definition of a specific person - the system works differently. "The service automatically identifies key words in the query, for example," lose weight "and displays relevant ads to these words of advertisers. Thus, the user sees only the advertising that he wanted to pursue at this time. At the same ads specially allocated so that the user is not confused them with the SERPs ", - said the project manager Poisk@Mail.Ru.

"More and more people use the Internet to order and buy different things. In this case, targeted ads it helps a person to choose and buy what they need "- affirmed Marina Anisimova.

With regard to abuses of personal data, the representatives of Russian search engines deny this possibility. "The proper targeting is used as the data profile and the history of search queries. But these data are absolutely confidential, they are processed automatically and are not formed into any database - says a spokesperson for "Rambler" - Of course, any dispatch of letters "with proposals for reducing the weight, we do not do - this is pure spam which respects itself and its users will not allow the resource.

According to Vladislav Shabanov, privacy - one of the important criteria to guide users in choosing

Internet services. "Disclosure, and the more sales information about users' web surfing instantly lead to a denial of people from such service and adversely affect the reputation of the company and its business", - he said.

The choice between broad opportunities, diversity of content, ease of service on the Internet and global surveillance ", according to experts, the users should not get. According to Alexander Shabanov, anonymity can not affect the amount of content. But many Internet resources on the basis of information about the user may provide more convenient and quality services. A number of online services provided complete anonymity become absolutely meaningless, for example, sotsseti. Check the web old friend, for which has been lost, it is necessary that this person was registered under his real name. "

Some of the information actually becomes available for marketing companies, but it is much more harmless than, for example, targeted hacker attacks, from which, as has been repeatedly recognized experts, there is no 100% protection . "In any case, a person always has a choice: to use the convenient service that is configured with a view of his place of residence, interests, or abandon these convenient options, through which Internet services will automatically display the weather in the city, where the user lives, show news, Jobs, information, cultural events in his region, and so on "- summed up Alexander Shabanov.

URL: <http://www.bfm.ru/articles/2010/08/11/personalnye-dannye-zashhishhat-ili-net.html>