

Why Has the Edge Platform Collecting the Most Private Information, Google, Enjoyed the least FTC/FCC Privacy Accountability from 2014-16?

Tracks Use of "World's Information"

98% share of top >15m websites tracked
Trillion+ web-pages crawled/copied regularly
>75,000 sources copied by Google News
>25 million books copied by Google Books
90+% movies/TV shows copied by YouTube
~99% satellite images copied by Google Earth
>1/2b Google+ profiles grown by all G services
>1 billion users Gmails copied regularly
103 languages auto-translated via Translate

Profiles Most Users

~2b Account holders
~1.5b monthly search users
~1.5b monthly YouTube Viewers
~1.5b Android mobile OS users
>1b Google Maps users
>1b Chrome browser users
>1b Gmail users

Tracks Most Macro User Data

Only omnipresent Internet click tracking/analysis
Uniquely see all online advertiser demand/trends
Uniquely comprehensive view of user demand
Unique complete view of publisher ad inventory
Unique view of global supply/demand for prices
Lone access to non-public Google Trends info
First to see new trends/fads/growth inflections
Unique access to unregulated inside info
Unique knowledge of online ad market pricing

Collects Most Private Identifications

IP addresses via Search/Analytics/Cookies/Chrome
Email addresses via Gmail scanning & Postini filters
WiFi, SSID & MAC addresses via WiFi wardriving
Phone/mobile #s via Play, search, Android, Voice, Talk
Voiceprint recognition: Hangouts/Translate/YouTube
Face-print recognition via Google+, Photos, YouTube
103 Languages identified via Translate/Voice/Video
Home info: Maps/Earth/StreetView/Android/Play
Personal info via Apps/product/service registrations
Social Security/passport/license #s: Desktop Search
Credit card & bank info: Checkout/Shopping/Wallet
Health identifiers by Search, Google+, Gmail, Books
Click-print IDs via analysis of multiple web histories

Collects Most Personal Location Info

Android GPS tracks location when no apps running
Search/Toolbar/Android use reveals user's location
Hangout/Maps/Calendar signal destination plans
Google Goggles recognizes location via Streetview
Search/Earth/Maps/StreetView show favorite places

FTC & FCC Special Treatment of Google 2014-2016?

Centralizes System

Most private metadata generated
Single user sign-in for ~all services
Unified privacy policy
Unified sharing via Google+
Unified Big Table database
Most synchronized data centers

Collects Most Personal Intentions Info

~80% share of search/video, ~80% share of Mobile OS
Behavioral advertising profile for targeted ad-serving
Intensive interests via Google+, Search, Alerts, Play
Click tracking: Analytics, DoubleClick, YouTube, Chrome
Location interest via Maps, Earth, StreetView, Search
Financial interests: Search/Finance/Shopping/Wallet
Private drafts via Gmail, Docs, Groups, Desktop Search
Plans via Google+/Calendar/Gmail/Voice/Talk/Docs
Likely votes by party/issue: Search/News/Books
Health concerns via Google+/Search/Books/YouTube
Upcoming purchases: Gmail/Google+/Shopping/Search
Google+/Gmail knows politics/religion/issue views

Collects Most Personal Associations Info

Contact lists: Google+, Hangouts, Gmail, Voice, Groups
Interests: Play,/Google+/Alerts/News/Reader/Groups
Reading: Play/News/Books/My Library
Viewing: YouTube/OnAir/Hangout/DoubleClick/Analytics
Friends: Google+/Picassa/Gmail/Hangouts
Gathering places: Earth, Maps, StreetView, Android