

Google's "Total Information Awareness" Power

"We are very early in the total information we have within Google... we will get better at personalization." Google CEO, FT 5-22-07

***Information now available for: Google's leverage, law enforcement subpoena, national security access, & hackers to steal**

*Personal 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 search, Android, Voice, Talk
Voiceprint recognition via Goog411/Voice/Translate
Face-print recognition via Picassa, Images, YouTube
57 Languages identified via Translate/Voice/Video
Home addresses: Maps/Earth/StreetView/Android
Personal info via product/service registrations
Social Security/passport/license #s: Desktop Search
Credit card & bank info: Checkout/Finance/Desktop
Investment in 23andMe enables DNA identification
Health identifiers by Health, Search, Gmail, Books
Click-print IDs via analysis of multiple web histories

*Personal Location

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

Privacy Invasion Problem

Permission-less
Profiling Power

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Google's
Total
Information
Awareness
Power

*Personal Intentions

~75% share of U.S. search; ~90% of European search
Behavioral advertising profile for targeted ad-serving
Intensive interests via iGoogle, Search, Alerts, Reader
Click tracking: Analytics, DoubleClick, YouTube, Chrome
Location interest via Maps, Earth, StreetView, Search
Financial interests: Search/Finance/Portfolios/Shopping
Private drafts via Gmail, Docs, Groups, Desktop Search
Plans via Google Calendar, Gmail, Buzz, Voice, Talk, Docs
Likely votes by party/issue: Search/News/Books/Reader
Health concerns via Health/Search/Books/YouTube/Knol
Upcoming purchases: My Shopping List/Search/Buzz
Groups knows one's politics/religion/issue views

*Personal Associations

Contact lists: Gmail, Buzz, Voice, Orkut, Groups
Interests: iGoogle/Alerts/News/Reader/Groups
Reading: News/Books/Knol/Reader/My Library
Viewing: YouTube, Video, DoubleClick, Analytics
Friends: Orkut/Picassa/Buzz/Gmail/Talk/Voice
Gathering places: Earth, Maps, StreetView, Android

*Market Information

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 information
Unique knowledge of online ad market pricing

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Information
Market Power

Antitrust/Monopoly Problem

*World's Information

Trillion web-pages crawled/copied regularly
25,000 sources copied by Google News
12 million books copied by Google Books
90+% movies/TV shows copied by Youtube
~99% satellite images copied by Google Earth
90+% homes in 33 countries videoed StreetView
175 million users gmails copied regularly
57 languages' content auto-translated via Translate