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Unraveling Myths of Digital Privacy and Advertising

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#StrataHadoop

A Vision of the Advertising Future





How'd those assorted
tank tops work out for you?

Reality Mimics Art – Billboards that....



Guesses your age and gender



Displays color of your clothing



Recommends clothing



Makes you part of the ad



Flashes while you walk a red carpet

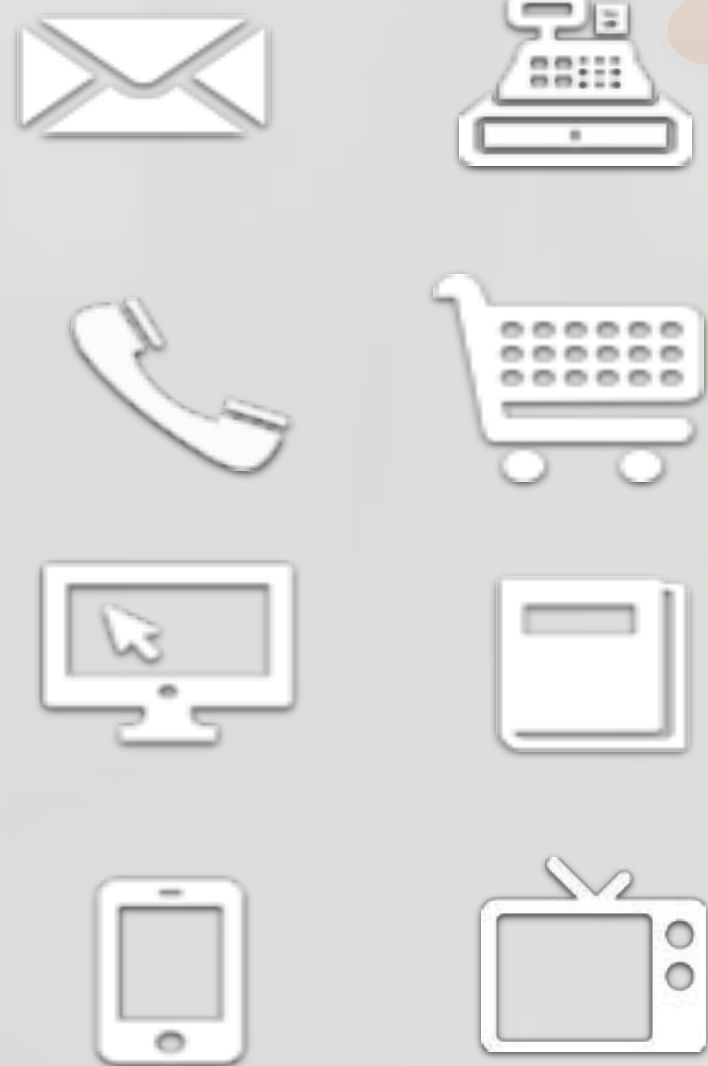


Shows personalized greetings

Digital Exhaust of Our Daily Lives

Devices & Contact Methods

OUTSIDE THE ENVELOPE



Activities & Interests

INSIDE THE ENVELOPE



Digital Exhaust of Our Daily Lives

Personal Identifiable Information



Anonymous Information



Sensitive Information



Non-Sensitive Information



Digital Exhaust of Our Daily Lives

Personal Identifiable Information



Anonymous Information



Sensitive Information

INDIVIDUAL

Intrusive when personal
e.g. precise geo

AGGREGATE

Safety in numbers
e.g. large geo

Non-Sensitive Information



How Data Is Used Matters

Aggregate data is
anonymous.

Identifiable data can
be invasive.

Concerns About Data

Transparency

Quantity

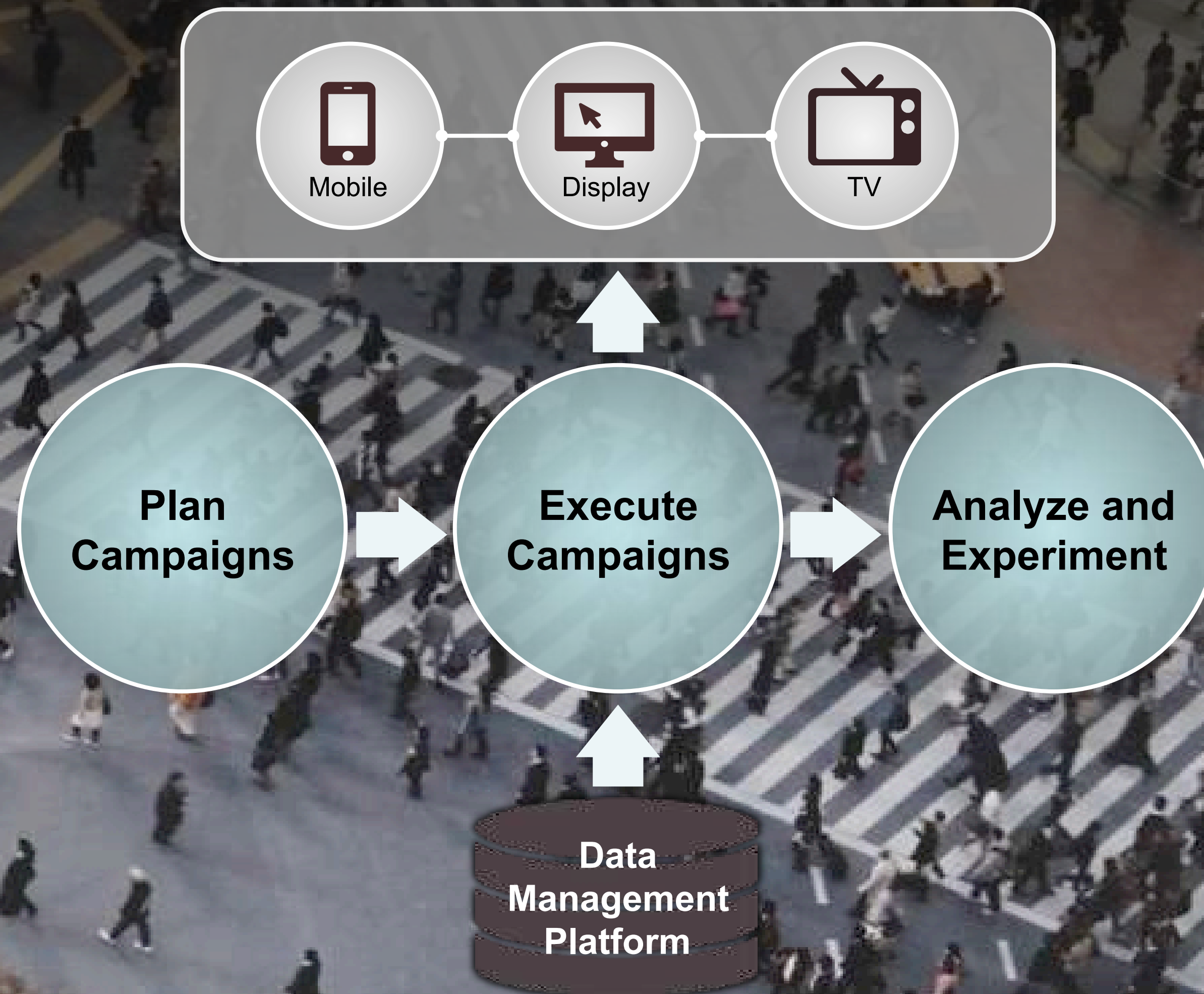
Personal
Information

Accuracy

Centralization

Sensitive
Information

How Digital Advertising Uses Data

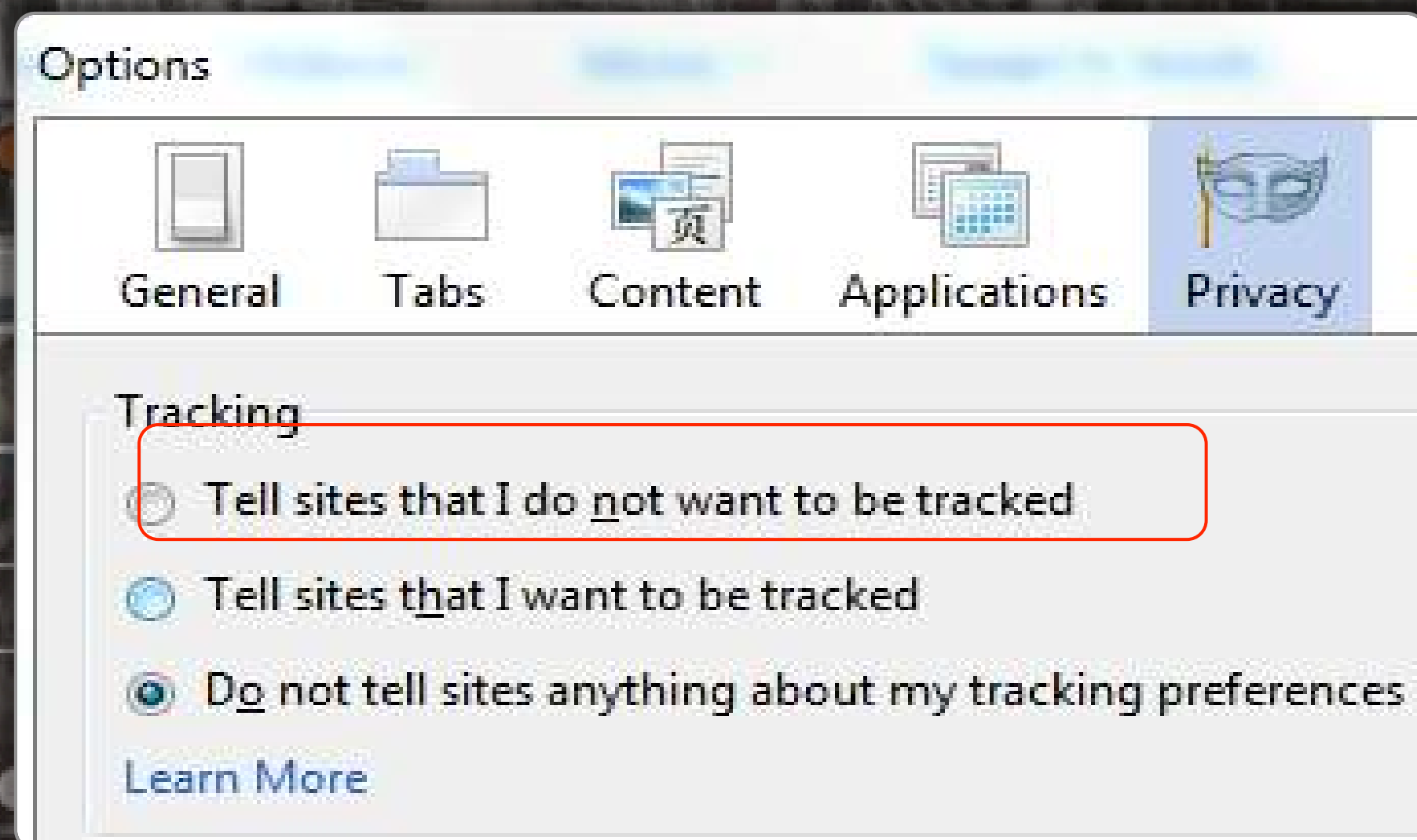


Cross-device Advertising

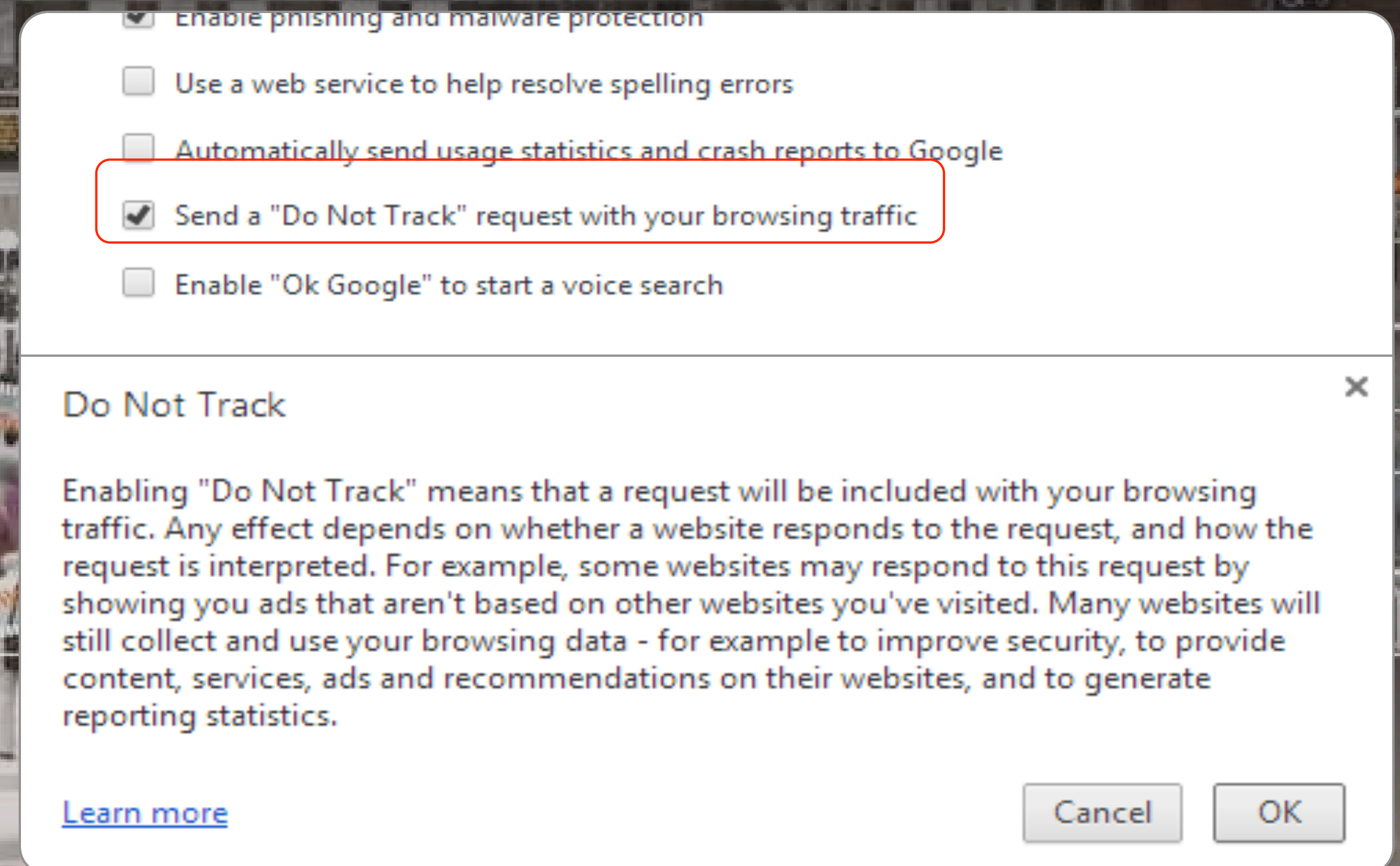


W3C DNT Proposal

Mozilla Firefox



Google Chrome

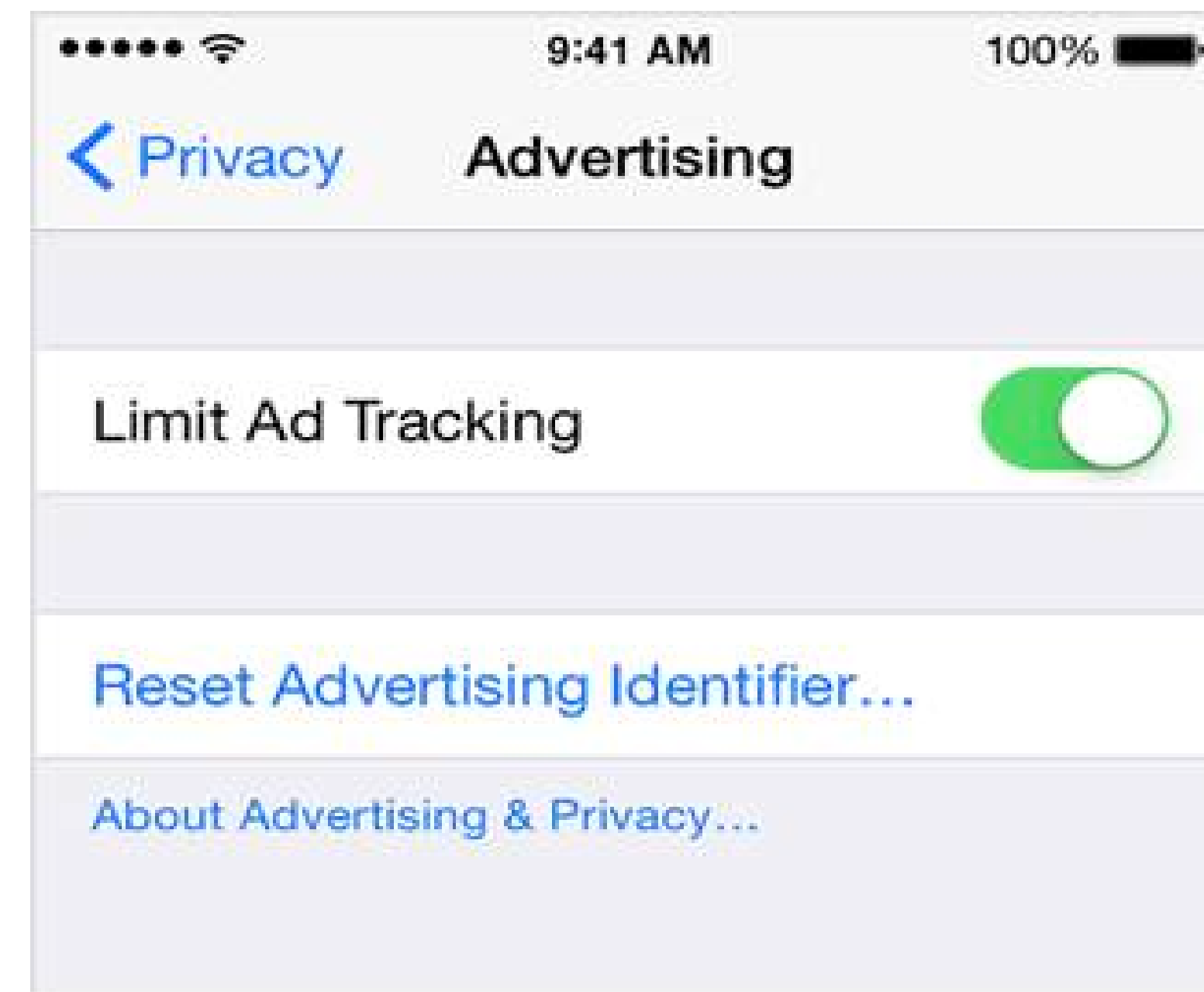


Two More Approaches to Consumer Protection

Opt In



Opt Out



Why Digital Advertising Matters

Advertising targets anonymous, aggregate groups not individuals

Control is decentralized

Supports free Internet

Strata+ Hadoop

WORLD

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