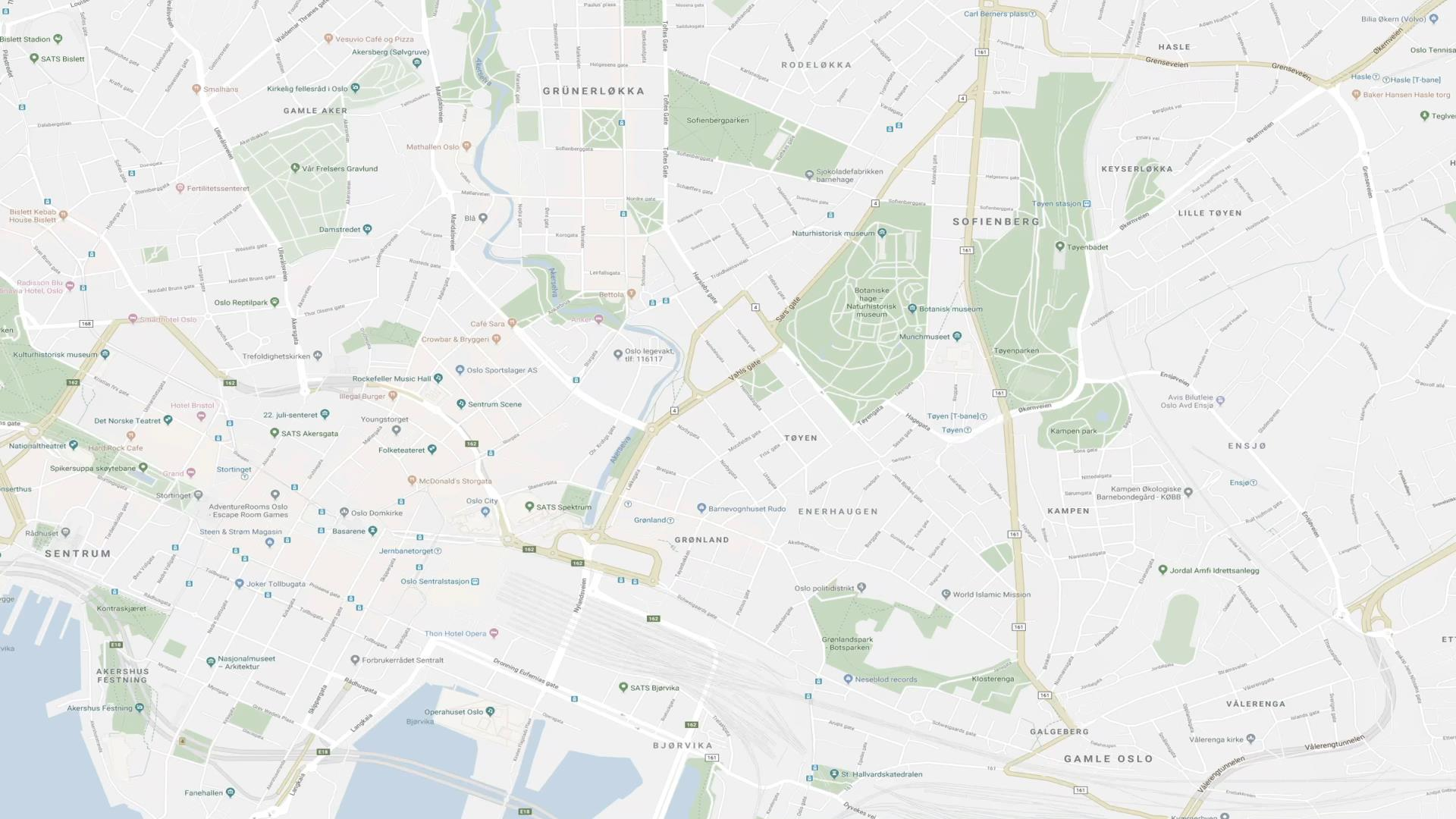


Manipulasjon og maktmisbruk på nett

KiNS-konferansen 2023





#Toyfail

An analysis of consumer and privacy issues in three internet-connected toys

Desember, 2016



APPFAIL

Threats to Consumers in Mobile Apps

March, 2016



EVERY STEP YOU TAKE

How deception design lets Google track users 24/7

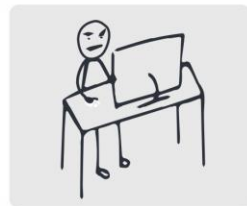
27.09.2009



OUT OF CONTROL

How consumers are exploited by the online advertising industry

14.03.2008



YOU CAN LOG OUT, BUT YOU CAN NEVER LEAVE

How Amazon manipulates consumers to keep them subscribed to Amazon Prime

14.01.2021



DECEIVED BY DESIGN

How tech companies use dark patterns to discourage us from exercising our rights to privacy

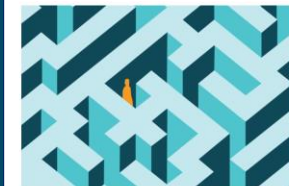
27.06.2018



INSERT COIN

How the gaming industry exploits consumers using loot boxes

31.09.2022



LEI AV Å BLI LURT

Norske forbrukeres opplevelse av manipulerende design

01.12.2022





EU har nå strammet inn og oppdatert regelverket

- Sikkerhetsbrister må rapporteres
- Importører må verifisere at produktene oppfyller EU-krav
- Brukerinformasjon skal behandles konfidensielt
- Det skal opprettes nasjonale tilsynsmyndigheter
- Produkter som ikke tilfredsstiller kravene skal forbys
- Det kan ilegges bøter på opptil 15 millioner Euro eller 2,5% av total omsetning

Dukken «Cayla» satte sikkerhetsproblem på dagsordenen. Nå vil EU ta tak.

– Dette markerer forhåpentlig slutten på ville vesten-tilstandene som har preget dette markedet, sier Finn Myrstad i Forbrukerrådet.

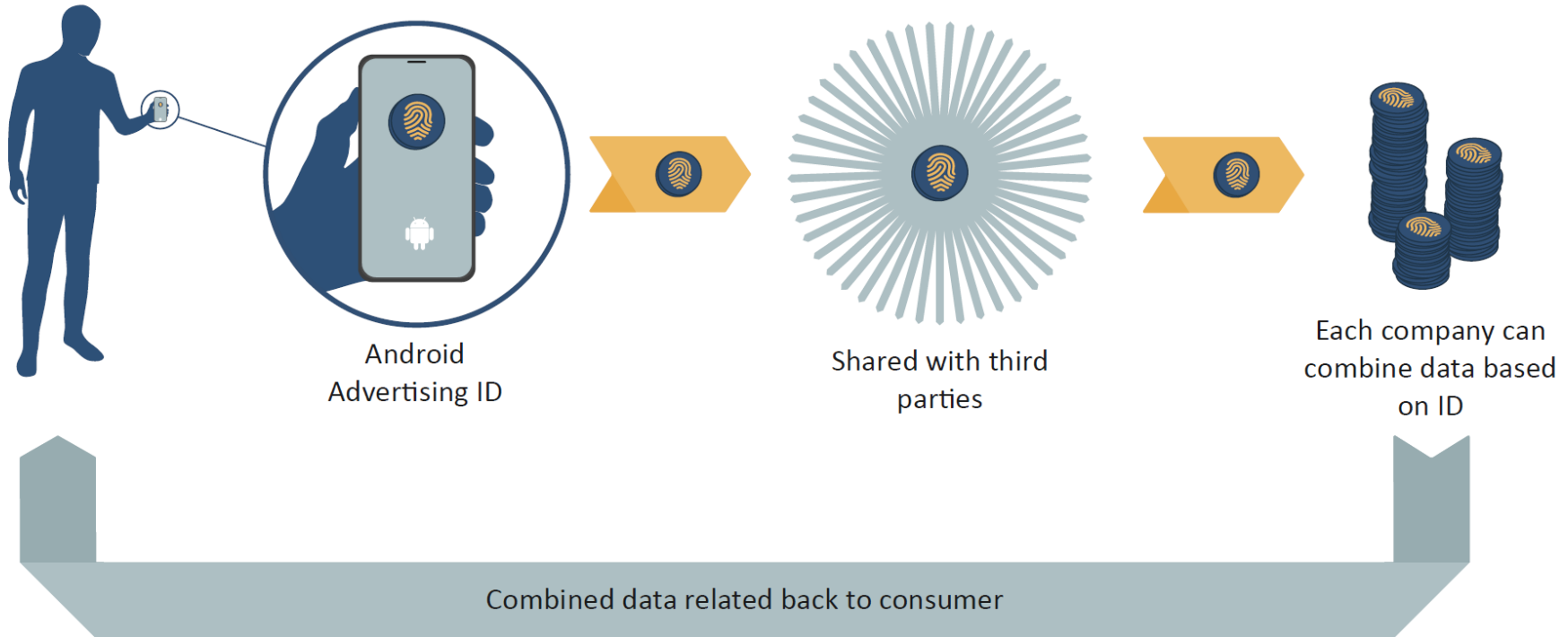


Den britiske dukken «Cayla» er blitt symbolet på sikkerhetsproblemene knyttet til smartprodukter. Foto: Leon Neal / AFP

«Lytter
telefonen
min på
meg?»

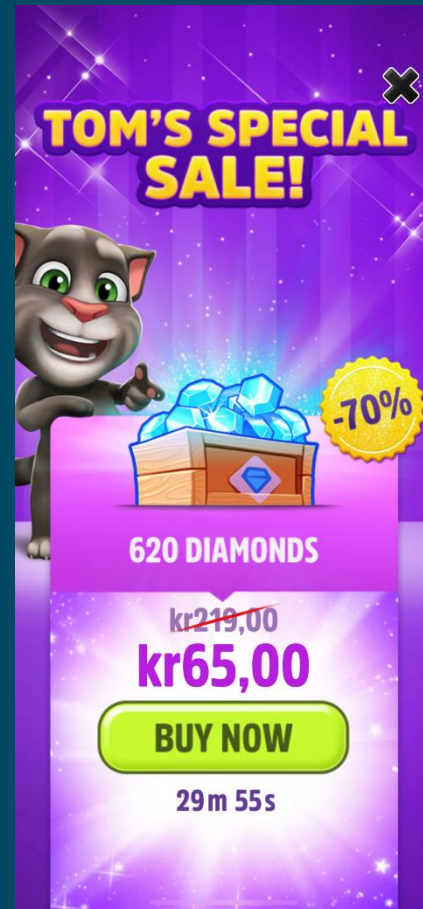


Identifikatorer kobler brukerinfo til en profil

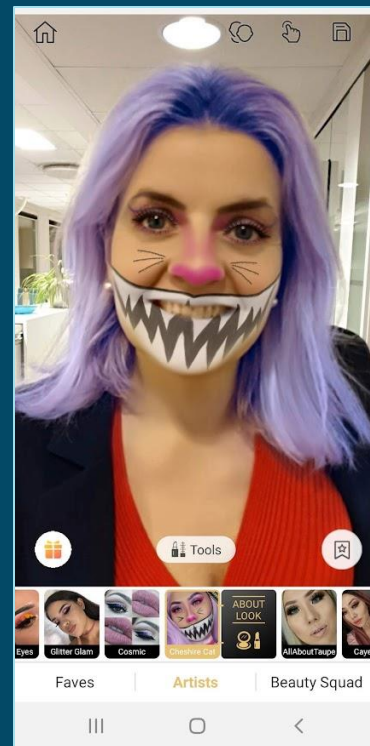
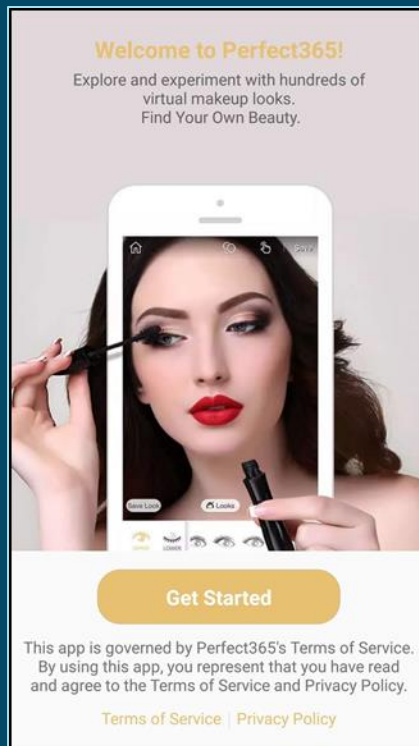


Very low net worth
Very high net worth
Infertility
Smoking cessation
Christianity
Unemployed
Judaism
Life events: funeral services
Pharmaceuticals, conditions and symptoms
Retired
Infectious Disease
Food allergies
Substance Abuse
Personal debt
Mental Health
Islam
STD
Legal services: Bail bonds
Empty nest (children left home)
Household income
Childcare
Cancer
Negative net worth





Perfect365 spionerer på barn og ungdom



Datadeling i Grindr



Personal data

- App-informasjon:
`app.name=Grindr - Gay chat, meet & date`
`app.bundle=com.grindrapp.android`
`"keywords": "Social Network, Gay, Bi, Bi-curious, Chat, Dating, Nearby",`
- Brukeridentifikator for krysskobling (advertising ID):
`did.adid=52d0d5c2-e923-4b1b-bd67-d3b225795edb`
- Nøyaktige GPS-koordinater:
`lat=62.XXXXXXXX`
`lon=6.YYYYYYYY` (koordinatene ble sladdet av oss)
- Brukerinformasjon:
`"user": {"gender": "m"}`

Email

Password 

Confirm Password 

Date of Birth

☐ Send me occasional emails regarding my account, subscription, and special offers.

CREATE ACCOUNT

OR

Continue with

 **Google**

 **Facebook**

Grindr will NEVER post anything to your social channels

Privacy Policy

For GDPR related inquiries, you may contact Chad Starkey, Grindr's Data Protection Officer: DPO@grindr.com

Grindr will also initiate an investigation if you contact us with a complaint against our privacy practices or a concern that our practices do not conform to the

Privacy Policy

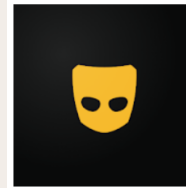
I accept the Privacy Policy

CANCEL **ACCEPT**

of that change either by sending an e-mail to the last e-mail address that you provided to us (if any) or by notifying you when you log into the Grindr Services.

Effective Date: The earlier of July 1, 2018, or user acceptance.

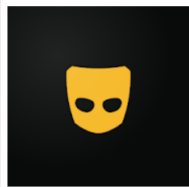
NEXT



Grindr privacy policy



Grindr privacy policy



- **Third-Party Advertising Companies.** We share your hashed Device ID, your device's advertising identifier, a portion of your Profile Information, Location Information, and some of your demographic information with our advertising partners. These third parties may also collect information directly from you as described in this Privacy and Cookie Policy through tracking technologies such as cookies. The privacy policies of these third-party companies apply to their collection, use and disclosure of your Personal Data. One of these advertising partners is MoPub that helps Grindr deliver personalized advertising. You can follow the links to MoPub's [privacy notice](#) and [partner page](#). See the [YOUR CHOICES](#) section of this Privacy and Cookie Policy for information on your ability to opt-out of interest-based advertising. Note that we do not **share** information about your Tribe, your HIV status [or your Last Tested Date] with any advertising companies. For more information on third-party tracking technology, please visit Cookie Information [below](#). **Note that for California consumers, by clicking that you agree to our Privacy and Cookie Policy you are directing us to disclose the information described in this paragraph to third-party advertising companies.**

Source: <https://www.grindr.com/privacy-policy/>

MoPub works with Publisher Partners, Advertising Demand Partners, Supported Advertising Mediation Partners, Data Partners, and Fraud and Measurement Partners (collectively, “MoPub Partners”) in order to provide the MoPub Services.

Unless otherwise noted with an (*) below, MoPub Partners are each independent controllers of your data. By consenting to MoPub’s personalized advertising experience, you consent to MoPub and our partners processing your personal data in order to show advertising that we believe is most relevant to you. MoPub Partners may also have separate legal bases for collecting, using, retaining, and sharing your personal data.

We encourage you to read MoPub Partners’ policies to understand their privacy practices, the legal bases for their processing of your personal data, and any options that they provide for exercising control over such processing.

MoPub requires our partners to comply with all applicable laws and regulations, to comply with the MoPub [Publisher Partner Policies](#) and [Advertising Demand Partner Policies](#), where applicable, and to provide you with sufficient notice of their processing of your personal data.

Source: <https://www.mopub.com/legal/partners/>





170 partners



“Where permitted, we provide clients and third-party providers access to their Platform Data that they collect, acquire, or use on the Platform, and typically they may remove it from the Platform for their own use. For a current list of third party providers who may, subject to our clients' permission, receive your data, see [here](#).”

1647 different bidders
4000+ third party providers

Sources:

<https://www.mopub.com/legal/partners/>

<https://www.appnexus.com/third-party-providers>

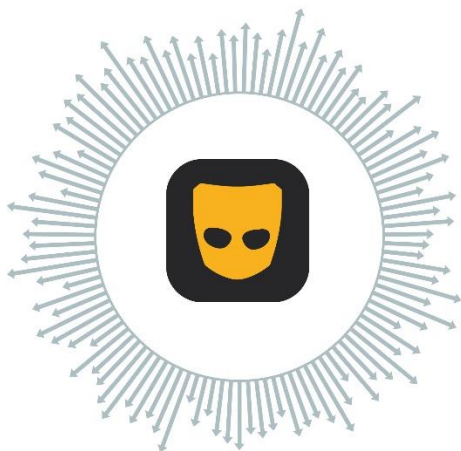
Advertising Demand Partners

Advertising Demand Partners are companies that advertisers work with to bid on ad inventory through the MoPub advertising exchange and to serve the ad that is most relevant to you.

MoPub's Advertising Demand Partners include:

Brand Name	Corporate Name	Privacy Policy
4INFO	4INFO, Inc	http://www.4info.com/privacy/
Aarki	Aarki, Inc	http://corp.aarki.com/privacy
AcuityAds	Acuityads inc.	https://www.acuityads.com/privacy-policy/
AdColony	AdColony, Inc.	https://www.adcolony.com/privacy-policy/
Addictive Mobility	Addictive Tech Corp.	https://addictivemobility.com/privacy.html
Adelphic	Adelphic, LLC	https://adelphic.com/platform/privacy/
ADFi	ADFI MOBILE MARKETING STUDIO S.A. DE C.V	http://www.adfi.mobi/
Adform	AdForm Aps	https://site.adform.com/privacy-policy-opt-out/
AdGoji	MilliMobile BV	http://www.adgoji.com/privacy-policy
Adobe	Adobe Systems Incorporated	https://www.adobe.com/privacy/policy.html
AdTheorent	AdTheorent, Inc.	http://adtheorent.com/privacy-policy
AdXcel	Adxcel	http://www.adxcel.com/privacy.html
Adxperience	Adxperience SAS	https://adxperience.com/legal-mentions/
Appier	Appier Pte. Ltd	https://www.ublicigroupe.com/en
AppLift	AppLift Pte. Ltd.	https://www.applift.com/privacy-policy
AppLovin	AppLovin Corp.	https://www.applovin.com/privacy/
AppNexus	AppNexus Inc.	https://www.appnexus.com/en/company/privacy-policy
Appreciate	Triapodi Ltd	https://appreciate.mob/#/page.html#privacy-terms
appTV	apptv ltd	https://www.apptv.com/privacy-policy
Avazu	Avazu Inc.	http://avazuinc.com/opt-out/
Axonix	Axonix Ltd	http://axonix.com/privacy-cookie-policy/
Beeswax	Beeswax/O Corporation	https://www.beeswax.com/privacy.html
Bid2Win	Bid2Win	https://bid2win.com/privacy-policy/





Grindr transmitted personal data to

**19 third party
companies**



MoPub - One of Grindr's partners,
reserves the right to share your
personal data with

170 partners



AppNexus - One of Mopub's
partners, reserves the right to share
your personal data with

4259 partners



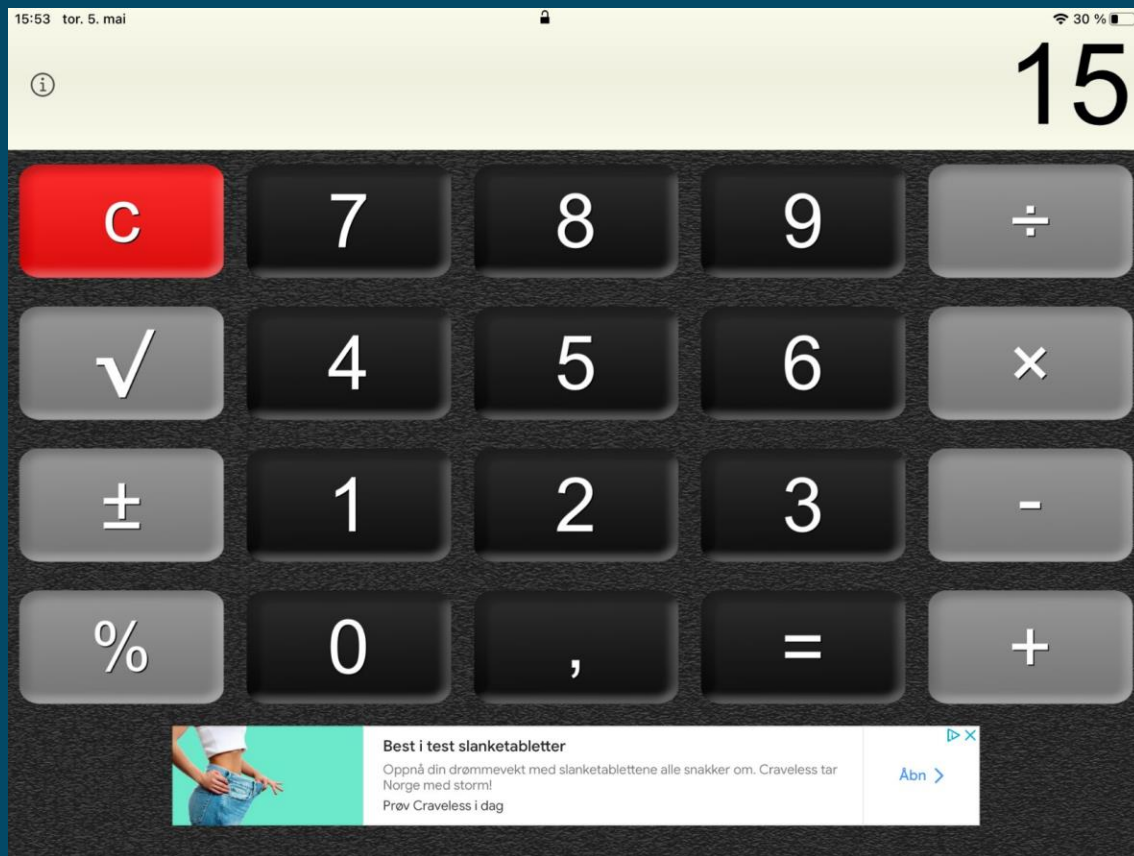
The NO DPA imposes fine against Grindr LLC

The Norwegian Data Protection Authority has imposed an administrative fine of NOK 65 000 000 – approximately € 6.5 million – for not complying with the GDPR rules on consent.





KOMMERSIELL SPORING
I OFFENTLIG SEKTOR



Elevane måtte bruke treningsapp i gym, no får kommunen bot

Elevar ved to skular i Ålesund blei pålagt å bruke treningsappen Strava i kroppsøving. Grovt aktaust, seier Datatilsynet og gir kommunen 50.000 kroner i gebyr.



Ålesund kommune godtar gebyret frå Datatilsynet. Det var foreldre som varsla, slik at bruken av treningsappen blei stansa.

FOTO: ØYVIND SANDNES / NRK LUFTFOTO



Malin Kjellstadli Korsnes
Journalist



Olaug Bjørneset
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Journalist

Publisert 15. des. 2020 kl. 11:38
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Forbrukerrådet foreslår

1. Forbud mot overvåkingsbasert reklame
2. Bedre regulering og håndheving av manipulerende design
3. Vurdere om reglene som skal beskytte barn og unges digitale liv er gode nok
4. Styrking av nasjonale tilsyn
5. Stille krav ved offentlige innkjøp

MEANWHILE

