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Google Takes Another Step Towards Being Big Brother

posted by [marc7b](#) on Wednesday May 24, @01:44PM
from the all-your-data-are-belong-to-us, dept.

MostCynical writes:



The Washington Post writes <https://www.washingtonpost.com/news/the-switch/wp/2017/05/23/google-now-knows-when-you-are-at-a-cash-register-and-how-much-you-are-spending/> reports that Google has talked retailers into sharing data from credit card transactions, which it will link to location and other data, to further enhance consumer profiling*.

The article says "Google for years has been mining location data from Google Maps in an effort to prove that knowledge of people's physical locations could "close the loop" between physical and digital worlds. Users can block this by adjusting the settings on smartphones, but few do so, say privacy experts.

This location tracking ability has allowed Google to send reports to retailers telling them, for example, whether people who saw an ad for a lawn mower later visited or passed by a Home Depot. The location-tracking program has grown since it was first launched with only a handful of retailers. Home Depot, Express, Nissan, and Sephora have participated."

* and erode privacy.

The article also makes it clear than consumers don't get to opt-out, if they even find out their data has been shared.

Original Submission

(1)

• EU law (Score: 0) by Anonymous Coward on Wednesday May 24, @02:03PM (12 children)

by Anonymous Coward on Wednesday May 24, @02:03PM ([#514807](#))

I don't think this is compatible with [EU data protection laws](#). [wikipedia.org] And the EU has shown in the past that they don't hesitate going against big companies. So this will be a non-starter in the EU.

Of course given that I do all of my offline purchases with cash, good luck with determining my location that way.

◦ Re:EU law (Score: 2) by [Unixnut](#) on Wednesday May 24, @02:11PM (11 children)

by [Unixnut \(5779\)](#) on Wednesday May 24, @02:11PM ([#514812](#))

Sweden is pretty much fully in the push for cashless, and others are following suit. There are lot of places there that will refuse cash transactions. Plus EU nations will ignore laws when it suits them, so you are in the same mess.

Fundamentally in the EU the government and agencies already have the data, so if they have a problem with this, it is more because they don't want Google competing with them. You are still stuck with the same problem, if not a worse one.

Thankfully the Germans seem to have brains, and are pretty much a cash heavy society and pro privacy. If things continue in the direction they are heading, I may end up moving there (not knowing German and finding a job are the stickers right now).

▪ Re:EU law (Score: 1, Informative) by Anonymous Coward on Wednesday May 24, @03:20PM (5 children)

by Anonymous Coward on Wednesday May 24, @03:20PM ([#514842](#))

Germany is full of Muslims that exercise violence and attacks against pretty much everyone else. Out of the ashes into the fire..

▪ Re:EU law (Score: 3, Informative) by [Unixnut](#) on Wednesday May 24, @03:25PM

by [Unixnut \(5779\)](#) on Wednesday May 24, @03:25PM ([#514844](#))

And as publicly reminded a couple of days ago, where I currently am (UK) isn't exactly blossoming with peace, tranquility and goodwill among men, now is it?

▪ Re:EU law (Score: 5, Informative) by [GreatAuntAnesthesia](#) on Wednesday May 24, @04:15PM (3 children)

by [GreatAuntAnesthesia \(3275\)](#) on Wednesday May 24, @04:15PM ([#514895](#)) [Journal](#)

Yes, this is exactly right. Parent post is not exaggerating in the slightest, and nor am I. I went to Munich earlier this year and was surprised to find that instead of warm hospitality, ancient architecture and smiling drindl-clad Fraulien serving fine bier and traditional fare in beautiful surroundings, I was actually greeted by a blasted, post-apocalyptic wasteland, where gangs of muslims on dirty motorbikes roam the charred remains of the streets, preying up on the weak and unwary. Rather than a safe, pleasant and somewhat boozy business trip in a clean, modern, welcoming city, I had to endure two and a half days of gruelling life-or-death encounters with packs of feral AK-wielding jihadis. Scarred, burned and bleeding, I only just made it out with the majority of my limbs still attached, and for the rest of my life the mere smell of Tabouleh will induce screaming PTSD. What's more they had run out of nuts on the flight back. No bullshit.

▪ Re:EU law (Score: 0) by Anonymous Coward on Wednesday May 24, @04:48PM (1 child)

by Anonymous Coward on Wednesday May 24, @04:48PM ([#514929](#))

Be thankful you're far from the horrible "carnage" going on in Chicago, 228 shootings in 2017 with 42 killings (up 24% from 2016).

▪ Re:EU law (Score: 2) by [hob_super](#) on Wednesday May 24, @05:28PM

by [hob_super \(1357\)](#) on Wednesday May 24, @05:28PM ([#514961](#))

Warm winter?
How many were within 3 miles of State & 95th?

There are two Chicago: one is a nice -if crowded- big city with shops and life, the other is a 3rd-world wasteland of poverty with active gang wars.

▪ Re:EU law (Score: 0) by Anonymous Coward on Wednesday May 24, @11:13PM

by Anonymous Coward on Wednesday May 24, @11:13PM ([#515180](#))

I hope that this is not sarcasm. Women are being raped and killed by muslims in Germany due to the mass migration. The videos posted on youtube asking the world to help are soul crushing. Germany is dying

▪ Re:EU law (Score: 3, Interesting) by [AthanasiusKircher](#) on Wednesday May 24, @03:49PM (1 child)

by [AthanasiusKircher \(5291\)](#) ★ on Wednesday May 24, @03:49PM ([#514864](#)) [Journal](#)

Thankfully the Germans seem to have brains, and are pretty much a cash heavy society and pro privacy. If things continue in the direction they are heading, I may end up moving there (not knowing German and finding a job are the stickers right now).

Just make sure you have exact change. ATMs that spit out 50 Euro bills and dour German grocery cashiers that expect you to have precisely 16.85 to pay for your items don't really mix well. If you don't have the pennies to satisfy your debt exactly, show deepest regret and apologize profusely for your abject stupidity in being unable to hoard change as if you were a cash register and manage it like a proper German. (Some of the cashiers will merely look at you with great disdain, as if you had killed a puppy in front of them; others will actually lecture you.)

▪ Re:EU law (Score: 2) by [Unixnut](#) on Wednesday May 24, @04:05PM

by [Unixnut \(5779\)](#) on Wednesday May 24, @04:05PM ([#514882](#))

Lol, good to know. I always have the exact amount ready. I pre-calculate the cost, and while in line I prep cash and change, so that when it comes to my turn I just hand over the money and transaction completes successfully. If I don't have exact amount I usually let them keep the difference. Quite a few times I found them trying to overcharge me as well.

And I got bags of change at home, which made it a pain when they decided to get rid of the £1 coin, I had to manually dig out every £1 coin in the bags and put them in a pile to use up. £63 in one pound coins I found. For a while I paid with everything in £1 coins only, the look on some cashiers faces was priceless XD

Once the coin changes go through, I may well buy one of those coin sorting machines, so they can all be in nice piles. That would make me happy.

▪ Re:EU law (Score: 2) by [quietus](#) on Wednesday May 24, @05:10PM (2 children)

by [quietus \(6328\)](#) ★ on Wednesday May 24, @05:10PM ([#514949](#))

Fundamentally in the EU the government and agencies already have the data, so if they have a problem with this, it is more because they don't want Google competing with them. You are still stuck with the same problem, if not a worse one.

Are you saying here that EU governments are tracking your location, and/or buying history?

▪ Re:EU law (Score: 2) by [Unixnut](#) on Wednesday May 24, @05:30PM

by [Unixnut \(5779\)](#) on Wednesday May 24, @05:30PM ([#514962](#))

I am saying that if they want to, they can get access to that data from the banks.

As for location, there are enough CCTV cameras around here that the pretty much know where I have been every single day, at what time, so yes, they are.

I suspect it varies by government. I get the impression the German government is far more restricted in what it can do vs say, the French or UK governments, who have far more power in this area.

▪ Re:EU law (Score: 0) by Anonymous Coward on Thursday May 25, @07:58AM

by Anonymous Coward on Thursday May 25, @07:58AM ([#515346](#))

In Denmark, the process is called Registersammenkørsel, where they aggregate all data on you from Kommunal (your CPR number and passport number, everywhere you worked, any interactions with Kommune, properties, family status, your registered place of residence, schools you've been to) and bank systems (raw transaction history), complete with your full dossier from police and whatever MP might have on you... Not sure if municipal authorities can request the list of numbers you have called, as a part of their investigation...

If spy agencies (PET and FET) have anything on you, they will probably not share the data they have on you with anyone, unless its somehow helping them and their mission. But they have their own surveillance budget and answer to noone. Only police and up can legally request data from third-party companies, that operate on danish soil and have data on you... Doesn't mean that an illegal request wouldn't be accommodated, as long as right person asking right person for appropriate data.

If its a criminal investigation, they might also request ALL data that telecommunication providers hoard, as required by law; usually last 5 years (or was it 37) of recorded voice and sms, locations and such. Nowadays i imagine they also collect every URL you request and every DNS request you make, also last 5 years allegedly... not sure if that law was passed tho. I act as if they do "shrug"

It's not government or local municipality gathering the data, but they can have it within five business days or so, cos it's all pre-gathered already.

• "Credit Card Transactions" (Score: 3, Insightful) by [rTt-k0MA](#) on Wednesday May 24, @02:04PM (2 children)

by [rTt-k0MA \(88\)](#) on Wednesday May 24, @02:04PM ([#514809](#))

Let's see them track a cash transaction.

Cash is still king.

◦ Re:"Credit Card Transactions" (Score: 1, Informative) by Anonymous Coward on Wednesday May 24, @02:42PM (1 child)

by Anonymous Coward on Wednesday May 24, @02:42PM ([#514824](#))

[Where's George?](#) [wheresgeorge.com]

▪ Re:"Credit Card Transactions" (Score: 3, Insightful) by [kaszz](#) on Wednesday May 24, @03:31PM

by [kaszz \(4211\)](#) on Wednesday May 24, @03:31PM ([#514848](#)) [Journal](#)

I'll bet every ATM does something like that..

• Cash (Score: 4, Interesting) by [Unixnut](#) on Wednesday May 24, @02:04PM (11 children)

by [Unixnut \(5779\)](#) on Wednesday May 24, @02:04PM ([#514810](#))

This is one of the main reasons why I always pay in cash. Just insist on using cash, and resist electronic payments.

Alas, it is getting harder and harder to do so. In fact at one establishment they flat out refused cash, saying they don't accept it. I could pay by app, or plastic, neither of which I had on me. I will never shop there again, but I worry that with time it will become more common.

I already get evil eyes from the clerks when I don't take out plastic like they expect, because god forbid they actually have to do some work by opening the register and giving me change.

Thing is, I suspect Google pay for this data, so there will be an impetus from the store to force as many people into paying by card, so they get more money.

Hopefully the more people insist on cash, the less they will be able to start refusing cash transactions. I mean, damn, Bitcoin is better then plastic, because while they can track a particular Bitcoin account, they can't associate it to a person in a verifiable way, and even then, you can just get a new account.

◦ Re:Cash (Score: 0) by Anonymous Coward on Wednesday May 24, @02:56PM (10 children)

by Anonymous Coward on Wednesday May 24, @02:56PM ([#514830](#))

That was an experiment, the only reason I can think of for a no cash policy is employee theft, but that would be evident anyway. Also, transaction fees and the ever tempting opportunity for fiddling with the books makes the store seem even less likely. As a techie I really really hate some of the modern convenience we've created. Its a problem, for everyone and my own semi self loathing sanity.

▪ Re:Cash (Score: 4, Interesting) by [Unixnut](#) on Wednesday May 24, @03:03PM (9 children)

by [Unixnut \(5779\)](#) on Wednesday May 24, @03:03PM ([#514835](#))

This was a small craft beer store. Their "register" was a phone app with a card reader. Hence no cash available. They didn't even mention they didn't accept cash, but I guess they assumed everyone who would visit such an establishment were all "in" to the latest gadget fashion, and would tap their phone/watch and be done with it.

It was only when I pointed out to them that cash is legal tender and that they can't refuse it, did they show me their setup, and explained they cannot physically take cash, because the app doesn't allow you to input a cash transaction, only registers what is paid by card/app.

Thankfully there were a bunch of other craft breweries round there that did accept cash, so I just went elsewhere. However I can imagine in future that more and more people will just get an app and card reader for their phone to accept payments, especially if they are given incentives to do so.

▪ Re:Cash (Score: 0) by Anonymous Coward on Wednesday May 24, @03:29PM (3 children)

by Anonymous Coward on Wednesday May 24, @03:29PM ([#514846](#))

I wouldn't let a little thing like this stop me from getting a beer. Why didn't you give the cash to the cashier or another customer and ask him/her to pay with their own card/phone-bump?

Engineers are problem solvers. Or maybe you aren't an engineer?

▪ Re:Cash (Score: 3, Insightful) by [Unixnut](#) on Wednesday May 24, @03:44PM (2 children)

by [Unixnut \(5779\)](#) on Wednesday May 24, @03:44PM ([#514857](#))

Matter of principle. It was an example of me taking my money elsewhere. In this case, exactly over the street to another craft beer store, that accepted cash.

So I rewarded their competition with my patronage.

I still got my beer, walking across the street wasn't a big deal for it. Yes, if there was no competition in the area, I could have done something like that, but there was no call for it.

▪ Re:Cash (Score: 1, Interesting) by Anonymous Coward on Wednesday May 24, @03:57PM (1 child)

by Anonymous Coward on Wednesday May 24, @03:57PM ([#514872](#))

Understood. It's the clerk at the first pub that wasn't an engineer (problem solver). He/she could have offered to take your cash and put it on their personal card, or another work-around.

▪ Re:Cash (Score: 2) by [art guerrilla](#) on Wednesday May 24, @06:00PM

by [art guerrilla \(3082\)](#) on Wednesday May 24, @06:00PM ([#514982](#))

that there ! ! !
there is the nub of the rub right that there: 'Work mere human beings who -as 'masters' this technology is SUPPOSED to serve, end up being the ones who have to 'WE around' the shortcomings of a system that doesn't give a shit about what human beings want, ONLY what superior-beings, korporations, want...

AND the more human-unfriendly tech invades every corner of our lives, the more we have to 'work around' the limitations of tech...

as was of illustration, just had an annoying sequence of events essentially beyond my control:
use t'bird as email client because goog's gmail sucks (HATE blobs of email, want SEPARATE emails as dog almighty intended), added a laptop a couple months ago with t'bird acct's set up there, everything percolates along nicely for a couple months, when, um, hey, what happened to my gmail showing up on my laptop ? ? ?

go to send a test email to myself, and shows up on the desktop fine, does not show up on the laptop... um, wait a minute, emails not showing up here for the last week, wtf is going on ? ? ?

click around for an hour or so, just can't fathom what is going on...
late at night, send a fuckty-fuck you fucktard fuckholes to the black hole of googlecutta, not expecting anything except perhaps a drone strike...

next morning, that day's email shows up on laptop ! ! !
PLUS have email from the fiendly fucktards at googs that *maybe* i want to check permissions on a couple apps, blah blah blah...

hmmm, the plot thickens...
so, of the three apps they suggest, one is t'bird, that is fine; one is a game i installed and uninstalled soon thereafter; but still had permissions for all kinds of shit; and one was an email app i installed on MY TABLET *BRIEFLY* before uninstalling, about 4-5 MONTHS AGO...

apparently, this app was reaching back from the grave to change my gmail permissions and settings...

WTF ? ? ?
all this syncing shit is causing me more trouble than it is solving...
AND, whenever you take the time to track down a lot of this crap and uninstall it (IF possible), turn it off, rescind permissions, etc; it only starts all over again when some 'update' or 'patch' or something causes all the settings to revert to WHAT THEY WANT, not what i want...

about the point i am going back to an abacus, paper pad, pencil and call it a day...

▪ Re:Cash (Score: 4, Informative) by [AthanasiusKircher](#) on Wednesday May 24, @03:59PM (3 children)

by [AthanasiusKircher \(5291\)](#) ★ on Wednesday May 24, @03:59PM ([#514876](#)) [Journal](#)

It was only when I pointed out to them that cash is legal tender and that they can't refuse it

That's a common misunderstanding of the term [legal tender](#) [wikipedia.org]. In most places, "legal tender" merely means that cash must be accepted for *payment of debt* only. In other words, if you took the beer on credit from the store, and later came to settle your debt, the store must accept cash *if* cash is an option. If they refuse and try to sue you, the court will say that they need to accept cash payment for a debt.

I don't know where you're based, but in the U.S. (and many other countries), there's no obligation for a merchant to accept cash for a transaction that has not been completed. Since you didn't leave the store with merchandise, no debt exists yet. They can put up a sign saying, "We only accept payment in goats," and that would be perfectly legal. Sale contracts between parties that don't involve cash happen legally all the time. They're uncommon at retail establishments, mostly for tax reasons -- because if you operated a barter store that only accepted goats as payment, you'd still have to appraise the value of every transaction in dollars to pay your taxes.

▪ Re:Cash (Score: 2) by [bootsy](#) on Wednesday May 24, @05:03PM (1 child)

by [bootsy \(3440\)](#) on Wednesday May 24, @05:03PM ([#514943](#))

In the UK this is termed an "Invitation to Treat".

The shop is offering you the chance to offer a trade with them but they can still say no.

Unless you can prove they are discriminating against you due to race, sex, disability, sexual orientation etc then they are allowed to refuse to sell to you if they wish.

▪ Re:Cash (Score: 3, Insightful) by [Bot](#) on Wednesday May 24, @09:23PM

by [Bot \(3902\)](#) on Wednesday May 24, @09:23PM ([#515123](#))

1. Start a religious order which denied anything but cash.
2. Sue for discrimination when denied transaction.
3. there is no point 3
4. PROFIT!!!!

▪ Re:Cash (Score: 0) by Anonymous Coward on Wednesday May 24, @06:23PM

by Anonymous Coward on Wednesday May 24, @06:23PM ([#514997](#))

Looks like it's time for a new law, then. I'm sure the US government, which desperately wants access to as much data about us as possible, will get right on that.

▪ In USA Cash is Legal Tender for Debts Only (Score: 0) by Anonymous Coward on Wednesday May 24, @07:17PM

by Anonymous Coward on Wednesday May 24, @07:17PM ([#515048](#))

It was only when I pointed out to them that cash is legal tender and that they can't refuse it,

I don't know about where you are, but in the USA that is not true.

Cash is legal tender for *debts* only. So if you had not consumed the beer, you owed no debt and they had no requirement to take your cash.

• Motivations (Score: 5, Insightful) by [DannyB](#) on Wednesday May 24, @02:55PM (9 children)

by [DannyB \(5839\)](#) on Wednesday May 24, @02:55PM ([#514829](#))

I'm not saying that it is okay for Google to be doing this. I'd rather they didn't. But I think their motives are different than the government's motive to invade my privacy.

Google motive: I'm a drop in an ocean of data that they don't care about -- they simply want their machines to put fewer but better targeted ads in front of my eyes.

Government motive: The government cares deeply about each individual and they want all the details of my life to analyze whether I may be committing thoughtcrime. Speaking ill of the Dear Leader. Etc.

Which one should I be more worried about?

◦ Re:Motivations (Score: 4, Insightful) by [Unixnut](#) on Wednesday May 24, @02:58PM

by [Unixnut \(5779\)](#) on Wednesday May 24, @02:58PM ([#514833](#))

Both, because if Google collects that data, you can bet the Government will want a copy (or any other governmental for that matter, where Google has a presence), and will not hesitate to get their mitts on it.

The only way to be sure it doesn't happen, is not to collect the data in the first place.

◦ Re:Motivations (Score: 2, Disagree) by [Taibhsear](#) on Wednesday May 24, @02:59PM

by [Taibhsear \(1464\)](#) on Wednesday May 24, @02:59PM ([#514834](#))

Which one should I be more worried about?

Both once Google starts buying/selling said data with the government.

◦ Re:Motivations (Score: 3, Interesting) by [kaszz](#) on Wednesday May 24, @03:25PM

by [kaszz \(4211\)](#) on Wednesday May 24, @03:25PM ([#514843](#)) [Journal](#)

While slaves themselves have little value. They care about adding another one. And they might target you with higher prices if they can single you out. Or enforce a filter bubble with products that are bad for you.

◦ Re:Motivations (Score: 2) by [NotSanguine](#) on Wednesday May 24, @03:44PM (3 children)

by [NotSanguine \(285\)](#) ★ on Wednesday May 24, @03:44PM ([#514860](#)) [Homepage](#) [Journal](#)

Government motive: The government cares deeply about each individual and they want all the details of my life to analyze whether I may be committing thoughtcrime. Speaking ill of the Dear Leader. Etc.

I'm not sure what country you're in, but in my country we can speak ill of the evil[stupid]corrupt dickheads who may be in office at the moment.

For example, that piece of shit who currently occupies the White House doesn't have enough moral fiber for me to allow him to clean dog shit off my shoes.

Many of those who are elected to national office aren't much better, and those who are elected to state and local offices are even worse.

Fuck them! They need to be smacked in the nose with a rolled-up newspaper and sent to bed without dinner -- well, that or be forced to live under the rules they would like to impose on the worst off of us.

So, DannyB, if you never hear from me again, perhaps your hypothesis is correct. Alternatively, if I'm still around, it seems that it may well be incorrect.

I'm much more concerned about corporate data collection shenanigans than I am about the government. There are specific safeguards (even if they aren't as widely implemented as they should be) to restrain government from amassing huge amounts of data about the residents of my country. Exactly *zero* limits are placed on corporations (with the minor exception of HIPAA, which is spottily enforced and often poorly implemented).

Your thoughts?

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No, no, you're not thinking; you're just being logical. --Niels Bohr

▪ Re:Motivations (Score: 0) by Anonymous Coward on Wednesday May 24, @04:12PM (1 child)

by Anonymous Coward on Wednesday May 24, @04:12PM ([#514891](#))

The only thing that will change is the shit that currently occupies the White House not that it is shit :p
Pay attention to everything that will be a hindrance for you to change your circumstances.

▪ Re:Motivations (Score: 2) by [NotSanguine](#) on Wednesday May 24, @04:17PM

by [NotSanguine \(285\)](#) ★ on Wednesday May 24, @04:17PM ([#514897](#)) [Homepage](#) [Journal](#)

Pay attention to everything that will be a hindrance for you to change your circumstances.

I'm sorry, perhaps my English isn't so good. What the hell does that mean?

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No, no, you're not thinking; you're just being logical. --Niels Bohr

Exactly *zero* limits are placed on corporations (with the minor exception of HIPAA, which is spottily enforced and often poorly implemented).

You're in the US? Then your government is doing unconstitutional mass surveillance and the "specific safeguards" are not just sparsely implemented, but are a total joke. Any country that conducts mass surveillance is in an extremely dangerous position. Maybe you were talking about a different kind of data, but the NSA's mass surveillance vacuums up nearly everything.

◦ **Re:Motivations (Score: 0) by Anonymous Coward on Wednesday May 24, @04:56PM (1 child)**

by Anonymous Coward on Wednesday May 24, @04:56PM ([#514938](#))

Government motive: The government cares deeply about each individual

Surely, you mean only with regards to the period between conception & birth, elective life termination and taxation, no? I see no other case where the government actually *cares* about an individual. A group of individuals, maybe (referred to as 'plebs' IIRC), but an individual, never?

▪ **Re:Motivations (Score: 2) by DannyB on Wednesday May 24, @05:12PM**

by [DannyB \(5839\)](#) on Wednesday May 24, @05:12PM ([#514950](#))

In my country, the US, the one branch of government that does care, and actually LISTENS to the citizens is: the NSA.

• **I don't get (Score: 2) by Weasley on Wednesday May 24, @03:44PM (4 children)**

by [Weasley \(6421\)](#) on Wednesday May 24, @03:44PM ([#514859](#))

How can this information be so valuable? I ignore 99% of advertising.

◦ **Re:I don't get (Score: 4, Interesting) by NotSanguine on Wednesday May 24, @03:52PM (3 children)**

by [NotSanguine \(285\)](#) ★ on Wednesday May 24, @03:52PM ([#514866](#)) [Homepage Journal](#)

How can this information be so valuable? I ignore 99% of advertising.

As someone who spent a number of years doing advertising market research, among the primary goals of advertising are [top-of-mind awareness](#) [wikipedia.org] and [unaided awareness](#) [wiktionary.org].

Even if you "ignore" most advertising, if you have top-of-mind or unaided awareness of a particular brand at the point of purchase, the advertising has succeeded, even if you don't actually purchase that particular brand.

By targeting ads for specific brands/products at folks who are contemplating a purchase of that product, the advertisers are focusing efforts on those goals. Perhaps you're immune (or think you are) to such activity, but most folks are not, which is why so much money/effort is put into getting advertising in your face.

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No, no, you're not thinking; you're just being logical. --Niels Bohr

▪ **Re:I don't get (Score: 0) by Anonymous Coward on Wednesday May 24, @07:22PM**

by Anonymous Coward on Wednesday May 24, @07:22PM ([#515052](#))

Bingo!
The easiest marks are the people who think they are immune to the con because they don't think they need to protect against the con.

Targeted marketing is not about connecting people with products that they already want. Its about manipulating them into buying the products the marketer has been paid to push on them.

If you are just a regular consumer Its easy to think advertising doesn't work, because most of the time it does not. A 5% response rate is considered an overwhelming success in the advertising world. So 95% of the time the **manipulation** advertising does not work, but 5% of the time it does. If you aren't actively taking countermeasures, you will be that 5% sooner or later.

▪ **Re:I don't get (Score: 2) by Nuke on Wednesday May 24, @08:49PM (1 child)**

by [Nuke \(3162\)](#) on Wednesday May 24, @08:49PM ([#515098](#))

if you have top-of-mind or unaided awareness of a particular brand at the point of purchase, the advertising has succeeded, even if you don't actually purchase that particular brand

"Succeeded" only in the surreal world of salesmanship. They are like jobsworths who think that is where their job stops. My wife is a bookkeeper to a small plastics company; the two salesman/rep's (one is the owner) will spend half an hour on the phone with someone enquiring about buying one plastic bottle "Because it is good for customer relations" they say. Meanwhile the company is going down the pan because that customer ended up buying just that £1 bottle, or none at all. These salesmen seem to measure their success by how long they can keep talking to a customer; OTOH my wife (any anyone else sane) measures it by how much money the company makes.

▪ **Re:I don't get (Score: 2) by NotSanguine on Wednesday May 24, @09:25PM**

by [NotSanguine \(285\)](#) ★ on Wednesday May 24, @09:25PM ([#515125](#)) [Homepage Journal](#)

"Succeeded" only in the **extremely profitable world of advertising**

There. FTFY.

Advertising is not sales.

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No, no, you're not thinking; you're just being logical. --Niels Bohr

Carswell's Corollary: Whenever man comes up with a better mousetrap, nature invariably comes up with a better mouse.