

Inquiry: activate my users

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Mon, Aug 14, 2017 at 3:27 PM

Dear Strategy team,

I am writing to you with ideas. It is my understanding that by using your proprietary blend of data asset technology, Factual can analyze a user's behavior in-the-physical, ensuring that 'only precise and accurate location data is used for targeting.' That sounds great; though as we know, persona location products, crucial for effective audience building, are still but a wedge in the \$202 billion global information economy (Urbanski 2016)!

So many signals in need of the tap-tap. Of course, this shift in the modes of production from the "traditional economic model of neoliberal markets" to siphoning off intangible value from user interests "has challenged conventional legal thinking" (Cohen 2016). And of course, what's all this spend built on if not but a surgical distance away from the prying eyes of a public who so informed would surely demand regulation and get *into* this demand? To be certain, best interests and transparency are not spelled out by identity broker swaps user-personal attributes for a fee in an opaque funnel worth "a few cents to hundreds of dollars for lead generation" (Dow et al 2017).

The invisible restaurant where subjects serve up stacks of digital commodities for consumers they cannot see is apparently open late. That is, the Self-Regulatory Principles of the Digital Advertising Alliance and consumer producer opt-out choices mean absolutely nothing save for a handy comparison to the SEC running sideways and quickly from any hint of market manipulation. Giving a trapped subject an app so they can limit 'interest-based advertising' is more appropriately stated: "here at Factual and across the ad spectrum we're fusing together unaware user produced data like location, health, race & ethnicity, and we're trading it with our friends because knowing your subject on an individual basis is where the real money is e.g. it's in the how we extract data from groups of teenagers using Snapchat geofilters that makes for a party." Indeed, assuring concerned parents and curious citizens that your products do not 'identify individual users by name' is a song called in actuality we've partnered with LiveRamp and what they do is they provide publishers an opportunity to upload 'personally identifiable information' so that in turn a broker or agency desiring 'identity reconciliation' can through an app provided by yet another people-based marketing platform viz. Ysance finally be sure that their product has arrived in good shape because 'Individuals are recognized and their CRM [customer relationship management] attributes are certain.'

So you see, opting out is not really an option when it's not an option. But to be clear, I ain't trying to. What I have in mind is a new type of partnership – an exclusive one – between Factual and mylocationself. As I need to be able to keep track of all my me's so that I don't turn into a set of seriously tired polygons, and you need to be able to keep track of all this geo-contextual data I'm producing so that the value derived from its provenance can be sold ultra luxury, here's what I'm thinking – we create a bespoke group of RFIDs that will make me location-vulnerable to you and only you. We then enter into a contract stipulated as follows: first, a trade halt is placed on all the traveling me's you currently have in stock within your Excel tables; second, you agree to send to me any locatiocontextual data that a 2nd or 3rd party identity provider may have tried to sell to you, of me; third, for every sale of my warez to your partners, which I will have duly consigned to you, a 60/40 compensation plan is triggered between you and I; Lastly, in the case that a second or third party broker expresses desire for my lat/longs at auction, the 60% I'm owed will not change, but as mylocationself will have become further warehoused from its point of origin (me!), my goods will become contractually priced as editions, thereby increasing in value by 10-20%, dependent upon the scarcity of location where I've been tracked, for example, what a trip to a butcher store versus a quality night of media consumption at home is worth at the time of bidding. We can figure this out over drinks or something.

Now, of course I realize this may not be the deal you've dreamed of. Perhaps the notion of paying workers a fair wage for their labor, and arguably their property, is at variance with the cognitive vandalism responsible for making sure the wheels of the attribution hydra go zoom-zoom, or is just not what Factual had in mind when getting in on all this computationalist action. As a means of alternate exchange, then, if you agree to send back the discretized juice you've so impolitely suckled from me, I'll trade you a vaporizer. What do you think? I look forward to discussing these matters.

Sources

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Kind regards,



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