

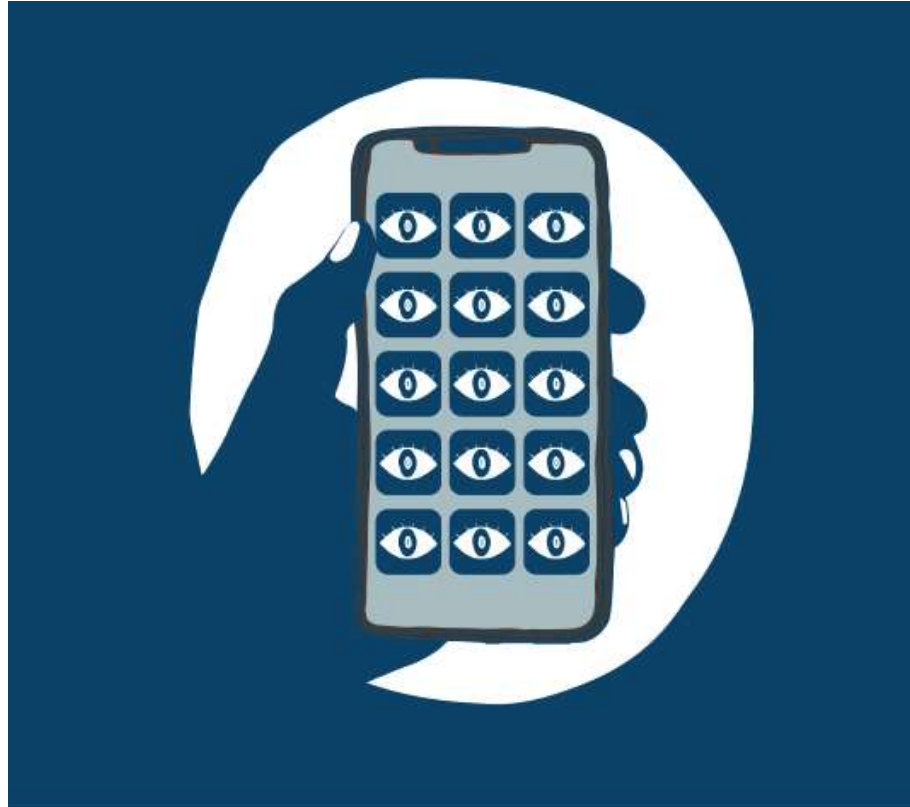
Out of control

How consumers are exploited by the online advertising industry
The Grindr case and dark patterns

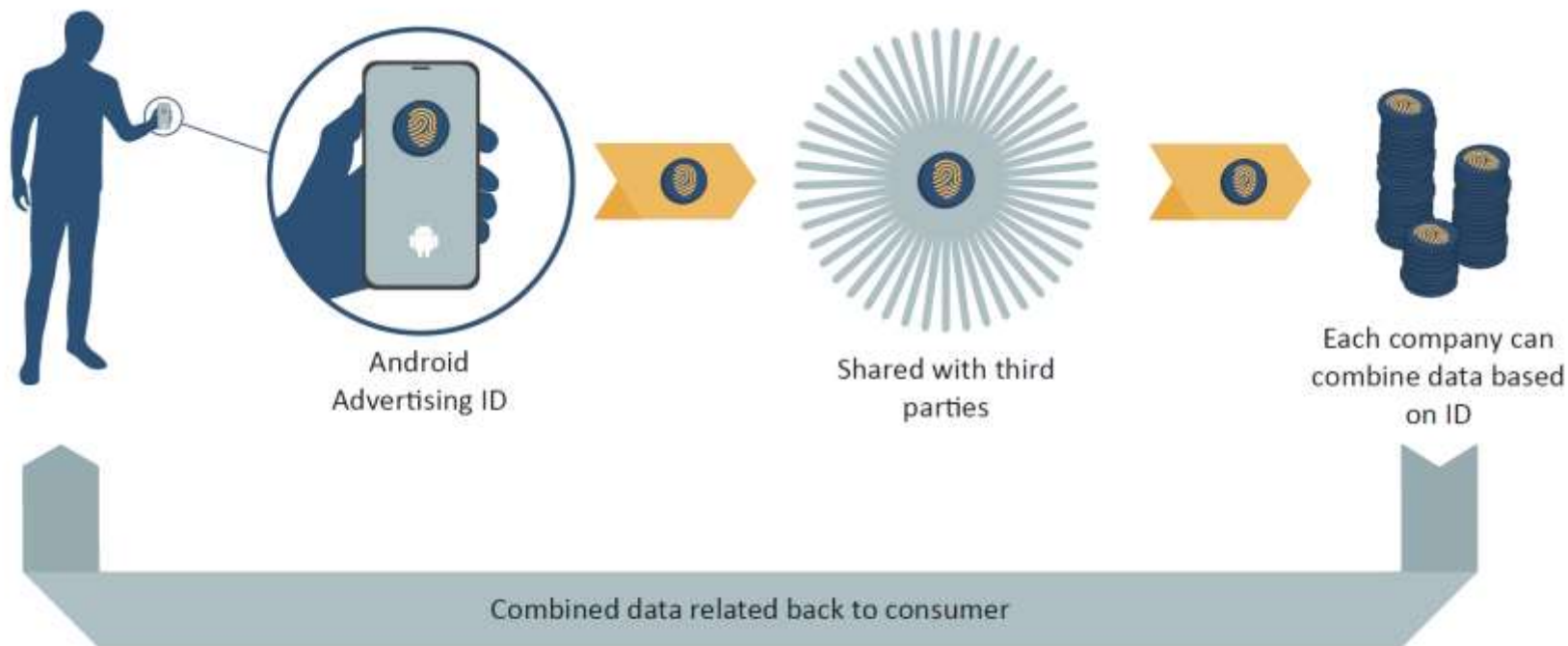
Finn Lützow-Holm Myrstad, Forbrukerrådet



«Is my phone spying on me?»



Persistent ID's connect user information to a profile





Examples of targeting categories













Source: <https://iabtechlab.com/standards/audience-taxonomy/>

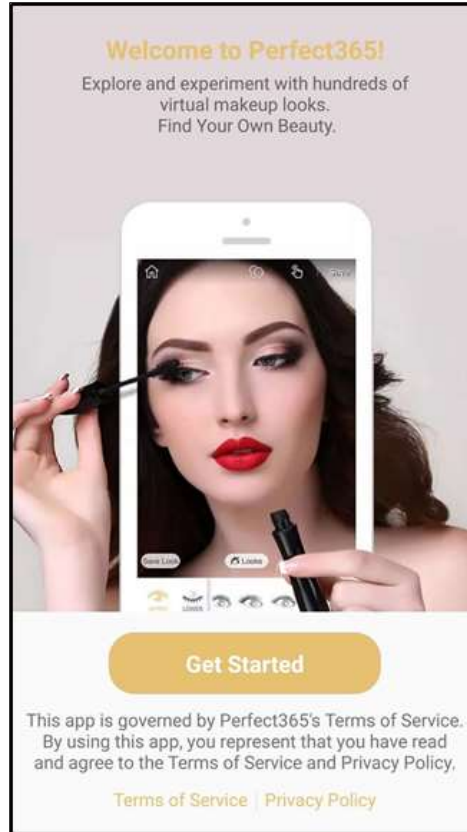


[illegible]


#OutOfControl-prosjektet


App	Pakke	Kategori
 Grindr	com.grindrapp.android	Dating
 Perfect365	com.arcsoft.perfect365	Selfies og virtuell sminke
 My Days	com.chris.mydays	Menstruasjonsapp
 OkCupid	com.okcupid.okcupid	Dating
 My Talking Tom 2	com.outfit7.mytalkington2	Spill for barn
 Muslim: Qibla Finder	com.hundred.qibla	Religion
 Tinder	com.tinder	Dating
 Clue	com.clue.android	Menstruasjonsapp
 Happn	com.ftw_and_co.happn	Dating
 Wave Keyboard	com.wave.keyboard	Mobil-tastatur

Perfect 365



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



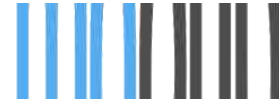
Grindr privacy policy

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.



<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.

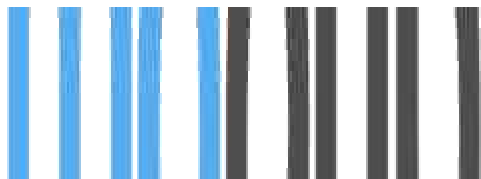
Unless otherwise noted with an (*) below, MoPub Partners are each independent controllers of your data. By consenting to MoPub’s personalized advertising experience, you consent to MoPub and our partners processing your personal data in order to show advertising that we believe is most relevant to you.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

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





170 partners



AppNexus

“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

<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.publicisgroupe.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.mobi/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	BeeswaxIO Corporation	https://www.beeswax.com/privacy.html



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



Manipulation

Facebook told advertisers it can identify teens feeling 'insecure' and 'worthless'

Leaked documents said to describe how the social network shares psychological insights on young people with advertisers



▲ An internal report produced by Facebook executives reportedly states the company can monitor posts and photos when young people feel 'stressed', 'defeated' and 'useless'. Photograph: Paul Sakuma/AP



5Rights Foundation
@5RightsFound

"Before TikTok, calorie counting had never crossed my path." After four months on TikTok, Lauren was diagnosed with an eating disorder.



Lauren got TikTok for a laugh. The app would change the direction of her life. Beyond the dances and skits there's a darker side to TikTok. The app's algorithm is exposing users to dangerous content while controlling which people and ...
[abc.net.au](https://www.abc.net.au)

10:00 AM · Aug 25, 2021 · Hootsuite Inc.

Discrimination

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MACHINE BIAS
Employers Used Facebook to Keep Women and Older Workers From Seeing Job Ads. The Federal Government Thinks That's Illegal.
In a first, the U.S. Equal Employment Opportunity Commission has ruled that companies violated civil rights law through their use of Facebook's targeting advertising.
by Ariana Tobin, Sept. 24, 9:28 p.m. EDT

Data leaks / breaches

CHILDREN

Kids Potentially Affected by Massive Equifax Data Breach

By Katie Kim and Lisa Capitanini • Published October 17, 2017 • Updated on October 18, 2017 at 10:07 am



Cyber-security experts are urging parents to check the credit reports of their children, following the massive data breach at credit firm Equifax. Katie Kim reports.

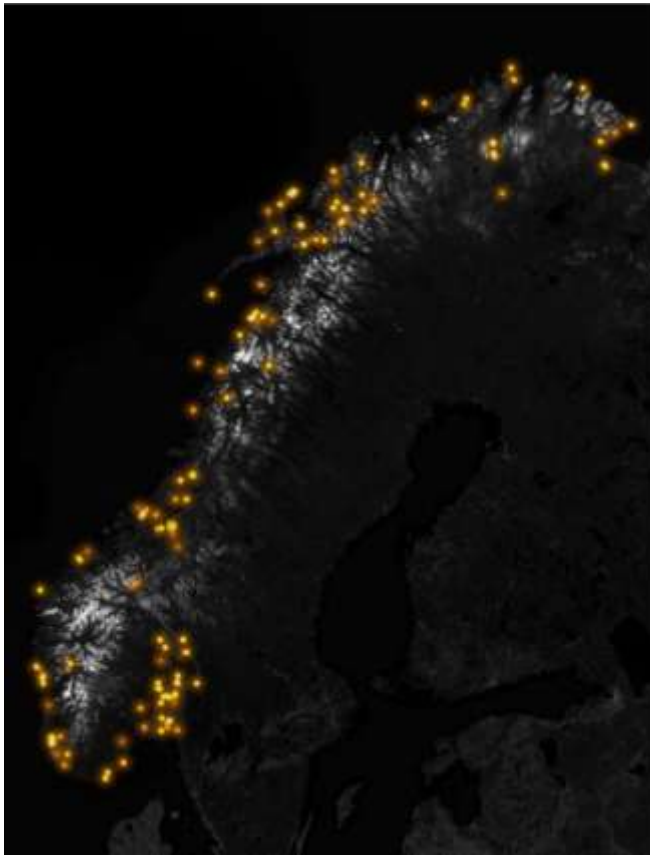


Illustration: NRK / Norwegian Broadcasting Corporation

14th January 2021

Data Brokers and Security

By: Henrik Twetman, Gundars Bergmanis-Korāts

Related topics: Social Media, Information Environment



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[Read online](#)[Download](#)[Citation](#)

As connected individuals, part of a modern society, we generate data with everything we do. Every card-payment, website visit, browser search, social media post, and online message yields data points. Our phones register every action taken in every downloaded app; if the GPS is active they register every place we visit; and if we use biometric data monitoring they register our every heartbeat. It is virtually impossible to get an overview of the data we use and generate—data are everywhere.



Sections

The Washington Post

Democracy Dies in Darkness

Religion

Top U.S. Catholic Church official resigns after cellphone data used to track him on Grindr and to gay bars

By Michelle Boorstein, Marisa Iati and Annys Shin

July 21, 2021 at 8:21 a.m. EDT



The top administrator of the U.S. Conference of Catholic Bishops resigned after a Catholic media site told the conference it had access to cellphone data that appeared to show he was a regular user of Grindr, the queer dating app, and frequented gay bars.

Kilde: <https://www.washingtonpost.com/religion/2021/07/20/bishop-misconduct-resign-burrill/>



• WSJ NEWS EXCLUSIVE

Grindr User Data Has Been for Sale for Years

Gay-dating app's user locations were collected and sold via ad networks since at least 2017; Grindr says it has curtailed the data it shares

Through a spokeswoman, Twitter said: "UberMedia was a MoPub partner. Like all partners they were subject to MoPub's marketplace agreement and data use restrictions." Twitter said its policies contained restrictions on the resale of data but declined to specify them.

"Every single entity in the advertising ecosystem has access to the information shared by Grindr and every other app that uses the real-time bidding system. That means thousands of entities have such access," said a spokesman for UM's new owner Near. The company also disputed that location-data stripped of personal information such as names, emails or phone numbers could be used to identify specific individuals.



Data Broker Is Selling Location Data of People Who Visit Abortion Clinics

It costs just over \$160 to get a week's worth of data on where people who visited Planned Parenthood came from, and where they went afterwards.



By [Joseph Cox](#)

Sections of the SafeGraph dataset Motherboard purchased handle a very small number of devices per record, theoretically making deanonymization of those people easier. Some had just four or five devices visiting that location, with SafeGraph filtering the data by whether the person used an Android or an iOS device as well.

Solutions



COMPLAINT UNDER ARTICLE 77(1) GDPR

1. PARTIES

1.1. Controllers / Respondents

This Complaint is filed against **Grindr LLC**, PO Box 69176, West Hollywood, CA 90069 – the largest dating app for gay, bi, trans, and queer people (hereinafter “Grindr”). According to their privacy policy, their Article 27 GDPR representative is the DPR Group, The Cube, Monahan Road, Cork, T12H1XY, Republic of Ireland, (Attachment 1: “Updated Grindr Privacy and Cookie Policy”, effective of 31 December 2019) and (Attachment 2: “Grindr Privacy and Cookie Policy”, effective of 3 December 2018).

Aktuelle nyheter 2021

Varsel om overtredelsesgebyr til Grindr

Datatilsynet varslar gebyr på 100 millioner kroner til datingappen Grindr for brudd på samtykkekravene i personvernforordningen (GDPR).

The New York Times

Grindr Fined in Europe Over Sharing of User Data >

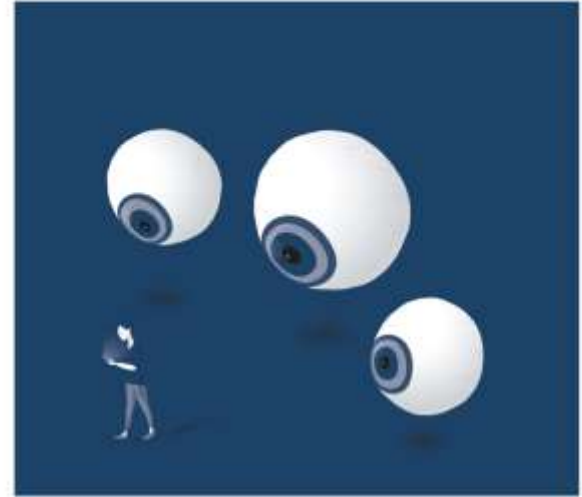
Grindr is fined \$11.7 million under European privacy law.



What can we do?

- Litigation
- Research
- Education
- Public procurement
- Legislate / policy

Ban surveillance-based advertising



TIME TO BAN SURVEILLANCE-BASED ADVERTISING

The case against commercial surveillance online

June 2023

