

**I saw what you did
and I know who you are**



**Is convenience
a fair trade for privacy?**

What level of market share constitutes a monopoly,
effectively obstructing free market competition?

**Facebook, Google,
Amazon and Apple**
have, in total, doubled
their spend for
lobbyists from 2016,
according to
a report in *The New
York Times*.

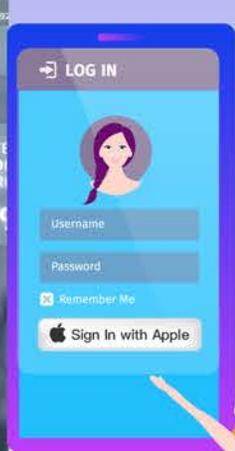


After four decades,
there is a growing
movement across
legislatures and courts to
determine how best to
counter the tech titan's
monopoly and control
over data and news.

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privacy as a feature

Apple's 1-step sign in (iOS 13 available this fall) promises private transactions. This is different from Facebook and Google that track and monetize user data. Apple says its sign-on is a value add, not a profit driver.

The sign in will generate random email addresses for each app used, preventing outside services from collecting a user's real email address and using it to connect activity across sites and apps. Users can then turn off apps without leaving data.

Also in iOS 13: the ability to give one-time-only location access to apps (versus unlimited location sharing) and a reporting option that shows what location data was collected and how it was used.

privacy as a legal right

The race to legislate online privacy has finally begun to pop up in the U.S., first with California and now with New York.

California legislatures recently passed a bill giving online users the legal right to know how their data is shared, the option to change how its shared or not share at all. New York is set to pass its own bill that takes that goes one further: Individuals may sue companies over privacy violations. If passed, New York will give its residents the stronger legal options over their data in the U.S. to date.

SOURCE: AP, SHEETZ, MICHAEL (APRIL 4, 2019)



Amazon in apartments

Amazon Smart Properties, a division of Alexa, is partnering with apartment owners and operators to include millions of its Alexa smart speakers in apartments across the nation. The tech titan is discounting hardware, and customized software to create data and revenue share for property managers.