

Privacidad en Yahoo!

Seminario Nuevas Tecnologías

Cartagena de Indias, julio 2010

Yahoo!: Experiencia y Tendencias en Materia de Privacidad



Justin B. Weiss, CIPP
Director Internacional de
Privacidad, Yahoo!

Indice

- Sobre Yahoo!
- Privacidad desde la perspectiva del usuario (« Front End »)
- Privacidad: Responsabilidades de la compañía (« Back End »)
- Novedades
 - Sitios web: cómo funcionan
 - Publicidad personalizada
 - Experiencias sociales



Sobre Yahoo!: Yahoo! en el mundo

Hi, Justin | Sign Out | Help | Preview Mail w/ Toolbar | Yahoo! | Mail | My | | Web Search

YAHOO! INTERNATIONAL [» All Yahoo! Services](#)



Use the map above or the country names below to go to the respective Yahoo! home page.

Americas		Europe		Asia Pacific	
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Brazil	Venezuela	Denmark	Russia	Australia	Middle East & North
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Colombia	Yahoo.com	Germany	Switzerland	India	Philippines
Mexico		Ireland	Turkey	Indonesia	Singapore
		Italy	United Kingdom	Japan	Taiwan
		Netherlands		Korea	Thailand
					Vietnam

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[Más Sitios de Yahoo!](#)

MIS FAVORITOS Editar

- [netflix.com](#)
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- [washingtonpost.c...](#)
- [Slate](#)
- [Huffington Post](#)
- [All Things Digital](#)
- [NPR](#)

HOY - julio 20, 2010



Aeromoza robaba a pasajeros que dormían

Hurtó joyas, relojes, tarjetas de crédito, cheques y dinero en al menos 142 vuelos de Air France [Lo confesó todo >>](#)

• Aerolíneas de bajo costo, sólo una estrategia de mercadotecnia



Revelan que existió una espía en caso Paulette



Madre de ABC desafía a FCH, le exige justicia



Azafata robó a pasajeros en 142 vuelos



Lindsay Lohan comienza su vida en prisión

1 - 4 de 20



NOTICIAS **DEPORTES** **INSÓLITAS**

- Envían 200 policías federales a Torreón
- Alerta Protección Civil por lluvias en gran parte del país
- Urge Mancera crear una Constitución para el DF
- Atacan a fiscal de la Procuraduría de Guerrero
- Televisa-Nextel, cerca de cuádruple play
- EEUU abre las puertas a presos políticos cubanos

TENDENCIAS DE HOY



- | | |
|---------------------|----------------------|
| 1. Maite Perroni | 6. Chayanne |
| 2. Miranda Cosgrove | 7. Alicia Machado |
| 3. WWE Divas | 8. Cristiano Ronaldo |
| 4. Ana Barbara | 9. iPad |
| 5. Wwe | 10. Omar Bravo |

CONTENIDO EXCLUSIVO TRUEBLOOD
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YAHOO! CINE [IR AHORA](#)

OFERTAS DEL DÍA

A donde ir? Conoce el nuevo canal de destinos	Vende tu auto Públcalo aquí hasta con 10 fotos, es gratis
---	---

Autos y mucho más



- Autos para altos ejecutivos
- Candidatos para coche del año
- Vende tu auto aquí
- Galería de fotos

[» Autos y más](#)

Sobre Yahoo!: Privacidad y seguridad

- Equipoprivacidad_California
- Equiposeguridad (« paranoids »)_California
- Equipojurídico_Internacional
- Equipoprivacidad_Internacional



Privacidad desde la perspectiva del usuario (« Front End »)

- Transparencia

- Avisos y políticas de privacidad
- Condiciones de servicio
- Educación (iniciativas individuales y conjuntas)

- Control

- Acceso y modificación de la información de registro
- Capacidad de elección (opt in, opt out, otros)
- Cancelación



Privacidad: Responsabilidades de la compañía (« Back End »)

- Retención de datos

- Logs (Search, otros)
- Fraude y abusos
- Otros imperativos legales

- Seguridad

- Prevención de brechas
- Política antispam

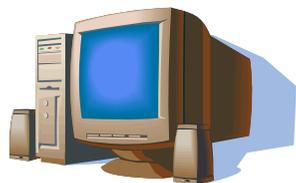
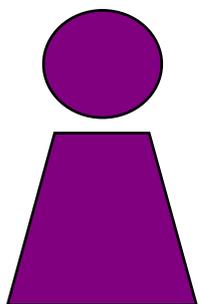


Enfoque tradicional: Limitaciones



Sitios web: cómo funcionan

<http://clarin.com>



CLARÍN CLASIFICADOS | ARGENPROP | DEAUTOS | BUSCAINMUEBLE | MAS OPORTUNIDADES | BIENCASERO | ENTREMUJERES

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Escuchas: el macrismo frenó por ahora la creación de una comisión investigadora



LEGISLATURA Ibarra avaló la comisión investigadora. (DyN)

En una sesión especial en la Legislatura, impuso su número y logró desactivar temporalmente la iniciativa de la oposición. También evitó un pedido de licencia y el juicio político del jefe de Gobierno. Su intención es llevar al Congreso el escándalo por el espionaje.

- MAS INFO** Macri, sobre las declaraciones de su padre: "Por ahí le tiene miedo a Kirchner"
- MAS INFO** Gil Lavedra: "no es normal que tengamos un jefe de Gobierno procesado por asociación ilícita"
- AUDIO** "Macri debe tomar licencia hasta tanto se resuelva el juicio oral". Aníbal Ibarra a Clarin.com

Un colectivo atropelló a una madre con sus hijos y mató a un nene de 5 años

Ocurrió en Palermo. La mujer cruzaba Honduras con el chiquito y una beba 6 meses, cuando un colectivo que iba por Scalabrini Ortiz dobló, alterando su recorrido. La mujer está muy grave y la criatura más pequeña sólo sufrió escoriaciones.

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Hay veces que con una tarjeta no alcanza. Este año regálale a tus amigos un libro electrónico de **Clarín.com**



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- FOTOGALERIA** El Día en Fotos
- ESPECTACULOS** Votó en la encuesta
- SII** La videoteca
- RED SOLIDARIA** Operativo contra el frío

¿QUERES ANUNCIAR EN LA RED DE MEDIOS EN INTERNET NUMERO 1 DE ARGENTINA?

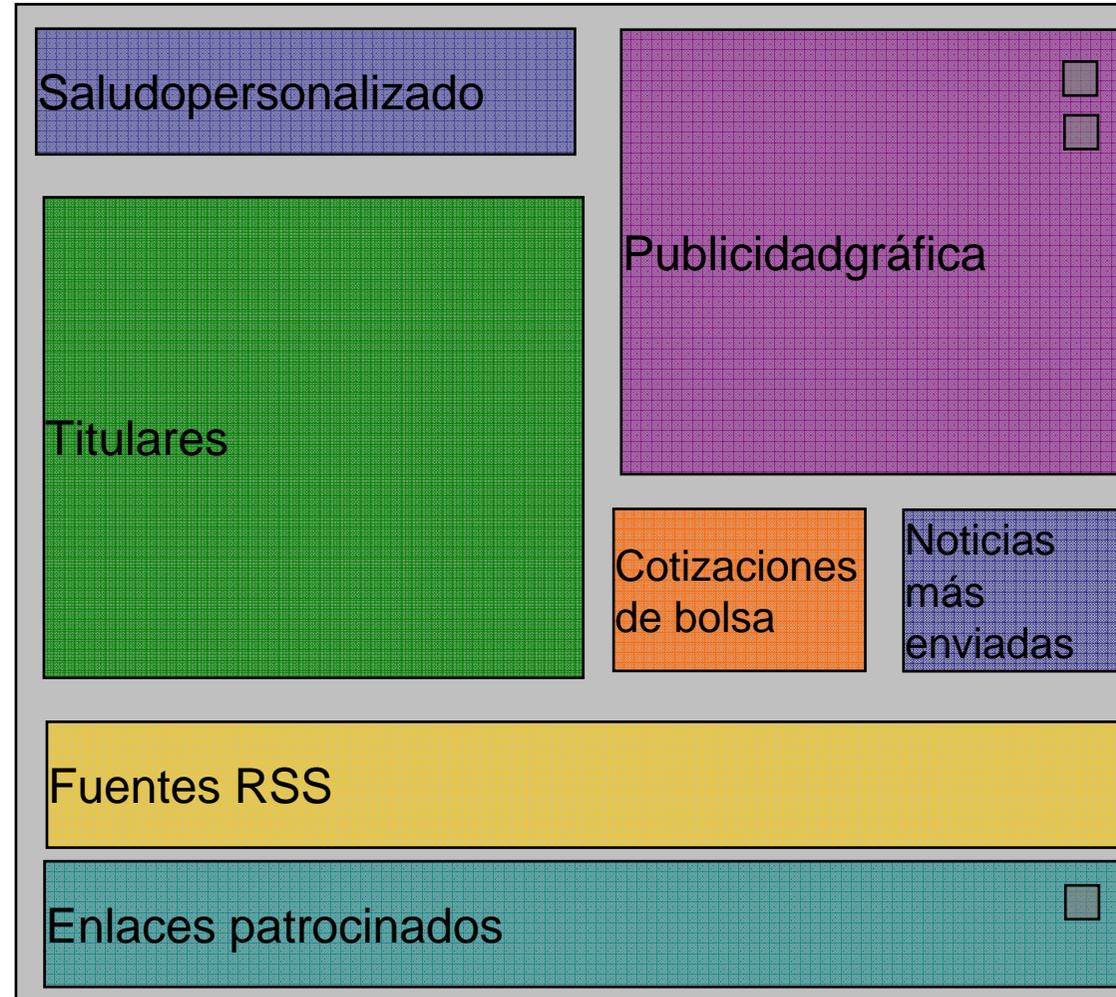
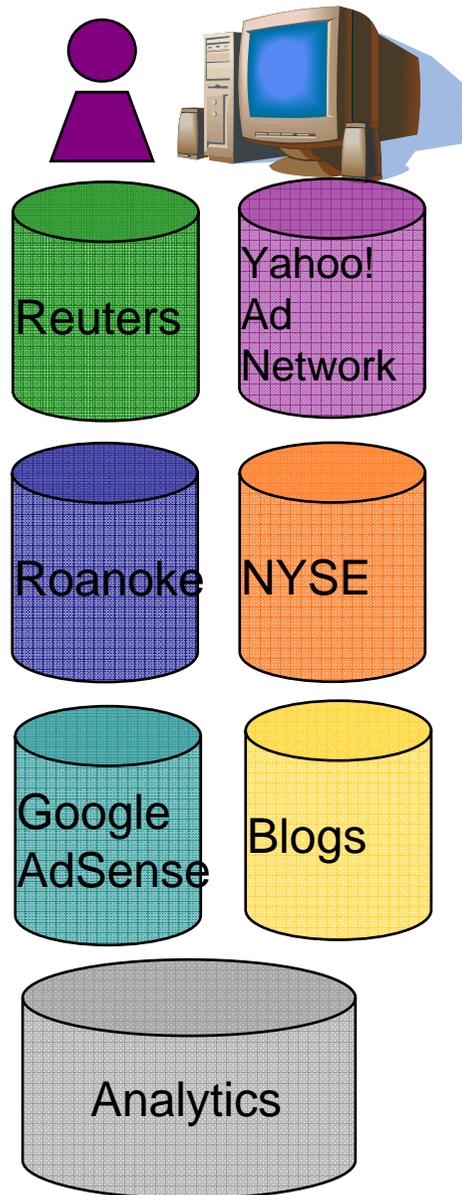
Videos | Audios



10/4/2010



Sitios web: cómo funcionan



Privacidad desde la perspectiva del usuario: Nuevos enfoques



Yahoo! – Ad Icon

Hi, Anne | Sign Out | Help Trending: Olympics Schedule Yahoo! Mail My

YAHOO! GREEN Search Web Search

Get RSS feeds and email updates from Yahoo! Green

GREEN HOME LIVING GREEN GLOBAL WARMING TOOLS BLOGS GIFT GUIDE

Living Green Index Saving energy at home Recycling Stopping junk mail Finding a green job Saving money Commuting

SEARCH YAHOO! GREEN FOR: Search Green

LIVING GREEN
All about saving energy, money, and the planet

Featured topic: Saving money
Going green can save you green. Lower your utility bills when you conserve energy and water, and save on groceries when you eat less meat. The [Saving Money](#) guide has all the tips.

All Topics

- [Buying a fuel-efficient car](#)
- [Researching your vote](#)
- [Commuting](#)
- [Reusing stuff](#)
- [Finding a green job](#)
- [Saving energy at home](#)
- [Gardening](#)
- [Saving gas](#)

AdChoices

Get the facts with



YAHOO! AUTOS

GREEN LIVING

Get ready for Cash for Caulkers
Prepare your house now so you can take advantage of rebates and tax breaks when the latest stimulus



Yahoo! – Ad Icon

The screenshot shows the Yahoo! Green website. At the top, there's a green header with the text "Hi, Anne | Sign Out | Help" on the left, "Trending: Olympics Schedule" in the center, and navigation icons for Yahoo!, Mail, My, and others on the right. Below the header is the "YAHOO! GREEN" logo and a search bar with a "Web Search" button. A secondary navigation bar includes "GREEN HOME", "LIVING GREEN", "GLOBAL WARMING", "TOOLS", "BLOGS", and "GIFT GUIDE". A third bar lists topics like "Living Green Index", "Saving energy at home", "Recycling", "Stopping junk mail", "Finding a green job", "Saving money", and "Commuting". A search bar for "SEARCH YAHOO! GREEN FOR:" is present. The main content area features a "LIVING GREEN" section with a leaf icon and the text "All about saving energy, money, and the planet". Below this is a "Featured topic: Saving money" section with a green background and text: "Going green can save you green. Lower your utility bills when you conserve energy and water, and save on groceries when you eat less meat. The [Saving Money](#) guide has all the tips." An "All Topics" section lists: "Buying a fuel-efficient car", "Commuting", "Finding a green job", "Gardening", "Researching your vote", "Reusing stuff", "Saving energy at home", and "Saving gas". On the right side, there's an advertisement for "YAHOO! AUTOS" with a "Get The Facts" button. Below the ad is a "GREEN LIVING" section with a sub-section "Get ready for Cash for Caulkers" and a small image of a caulking gun.



Yahoo! Ad Interest Manager BETA



[Help](#)

Home Products Topics Preferences Help

Ad Interest Manager BETA

[Yahoo! Privacy Centre](#) > [Yahoo! Privacy Centre](#) > [Ad Interest Manager BETA](#)

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Ad-Supported Websites

Yahoo! UK & Ireland is an advertising supported website. Most of the products and services we offer are largely free of charge to you because we display advertising. Other websites also partner with Yahoo! to show ads on their sites to support their offerings.

[More](#)

IAB UK Good Practice Principles

Yahoo! UK & Ireland is a signatory to the IAB UK Good Practice Principles. To opt out of other ad networks or to learn more about network advertising, please visit the IAB UK's [Your Online Choices website](#).

Other Inputs

In addition to the information shown here, Yahoo! UK & Ireland may use publicly available information or information provided by partners to help customize some of the ads we show.

[More](#)

Ad Interest Manager BETA

To make our ads more relevant and useful to you, we make educated guesses about your interests, based on your activity on Yahoo!'s sites and services. Some of the ads that we show you reflect these interests. You can edit or de-select categories altogether by using the tools on this page. [Learn More](#).

Your Interest Categories [?](#)

We use information about many of the pages that you have visited, ads that you have seen and clicked, and some of your searches on Yahoo! to create interest categories that help us choose the kinds of ads you'll see. You can edit or de-select categories here or opt out of interest-based ads altogether. [See All Standard Categories](#).

Interest Categories: Set to:

Category	ON	OFF
Automotive	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automotive > Price > Economy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automotive > Used	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Entertainment	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Entertainment > Music	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Entertainment > Music > Rock	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Small Business and B2B > B2B	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Small Business and B2B > Career Employment	<input checked="" type="checkbox"/>	<input type="checkbox"/>

[Show All](#) [Save](#)

Interest-based Ads
Are currently on.

[Opt Out](#)

You must allow cookies from Yahoo! in order to opt out. To make your browser accept Yahoo!'s cookies, you must be signed in to your Yahoo! account. [Learn more](#)

Your Activities [?](#)

We summarise many of your activities on Yahoo! here. These activities help inform our interest categories and may be used for other kinds of ad customisation. The summary is not editable, but on this page you can opt out of interest-based ads altogether.

Categories that you search:	Pages & Topics that you visit:	ACTIVITY LEVEL
Automotive	Front Page	<input checked="" type="checkbox"/> High
Automotive > Price > Economy	Front Page > News	<input checked="" type="checkbox"/> Medium
Automotive > Sedan		<input type="checkbox"/> Low
Automotive > Sedan > Compact		<input type="checkbox"/> Low
Automotive > Used		<input type="checkbox"/> Low
Consumer Packaged Goods > Beverages		<input type="checkbox"/> Low
Consumer Packaged Goods > Pet Care		<input type="checkbox"/> Low
Entertainment		<input type="checkbox"/> Low

[Show All](#)

Your Computer and Cookies [?](#)

We may customise some ads, based on information sent to us by your computer and cookies. These ads are not interest based.

Location:	Portland, Maine
IP Address:	63.173.126.12
OS:	Mac OS X
Browser:	Firefox 3.0
Screen Resolution:	1920x1200
Colour Depth:	24
Age Range:	36 - 45
Gender:	Male



Iniciativas conjuntas

NAI
Network Advertising Initiative

Home Managing Your Privacy Participating Networks About Us Contact Us

Helping you protect your privacy online.

Most content on the Internet-- from the latest political news to up-to-the-minute sports scores and stock quotes-- is free to consumers. Why? Because of effective Internet advertising.

What makes Internet advertising effective is the use of technologies that allow advertising networks to make inferences about consumer tastes and provide relevant content. Because of the seemingly complex nature of these technologies, many users have become concerned about their online privacy.

Recognizing these concerns, the NAI has made consumer education a top priority.

As part of that commitment, we have developed this site to help you safeguard your online privacy.

[Learn more](#) about how to take control of your online experience.

News
[NAI Announces 2008 NAI Self-Regulatory Code of Conduct for Online Behavioral Advertising](#)

[For Online Ad Networks | Members Only Login](#)

Opt-Out Status		
<input type="button" value="Select all"/> <input type="button" value="Clear"/> <input type="button" value="Submit"/>		
Network	Status	Opt-Out
aCerno More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Advertising.com More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Akamai More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
AlmondNet More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Atlas More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
BlueKai More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
BlueLithium More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Collective Media More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Dedicated Networks More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
FetchBack More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Fox Audience Network More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Google More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
interCLICK More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Media6degrees More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Mindset Media More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Revenue Science More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Safecount More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
SpecificMEDIA More Information	No Cookie You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
Traffic Marketplace More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Turn More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
24/7 Real Media More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Undertone Networks More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
[x+ 1] (formerly Poindexter Systems) More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Yahoo! Ad Network More Information	Opt-Out Cookie You have opted out of this network.	Opt-Out <input type="checkbox"/>
<input type="button" value="Select all"/> <input type="button" value="Clear"/> <input type="button" value="Submit"/>		
TACODA Audience Networks More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
Tribal Fusion More Information	Active Cookie You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>

Experiencias sociales: compartir información pública en Yahoo!

3 Pre visualizá Tu Pregunta

Tu pregunta

Cómo puedo proteger mi privacidad?

Redes sociales
Categoría
Productos Yahoo! > Otros - Productos Yahoo!

Aparecerás como:



JBW
[Actualizá tu foto o avatar - Cambiar nombre](#)

Tu nombre e imagen serán usados a través de la red de Yahoo!

Preguntar te cuesta **5** puntos. Hoy podés hacer **5** preguntas más.
Tu uso de Yahoo! Respuestas está sujeto a los [Términos y Condiciones del servicio de Yahoo!](#) y a las [Normas de la Comunidad](#).

Compartir como actualización también en:

[Administrar actualizaciones](#)

 Cuando compartás una actualización fuera de la red de Respuestas, tus contactos te verán con la misma identidad que usás en esa red. [Aprendé más](#)



Muchas Gracias.

Justin B. Weiss, CIPP
jbweiss@yahoo-inc.com

