

# Privacidad en Yahoo!

## *Seminario Nuevas Tecnologías*

Cartagena de Indias, julio 2010

Yahoo!: Experiencia y Tendencias en Materia de Privacidad



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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

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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       |

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# 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



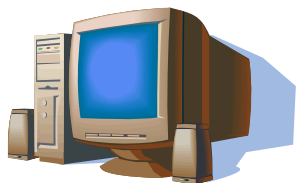
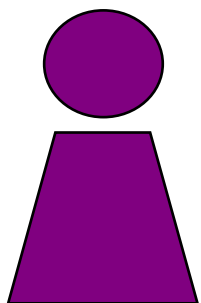
# Enfoque tradicional: Limitaciones





# Sitios web: cómo funcionan

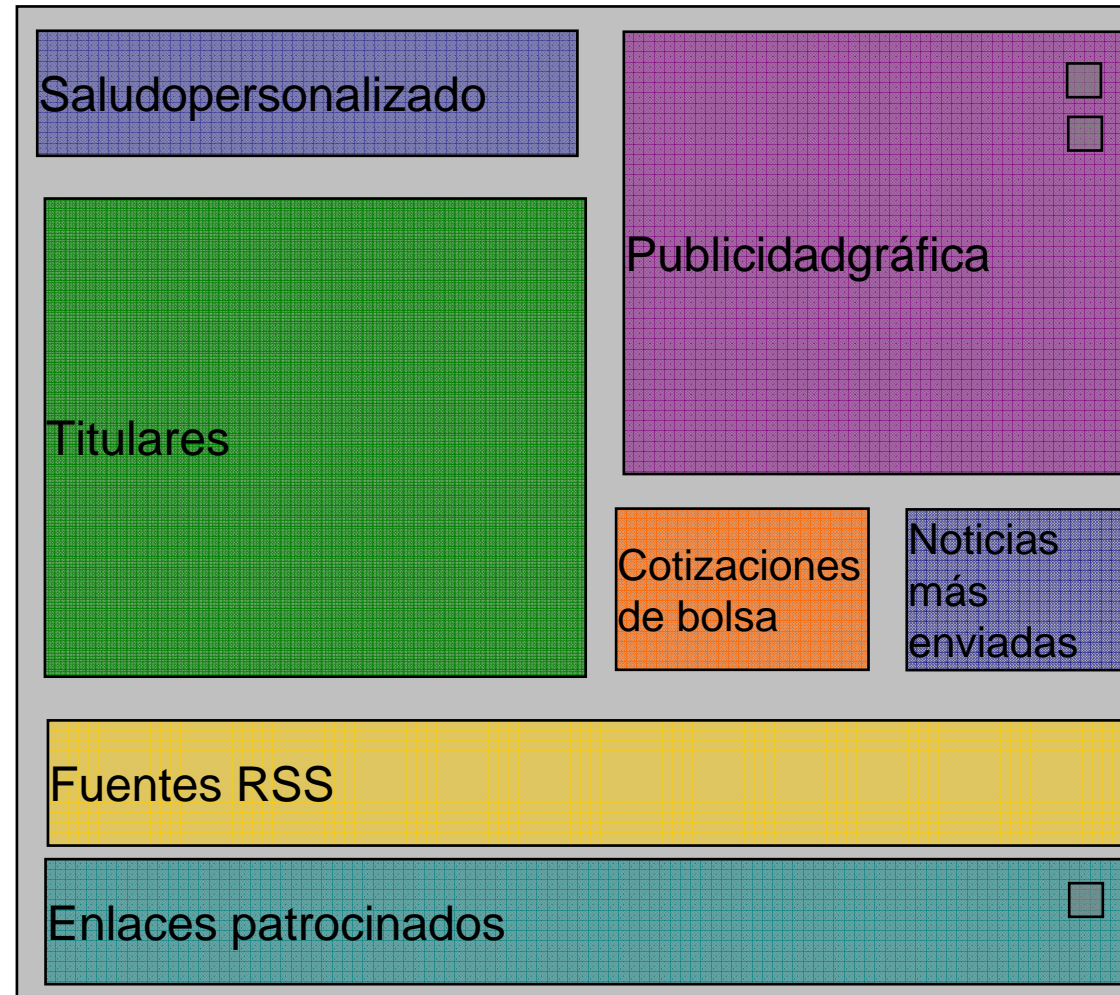
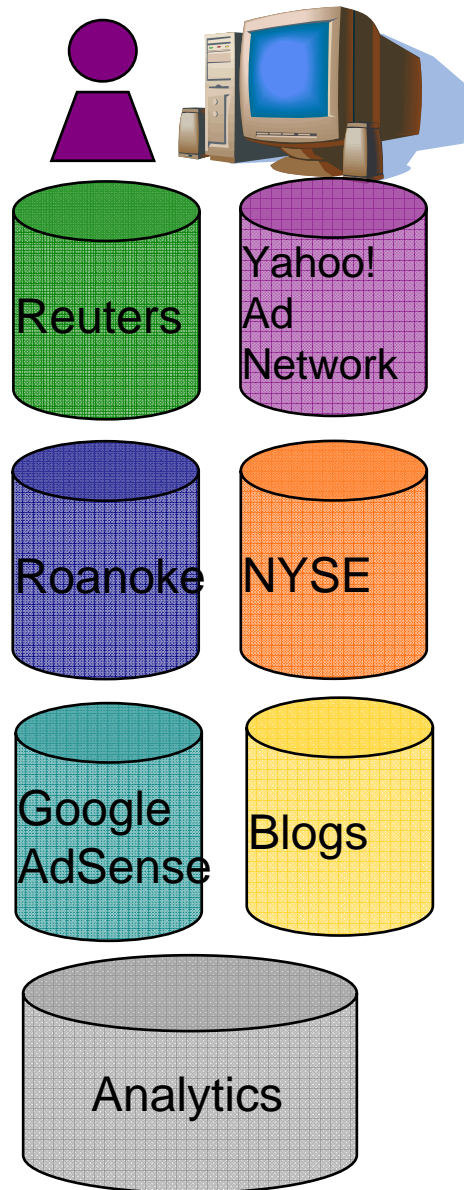
<http://clarin.com>



The screenshot shows the Clarín.com website interface. At the top, there are navigation links: CLARÍN CLASIFICADOS, ARGENPROP, DEAUTOS, BUSCAINMUEBLE, MAS OPORTUNIDADES, BIENCASERO, and ENTREMUJERES. The main header features the Clarín.com logo, a search bar, and the current date and time: 23:53 | MAR 20.07.10. Below the header, there are more navigation links: HOME, POLÍTICA, DEPORTES, ECONOMÍA, MUNDO, ESPECTÁCULOS, SOCIEDAD, CIUDADES, POLICIALES, INTERNET, MULTIMEDIA. A secondary navigation bar includes: Temas del día | Mundial | Venezuela | Inseguridad | Matrimonio gay, Edición impresa | Archivo | Mapas | Blogs | Más Servicios >. The main content area is divided into three columns. The left column has a headline: "Escuchas: el macrismo frenó por ahora la creación de una comisión investigadora" with a photo of a legislative session. The middle column has a headline: "Un colectivo atropelló a una madre con sus hijos y mató a un nene de 5 años" with a short text snippet. The right column is a sidebar with "Conexión Clarín" featuring sections for FOTOGALERÍA, ESPECTACULOS, SII, and RED SOLIDARIA. Below the sidebar is a promotional banner for "Especial Día del Amigo" and another for "¿QUERES ANUNCIAR EN LA RED DE MEDIOS EN INTERNET NUMERO 1 DE ARGENTINA?".



# Sitios web: cómo funcionan



# Privacidad desde la perspectiva del usuario: Nuevos enfoques



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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**

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**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



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SEARCH YAHOO! GREEN FOR: [input] 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](#)
- [Commuting](#)
- [Finding a green job](#)
- [Gardening](#)
- [Researching your vote](#)
- [Reusing stuff](#)
- [Saving energy at home](#)
- [Saving gas](#)

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Green Rating: [star] [star] [star] [star] [star]

Hybrid

YAHOO! AUTOS | Get The Facts

### 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 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


Consumer Opt-Out |

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.

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

Consumer Opt-out

"Opt out" of targeted advertising delivered by NAI member ad network

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

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**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.*

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