

# I KNOW WHAT YOU DID ON THE WEB

HOW YOUR FAVORITE PERSONALIZED SITES ARE USING YOUR DATA



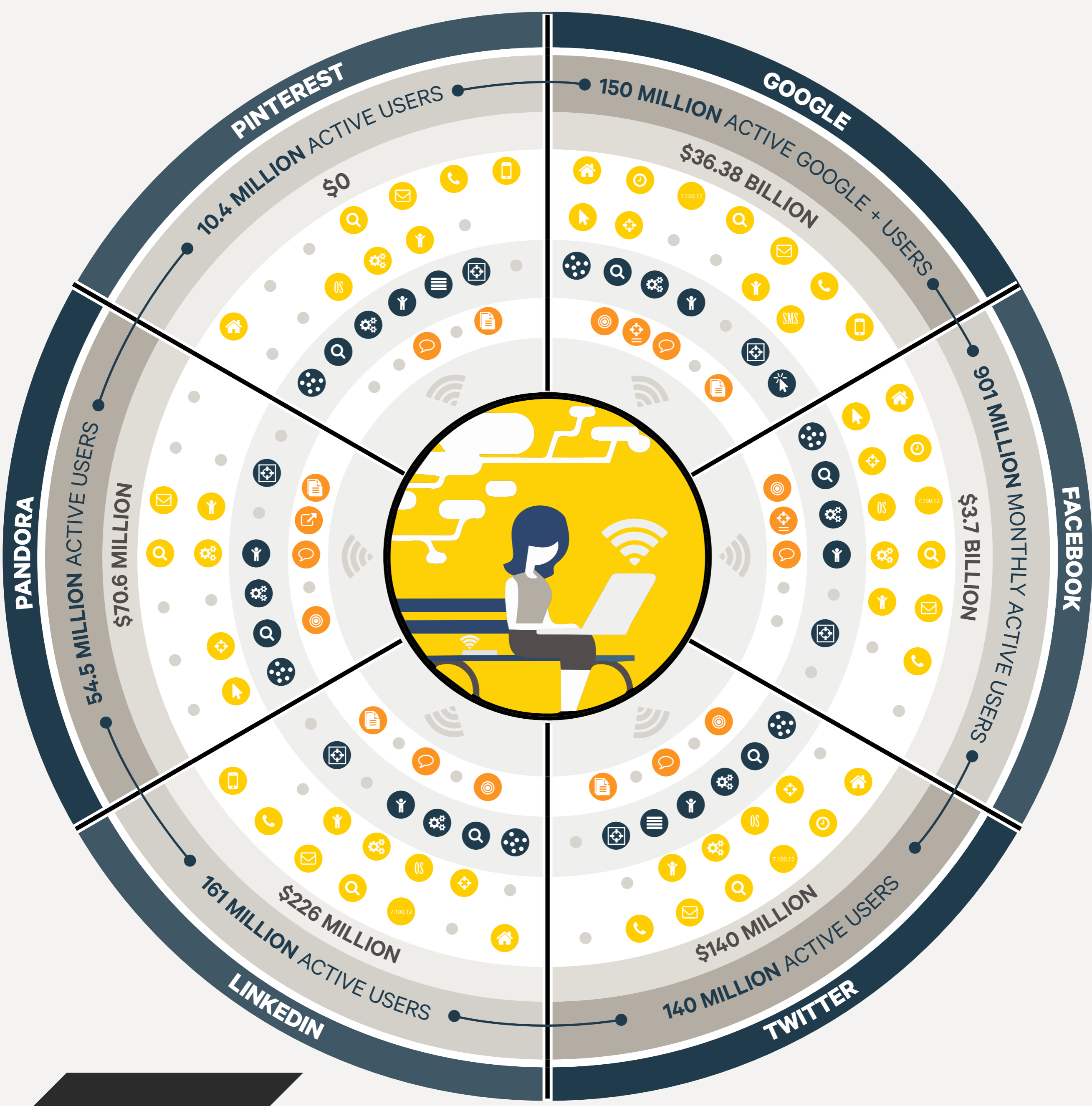
The sites you frequent on a daily basis are actively gathering facts about you. That's why that jacket you've been covetly eyeing inconspicuously appeared in an ad on an unrelated website. Social networks are betting on a future built on a personalized web, your own Internet paradise filled with the items the virtual you will likely share, pin, tweet, or "like." We take a look at what information your favorite sites gather and what they do with it.

## COMPANY

### NUMBER OF ACTIVE USERS

### ANNUAL AD REVENUE

TYPE OF DATA GATHERED	METHOD OF GETTING DATA:	HOW THEY USE THE DATA:
<ul style="list-style-type: none"> <li>Browser</li> <li>Ad clicks</li> </ul>	<ul style="list-style-type: none"> <li>Cookies</li> </ul>	<ul style="list-style-type: none"> <li>Target advertising</li> </ul>
<ul style="list-style-type: none"> <li>Time, date</li> <li>Location</li> </ul>	<ul style="list-style-type: none"> <li>Search queries</li> </ul>	<ul style="list-style-type: none"> <li>Provide location service</li> </ul>
<ul style="list-style-type: none"> <li>IP address</li> <li>Operating system</li> </ul>	<ul style="list-style-type: none"> <li>Third parties</li> </ul>	<ul style="list-style-type: none"> <li>Notifications</li> </ul>
<ul style="list-style-type: none"> <li>Search queries</li> <li>Third-party connect data</li> </ul>	<ul style="list-style-type: none"> <li>Profile</li> <li>Log data</li> </ul>	<ul style="list-style-type: none"> <li>Send info to marketers</li> </ul>
<ul style="list-style-type: none"> <li>Email address</li> <li>Phone number</li> <li>Device-specific information</li> </ul>	<ul style="list-style-type: none"> <li>Device-tracking technology</li> <li>DoubleClick and AdSense</li> </ul>	<ul style="list-style-type: none"> <li>Integrate multiple accounts</li> </ul>
<ul style="list-style-type: none"> <li>Profile information</li> <li>SMS routing information</li> </ul>		



Social sites, search engines and applications are increasingly using our information in an effort to provide a more personal web experience. As consumers "wake up" to the reality of online data availability, sites can only hope that the value of personalizing experiences, linking us with our friends and colleagues, or showing us the best search results will be viewed as a fair exchange by consumers for the information they have provided.

Sources: google.com | facebook.com | linkedin.com | twitter.com | pandora.com | pinterest.com | smartplanet.com | marketingland.com



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