

'-"YOU CAN MAKE MORE MONEY OFF OF PREGNANT WOMEN!"

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"YOU CAN MAKE MORE MONEY OFF OF PREGNANT WOMEN!"

Silicon Valley data brokers & marketing companies use intrusive manipulation of your data to anticipate, steer, and guide your web experience to make you do things you might not have otherwise done, without your knowing about it. They love pregnant women because they say that their brain chemicals (Oxytocin, etc.) and decision-making process is "messed up" so they can manipulate them more easily than other people. These Google-esque data brokers market to the fear and anxiety of the pregnant mother. Preying on her worries about the baby's health.

How One Woman Hid Her Pregnancy From Big Data

By Matt Petronio Apr 26, 2014- Mashable

For the past nine months, Janet Vertesi, assistant professor of sociology at Princeton University, tried to hide from the Internet the fact that she's pregnant — and it wasn't easy.

Pregnant women are incredibly valuable to marketers. For example, if a woman decides between Huggies and Pampers diapers, that's a valuable, long-term decision that establishes a consumption pattern. According to Vertesi, the average person's marketing data is worth 10 cents; a pregnant woman's data skyrockets to \$1.50. And once targeted advertising finds a pregnant woman, it won't let up.

See also: [Is It Possible to Shield My Baby From Technology?](#)

Vertesi presented on big data at the [Theorizing the Web](#) conference in Brooklyn on Friday, where she discussed how she hid her pregnancy, the challenges she faced and how the experience sheds light on the overall political and social implications of data-collecting bots and cookies.

"My story is about big data, but from the bottom up," she said. "From a very personal perspective of what it takes to avoid being collected, being tracked and being placed into databases."

First, Vertesi made sure there were absolutely no mentions of her pregnancy on social media, which is one of the biggest ways marketers collect information. She called and emailed family directly to tell them the good news, while also asking them not to put anything on [Facebook](#). She even unfriended her uncle after he sent a congratulatory Facebook message.

She also made sure to only use cash when buying anything related to her pregnancy, so no information could be shared through her credit cards or store-loyalty cards. For items she did want to buy online, Vertesi created an [Amazon](#) account linked to an email address on a personal server, had all packages delivered to a local locker and made sure only to use Amazon gift cards she bought with cash.

"And finally,

I'm actually here today to win the 'Most Creative Use of Tor' award

"I'm actually here today to win the 'Most Creative Use of Tor' award," she said, followed by roars of laughter in the audience. "I really couldn't have done it without Tor, because Tor was really the only way to manage totally untraceable browsing. I know it's gotten a bad reputation for Bitcoin trading and buying drugs online, but I used it for BabyCenter.com."

Genius, right? But not exactly foolproof. Vertesi said that by dodging advertising and traditional forms of consumerism, her activity raised a lot of red flags. When her husband tried to buy \$500 worth of Amazon gift cards with cash in order to get a stroller, a notice at the Rite Aid counter said the company had a legal obligation to report excessive transactions to the authorities.

"Those kinds of activities, when you take them in the aggregate ... are exactly the kinds of things that tag you as likely engaging in criminal activity, as opposed to just having a baby," she said.

Vertesi said we need to be more aware of the information we give our servers voluntarily, and wondered if a time will ever come when we can opt out of giving personal information to the Internet.

Winter Mason, fellow panelist and data scientist at Facebook, said that he doesn't think that's possible anymore.

Watch Vertesi's entire presentation in the video, above, and see the rest of the fascinating panel that covers a variety of big data-related topics, including protests.

http://www.youtube.com/watch?v=_Cty7ctycsl

http://www.youtube.com/watch?v=_YffwdsnKXo

http://www.youtube.com/watch?v=b_qghJkHiZI

For more see: <http://googlespieson.wordpress.com>

1.

[Market Focus: Expectant Mothers : Page 1 of 2 : Target Marketing](#)

Huge Market, Small Window Just as many women feel the clock is ticking when it comes to getting pregnant, so should marketers feel the time crunch when it. ... According to a survey conducted by The Mom Connection, TPG's online ...

www.targetmarketingmag.com/article/market-focus-expectant-mothers-28713/ 1 - [View by kquick Proxy](#) - [Highlight](#)

2.

[Maternity Clothing Online Business Plan Sample - Market Analysis ...](#)

ExpectingU is a new dot-com Internet business that will sell a line of ... The primary target market is the 3.5 million **women** who are **pregnant** each year.

[www.bplans.com/ maternity_clothing_online_business_plan/ market_analysis_summary_fc.php](#) - [View by bquick Proxy](#) - [Highlight](#)

3.

[How one woman hid her pregnancy from online marketers](#)

28 Apr 2014 ... **Pregnant women** are incredibly valuable to marketers. For example, if a woman decides between Huggies and Pampers nappies, that's a ...

[www.essentialbaby.com.au/ pregnancy/ pregnancy-nutrition-and-wellbeing/ how-one-woman-hid-her-pregnancy-from-online-marketers-20140428-37dfw.html](#) - [View by bquick Proxy](#) - [Highlight](#)

4.

[A Digital Campaign Pregnant With Promise - Direct Marketing News](#)

11 Feb 2013 ... The Back Story: As many **pregnant women** and new mothers know, prenatal ... where they are and celebrate with them there—and that's **online**.

[www.dmnews.com/ a-digital-campaign-pregnant-with-promise/ article/ 279784/](#) - [View by bquick Proxy](#) - [Highlight](#)

5.

[How to Market to Pregnant Women | Chron.com](#)

Pregnant women need a wide variety of products to care for themselves and their ... She has been writing for several **online** publishers covering topics such as ...

[smallbusiness.chron.com/market-pregnant-women-34417.html](#) - [View by bquick Proxy](#) - [Highlight](#)

6.

[How to Market to Pregnant Women | Business & Entrepreneurship ...](#)

Pregnancy adds another dimension to strategic **marketing** for **women** ... Placing the gift guide **online** is the most cost-effective way to get your items out to the ...

[yourbusiness.azcentral.com/market-pregnant-women-11882.html](#) - [View by bquick Proxy](#) - [Highlight](#)

7.

[A Changing Landscape: Implications of Pregnant Women's Internet ...](#)

They allow **women** to find an answer to one of the first questions they face. **Online** tools also serve to introduce new members of the pregnancy "market" to ...

[www.ncbi.nlm.nih.gov/pmc/articles/PMC2174387/](#) - [View by bquick Proxy](#) - [Highlight](#)

8.

[How Should You Market to Women? | Deliver Magazine](#)

21 Feb 2012 ... "So in addition to **online marketing**, we have created a highly targeted direct mailer to **women** in their first trimester of pregnancy, when nausea ...

[https://delivermagazine.com/ 2012/ 02/ direct-the-marketing-focus-at-women/](#) - [View by bquick Proxy](#) - [Highlight](#)

9.

[How Companies Learn Your Secrets - NYTimes.com](#)

16 Feb 2012 ... As the marketers explained to Pole — and as Pole later explained to me, ... kinds of topics you talk about **online**, whether you prefer certain brands of Using data to predict a woman's pregnancy, Target realized soon after ...

[www.nytimes.com/ 2012/ 02/ 19/ magazine/ shopping-habits.html?pagewanted=all](#) - [View by bquick Proxy](#) - [Highlight](#)

10.

[How Target Figured Out A Teen Girl Was Pregnant Before Her ...](#)

16 Feb 2012 ... English: Photograph of abdomen of a **pregnant** woman ... when Pole was hired, to \$67 billion in 2010 — is attributable to Pole's helping the retail giant corner the baby-on-board market, citing company ... Never shop **online**...

www.forbes.com/ sites/ kashmirhill/ 2012/ 02/ 16/ how-target-figured-out-a-teen-girl-was-**pregnant**-before-her-father-did / - [View by Ixquick Proxy](#) - [Highlight](#)

1.

[Internet Privacy and What Happens When You Try to Opt Out - TIME](#)

1 May 2014 ... Here's what happened when I tried to hide my pregnancy from the Internet and **marketing** companies.

www.time.com/83200/privacy-internet-big-data-opt-out/ - [View by Ixquick Proxy](#) - [Highlight](#)

2.

[How Target knows when its shoppers are pregnant - and figured out ...](#)

18 Feb 2012 ... Target's department for Guest **Marketing** Analytics is so in tune with their ... a consumer reads, to their credit history, and conversations they've held **online**. ' And we found out that as long as a **pregnant** woman thinks she hasn't ...

www.dailymail.co.uk/ news/ article-2102859/ How-Target-knows-shoppers-**pregnant**-figured-teen-father-did.html - [View by Ixquick Proxy](#) - [Highlight](#)

3.

[From Here to Maternity: Birth of an Online Marketing Campaign ...](#)

An **online** ad campaign to help **pregnant** women choose a maternity provider boosted visits to CalHospitalCompare.org. This issue brief describes the campaign ...

www.chcf.org/ publications/ 2009/ 10/ from-here-to-maternity-birth-of-an-**online-marketing**-campaign - [View by Ixquick Proxy](#) - [Highlight](#)

4.

[One woman's attempt to hide her pregnancy from big data - Salon.com](#)

28 Apr 2014 ... To marketers, the average Joe's **online** data is worth around 10 cents. However, a **pregnant** woman's data is worth fifteen times that: \$1.50.

www.salon.com/ 2014/ 04/ 28/ one_womans_attempt_to_hide_her_pregnancy_from_big_data/ - [View by Ixquick Proxy](#) - [Highlight](#)

5.

[How Marketers Know You're Pregnant Before You Tell Anyone](#)

28 Mar 2012 ... Flossing, exercising, **online** shopping, putting two teaspoons of sugar in ... The methods used by **marketing** firms to figure out what **women** want ...

www.learnvest.com/ 2012/ 03/ how-marketers-know-youre-**pregnant**-before-you-tell-anyone/ - [View by Ixquick Proxy](#) - [Highlight](#)

6.

[I Spy...Babies & Pregnant Women Everywhere - Lucid Marketing](#)

Babies & **Pregnant Women** Everywhere ... But moving past the labels, these new moms shop **online**, can't survive without their cell phones, and personalize their ...

www.lucid**marketing**.com/i-spy-babies-**pregnant-women**-everywhere/ - [View by Ixquick Proxy](#) - [Highlight](#)

7.

[23andMe targeting pregnant women using “mommy bloggers ...](#)

31 Mar 2009 ... Personal genomics company 23andMe has just launched an online Ahh, my **pregnant** wife, so easily manipulated by marketers..... Nothing ...

www.scienceblogs.com/geneticfuture/2009/03/31/23andme-targeting-pregnant-wom/ - [View by Ixquick Proxy](#) - [Highlight](#)

8.

[**Was Target wrong in using analytics to find pregnant women?**](#)

New KDnuggets Poll is asking: Was Target wrong in using analytics to identify **pregnant women** from changes in their buying behavior and market to them ...

www.kdnuggets.com/2012/02/new-poll-target-analytics-wrong-to-find-pregnant-women.html - [View by Ixquick Proxy](#) - [Highlight](#)

9.

[**Email Marketing and Maternity Stores | StreamSend**](#)

Women with infant children know how challenging pregnancy can be and want to ... the power of the Internet for **marketing** and to automate business processes.

www.streamsend.com/articles-email-marketing-and-maternity-stores.php - [View by Ixquick Proxy](#) - [Highlight](#)

10.

[**How Your Data Are Being Deeply Mined by Alice E. Marwick | The ...**](#)

9 Jan 2014 ... Data about your online and offline behavior are combined, analyzed, and sold to ... of data-mining and digital **marketing** firms are not publicly known at all. **Pregnant women** could use the coupons without realizing that ...

www.nybooks.com/articles/archives/2014/jan/09/how-your-data-are-being-deeply-mined/ - [View by Ixquick Proxy](#) - [Highlight](#)