

Google

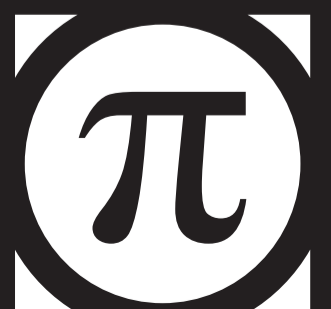
FILTERS

YOUR

THOUGHTS

Google filters your search results and Youtube recommendations to analyze your reactions and confine you to its filter bubble

laquadrature.net

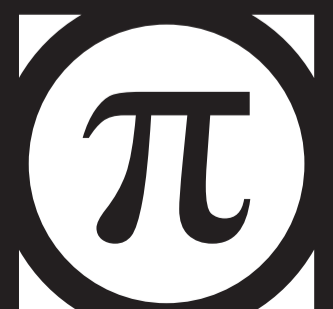


Apple

**KNOWS
WHERE YOUR
MOM
IS**

If you have an iOS or Android smartphone, Apple and Google track, collect and analyze your location without telling you or giving you a choice

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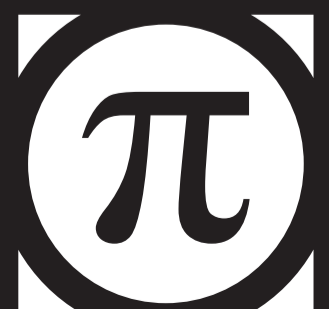


facebook

**CHOOSES
WHAT YOU
READ**

Facebook selects the content of your newsfeed
to analyze your reactions and confine you to
its filter bubble

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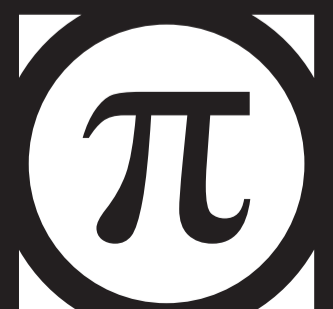


amazon

**KNOWS
WHAT PRESENTS
YOU
ARE GETTING**

Analysed on a sufficient scale, behaviours that might seem trivial can reveal a lot about your personality, your expectations and your peers

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Microsoft

FORMATS YOUR KIDS

Microsoft is buying its way into schools
and universities by striking deals to train
teachers and students

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