

# THE NetworkGuy

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**Tis the Season for Shopping!** Take Precautions to Keep it the Most Wonderful Time of the Year.

The holiday season means that most of us will be doing some extra shopping. This time of year always brings an uptick of scams, so be extra cautious about keeping your personal information, including credit card numbers, safe from criminals.



## The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a \$150 Amazon Gift Card. Just visit [www.ptd.net/quiz-challenge](http://www.ptd.net/quiz-challenge) by November 30, 2020 to answer the question below. We will select a winner at random from all correct entries. **Good Luck!**

What free download that was mentioned in this newsletter offers seamless privacy protection on a browser, including private searched, tracker blocking, and site encryption?



## Learn from The Network Guy

I recently purchased a new connected device (computer, smartphone, tablet). How do I set up my email program/app?

### The Network Guy:

PenTeleData can help! We offer detailed instructions about setting up the most common email programs and apps on our webpage.

Please visit our helpdesk:  
<https://www.ptd.net/setupemail>



## Web Search Statistics 2020

**Have you ever wondered about how often people use Google to search a topic? These numbers may surprise you:**

Google has indexed hundreds of billions of web pages. The Google Search Index contains over 100,000,000 gigabytes of data.

Statcounter reports that Google holds the majority market share of all search engine activity, with 92.07%. They receive about 40,000 search queries every second.

According to Statista, Google generated \$160.74 billion in revenue in 2019. \$134.81 billion of that annual revenue came from ads.

Google Developers share that as of July 1, 2019, Google indexes all websites using a mobile-first algorithm.

SparkToro reports that more than half (50.33%) of all Google searches result in zero clicks.

## Privacy Realities

**If it's free, then YOU are the product.**

Whether you use Facebook, Twitter, Instagram, Snapchat, Google or another online platform, you probably enjoy seeing the pictures, opinions, activities, and entertaining content. It can be useful for keeping in touch with extended family or old high school friends. But how do these platforms pay for the services they offer for free? This is possible because YOU, the user, are their product. By using their service, you provide your habits, what content you view, your online purchases, your location and proximity to others and/or businesses, and much more to companies who profit from this information and targeted marketing. How much have you thought about that thumbs up button or angry emoji? When you conveniently “see” that a friend or family member is typing to you, do you stay focused on your phone? That may be a perfect time to target you with an advertisement while you wait. When you tag someone in a photo, now they are also engaged, and their contacts are too, keeping everyone involved and providing more great information

to gather for algorithms. From the emotions you trigger to the videos you watch; artificial intelligence knows almost everything about you and can anticipate your next move. All of those “convenience” features we appreciate are designed with profit in mind. Even the content we are given is based on those results. Believe it or not, what you see on a search engine or newsfeed differs from what others see, even based on the same questions. You can control your privacy settings, but you are still providing information about yourself every time you visit a content provider or social media platform.

## Your Privacy Matters

**In last month's newsletter, we mentioned that Apple soon plans to make it harder for apps to track users' data without their consent. Consumers have become increasingly aware of being a “product” and are demanding the option of more privacy. The change will mean that companies will no longer be able to collect a person's advertising identifier without permission. Other companies are also introducing options to give users more control.**

For example, Verizon recognizes the nuisance of problematic robocalls. They, along with many phone providers, now offer call filter blocking tools in line with approval from the FCC to provide default blocking. This helps verify that a call is in fact from the number displayed on the Caller ID and not spoofed. If it is a spoofed call, it is automatically blocked.

Duck Duck Go offers a free download for seamless privacy protection on a browser, including private searches, tracker blocking, and site encryption. Instead of making money from private ads on their search engine, they use ads based only on the page the user is viewing, not on search, browsing, and purchase history.

Protecting yourself may seem like a hopeless task, but with a bit of research and planning, there are some great alternatives to meet the needs of almost everyone.