



The Price of Free



On the Internet, there is always someone asking who you are, where you live, what you like... Plenty of **companies** actually feel perfectly entitled to ask you for your **personal info** in order to decide whether or not (and, if so, how) to target you as a **consumer**. A new Google program has recently revealed that advertisers can now tune ads to who you are just by knowing your email address. This is the price of free: free email, free operating systems, free connecting with friends, free search. But it actually has a cost that you are eventually going to pay through taking the bait of one of the dozens of **targeted ads** you are exposed to every day. And while **Microsoft** has thrown itself on the ground, begging for forgiveness for doing so in the past, you can make the argument that other companies are doing as much or more to mine your data...

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