Obama Fundraisers Stalk Web Browsers

Contributed by Tom McGregor
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President Barack Obama is so desperate to raise $1 billion for his White House re-election bid that his campaign team is demanding Google and Facebook hand over privacy information in an effort to raise cash.
According to Politico, “Obama for America has already invested millions of dollars in sophisticated internet messaging, marketing and fundraising efforts that yely on personal data sometimes offered up voluntarily – like posts on a Facebook page – but sometimes not.”
A campaign official and former Obama staffer disclosed that the Chicago-based headquarters has established a centralized digital database of personal information about millions of potential Obama voters.”
As reported by Politico, “it all means Obama is finding it easier than ever to merge offline data, such as voter files and information purchased from data brokers, with online information to target people with messages that may appeal to their personal tastes. Privacy advocates say it’s just the sort of digital snooping that his new privacy project is supposed to discourage.”
Dan Siroker, a former director of analytics for Obama’s presidential campaign and deputy news media director for his presidential transition team who now operates an online marketing optimization firm, said, “all of the data used to be in different silos. You never had a central place. That’s different this election.”
To read the entire article from Politico, link here:
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