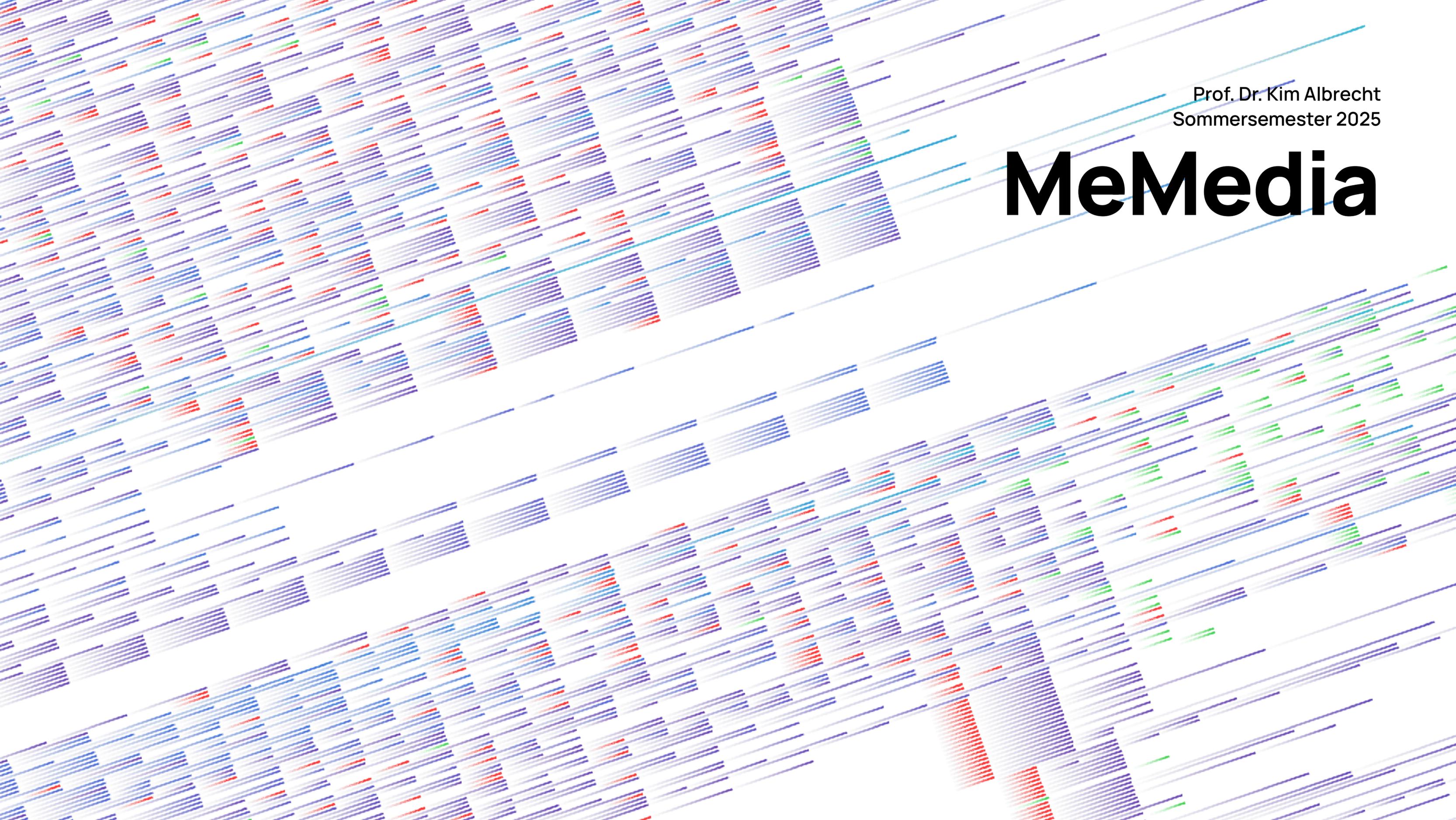


Prof. Dr. Kim Albrecht
Sommersemester 2025

MeMedia



Vorab

Vorab

Sprache & Ansprache

Wir entscheiden gemeinsam, ob der Kurs auf Deutsch oder Englisch stattfindet.

Ebenso klären wir gemeinsam, ob wir uns duzen oder siezen wollen.

Ihr könnt jederzeit sagen, wenn ihr euch mit etwas unwohl fühlt.

Vorstellung

Ziel des Kurses

**Wie lässt sich aus fremder Überwachung
eigene Gestaltung machen?**

Ziel des Kurses

- Eine kritische Haltung zu digitalen Infrastrukturen, Plattformen und Überwachungstechnologien entwickeln.
- Daten als Medium der Gestaltung begreifen und kreativ, kritisch sowie spekulativ einsetzen.
- Eigene Datenspuren analysieren und daraus gestalterische Narrative und Experimente entwickeln.
- Datenkompetenz aufbauen: Daten anfordern, strukturieren, analysieren und visuell oder performativ umsetzen.
- Gestaltungsideen entwickeln, reflektieren, überarbeiten und iterativ verfeinern.
- Werkzeuge, Modelle und Algorithmen in ihrer Gestaltungsmacht und ihren impliziten Annahmen hinterfragen.
- Eigene Position im Spannungsfeld zwischen Subjekt und Datenobjekt erarbeiten und künstlerisch ausdrücken.

Q & A

Seid ihr eurer eigenen digitalen Spur schon einmal auf unerwartete Weise begegnet?

haveibeenpwned.com

!;--have i been pwned

Check if your email address is in a data breach

email address

Using Have I Been Pwned is subject to [the terms of use](#)

Generate secure, unique passwords for every account

Why 1Password?

875	14,946,651,318	115,798
pwned websites	pwned accounts	pastes

Largest breaches		Recently a	
	772,904,991 Collection #1 accounts		220,503
	763,117,241 Verifications.io accounts		33,294
	711,477,622 Onliner Spambot accounts		518,643
	622,161,052 Data Enrichment Exposure From PDI Customer		556,557

pimeyes.com

PimEyes

[Search](#) [Pricing](#) [Blog](#) [Opt-out](#) [FAQ](#) [Contact](#)

EN

Face Search Engine Reverse Image Search

UPLOAD PHOTO AND FIND OUT WHERE IMAGES ARE PUBLISHED

Upload photo(s)

Or you can take a photo with the device's camera. Don't worry, we will not store it!

„It's quick, it's accurate, it's facial recognition on steroids“

BBC

„PimEyes, a search engine that's handy for reverse image searching and facial recognition.“

VICE

„The facial recognition site PimEyes is one of the most capable face-searching tools on the planet.“

The Washington Post

nytimes.com

The New York Times

GIVE THE TIMES

A Face Search Engine Anyone Can Use Is Alarming Accuracy

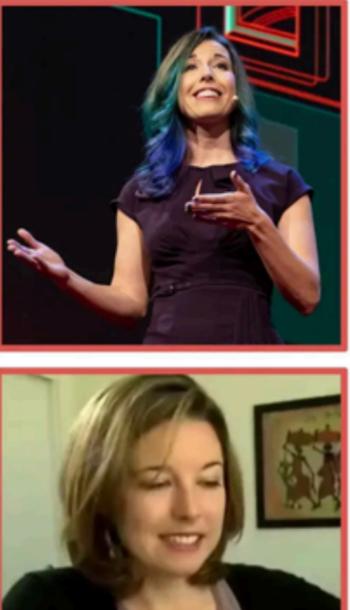
PimEyes is a paid service that finds photos of a person from across the internet, including some the person may not want exposed. "We're just a tool provider," its owner said.

Share full article

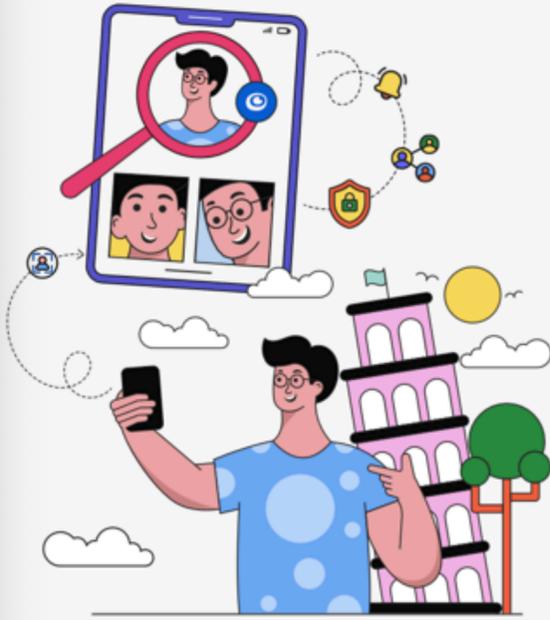
Original search image



Results



EN



"The facial recognition site PimEyes is one of the most capable face-searching tools on the planet."

The Washington Post

databased.design/de/courses/memedia-ss25/intro-2025-04-15

courses notes info

MEMEDIA SS25
INTRO
2025-04-15
Lecturer: Kim Albrecht
Summer 2025

AUFGABEN

1: DIGITALER FUSSABDRUCK

RECHERCHIERE DICH SELBST IM INTERNET

Have I Been Pwned?
Prüfe, ob deine E-Mail-Adresse oder dein Passwort bei einem Datenleck veröffentlicht wurde.

PimEyes
Durchsuche das Internet mithilfe von Gesichtserkennung nach Fotos von dir.
Artikel: NYTimes über PimEyes (Englisch)

WEITERE NÜTZLICHE SEITEN:

Firefox Monitor
Ähnlich wie "Have I Been Pwned", zeigt dir, ob deine persönlichen Daten durch Sicherheitsverletzungen gefährdet sind.

Google dich selbst
Suche deinen eigenen Namen in Kombination mit Stadt, Arbeitsplatz oder anderen Identifikatoren. Nutze auch die Bildersuche.

haveibeenpwned.com

';--have i been pwned?

Check if your email address is in a data breach

Using Have I Been Pwned is subject to the terms of use

Generate secure, unique passwords for every account [Learn more at 1Password.com](#)

Why 1Password?

75 websites	14,946,651,318 pwned accounts	115,798 pastes	229,163,9 paste accounts
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Largest breaches

72,904,991	Collection #1 accounts
63,117,241	Verifications.io accounts
11,477,622	Onliner Spambot accounts
22,161,052	Data Enrichment Exposure From PDL Customer

Recently added breaches

220,503	Color Dating accounts
33,294	Flat Earth Sun, Moon and Zodiac App accounts
518,643	Spyzie accounts
556,557	Orange Romania accounts

A Face Search Engine Anyone Can Use Is Alarmingly Accurate

PimEyes is a paid service that finds photos of a person from across the internet, including some the person may not want exposed. "We're just a tool provider," its owner said.

Share full article

Original search image



Results



pimeyes.com

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Or you can take a photo with the device's camera. Don't worry, we will not store it!

"It's quick, it's accurate, it's facial recognition on steroids" - BBC

"PimEyes, a search engine that's handy for reverse image searching and facial recognition." - VICE

"The facial recognition site PimEyes is one of the most capable face-searching tools on the planet." - The Washington Post

Was sind Daten?

Was sind Daten?

Latein → “gegeben”

Unterschiedenes

“Wo Dinge praktisch das Gleiche sind oder ununterscheidbar werden, sind also keine Daten möglich.”

Voß, J. (2013). Was sind eigentlich Daten?. LIBREAS. Library Ideas # 23: Forschungsdaten. Metadaten. Noch mehr Daten. Forschungsdatenmanagement. 4-11. <https://doi.org/10.18452/9038>

Informatik

Informationen, die in eine Form übersetzt wurden, die für das Kopieren oder Verarbeiten effizient ist.

Alltag

Informationen über etwas oder jemanden, wie zum Beispiel Temperatur, Leistung, Größe, Haarfarbe oder Lieblingsessen

Statistik

Messwerte, die im Rahmen von Befragungen, Beobachtungen oder Experimenten erhoben werden.

Status quo

crackedlabs.org

Large Online Platforms			
Facebook	has profiles on	<u>1.9 billion</u>	Facebook users
		<u>1.2 billion</u>	Whatsapp users
		<u>600 million</u>	Instagram users
Google	has profiles on	<u>2 billion</u>	Android users
		<u>1+ billion</u>	Gmail users
		<u>1+ billion</u>	YouTube users
Apple	has profiles on	<u>1 billion</u>	iOS users
Credit Reporting Agencies			
Experian	has credit data on	<u>918 million</u>	people
	marketing data on	<u>700 million</u>	people
	„insights“ on	<u>2.3 billion</u>	people
Equifax	has data on	<u>820 million</u>	people
		<u>1 billion</u>	devices
TransUnion	has data on	<u>1 billion</u>	people
Consumer Data Brokers			
Acxiom	has data on	<u>700 million</u>	people
		<u>1 billion</u>	cookies and mobile devices
	it manages	<u>3.7 billion</u>	consumer profiles for clients
Oracle	has data on	<u>1 billion</u>	mobile users
		<u>1.9 billion</u>	website visitors
	provides access to	<u>5 billion</u>	“unique” consumer IDs

Source:
Christl, Wolfie, Katharina Kopp,
and Patrick Urs Riechert. 2017.
“Corporate Surveillance in
Everyday Life.” June 1, 2017.

[https://crackedlabs.org/en/
corporate-surveillance/](https://crackedlabs.org/en/corporate-surveillance/)

**Data is “the crack cocaine
of Silicon Valley.”**

This Is What a Digital Coup Looks Like, Carole
Cadwalladr, TED, 4:14min

**The Self as a
Data Trace is
owned by
others**

Consumer Data Brokers			
Acxiom	has data on	<u>700 million</u>	people
		<u>1 billion</u>	cookies and mobile devices
	it manages	<u>3.7 billion</u>	consumer profiles for clients
Oracle	has data on	<u>1 billion</u>	mobile users
		<u>1.9 billion</u>	website visitors
	provides access to	<u>5 billion</u>	“unique” consumer IDs

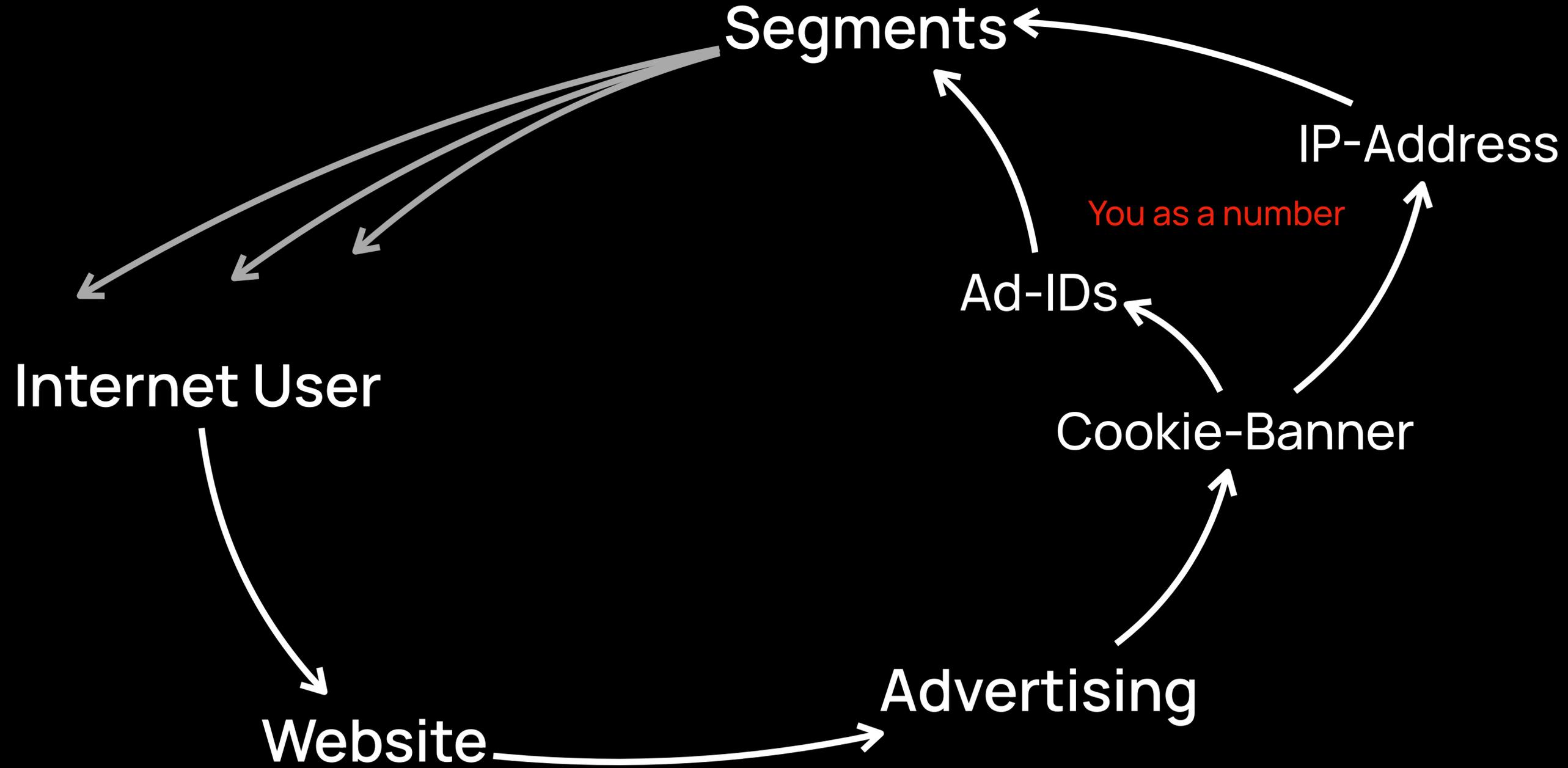
Source:

Christl, Wolfie, Katharina Kopp, and Patrick Urs Riechert. 2017. “Corporate Surveillance in Everyday Life.” June 1, 2017.

<https://crackedlabs.org/en/corporate-surveillance/>

Data brokers are companies that earn their principal revenue by supplying data, particularly about individuals, with this information primarily sourced from entities other than the data subjects themselves.

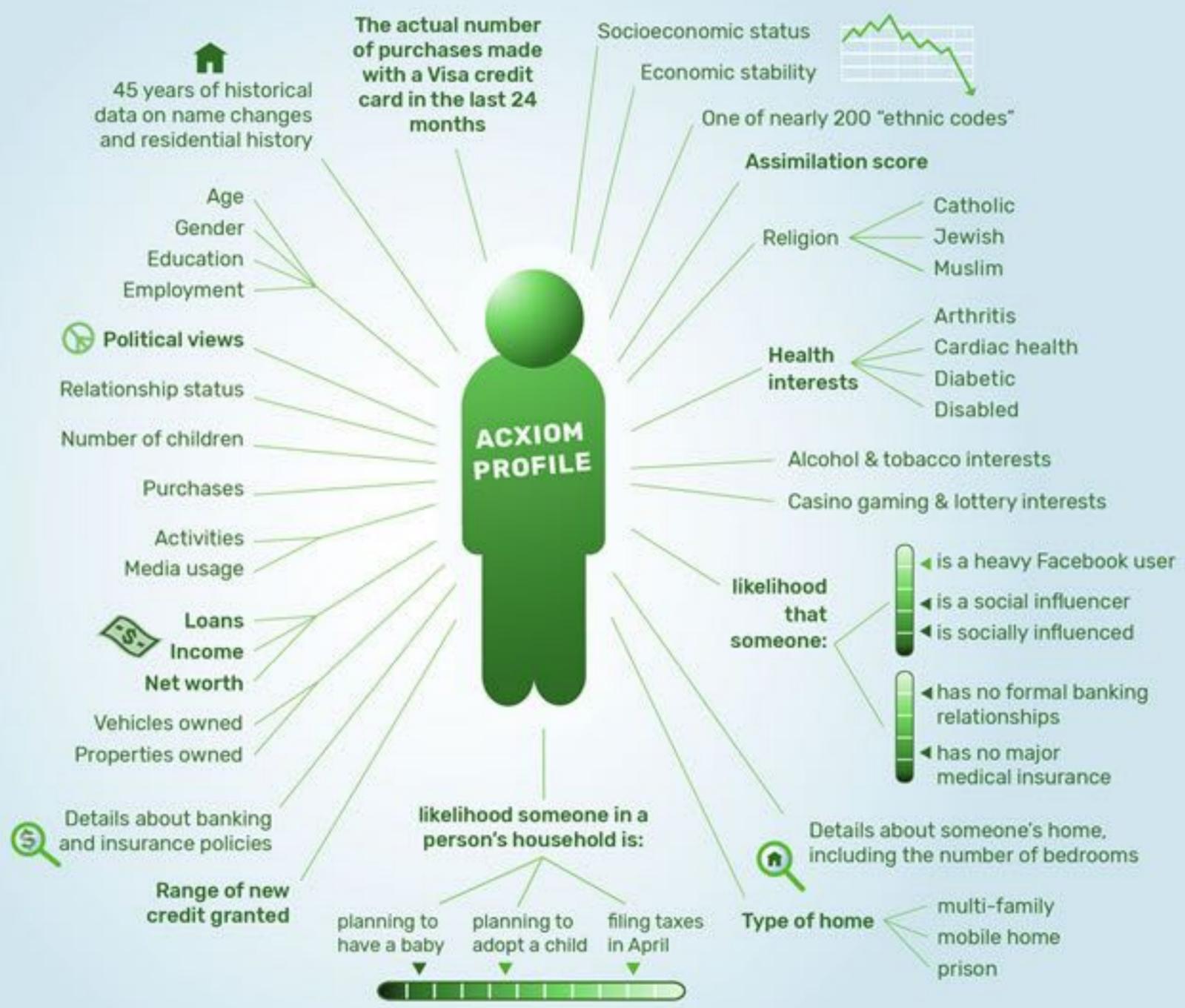
Source: <https://verfassungsblog.de/datatrade-eu-gdpr-privacy/>



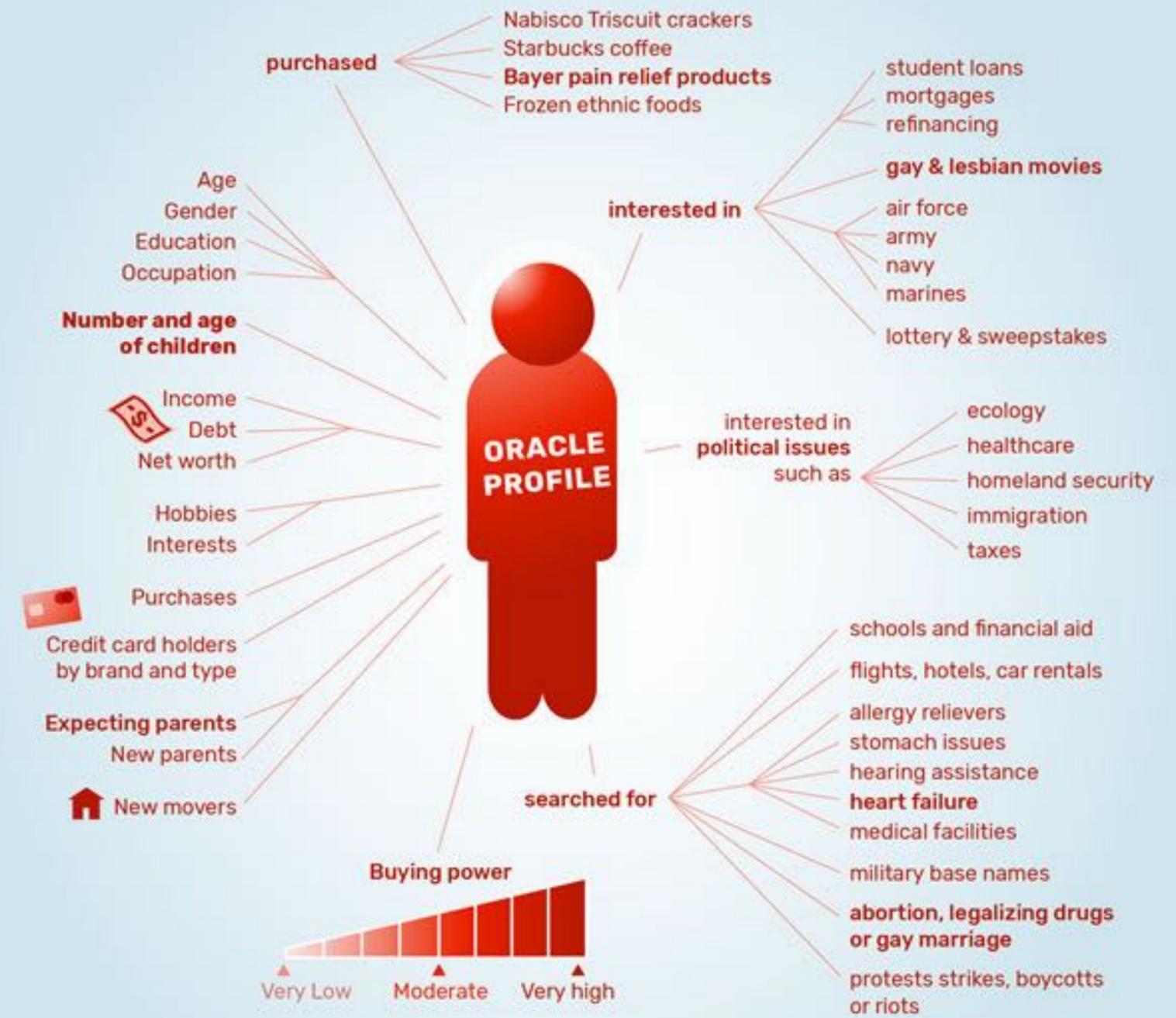
DATA BROKERS HAVE EXTENSIVE PROFILE INFORMATION ON ENTIRE POPULATIONS

Examples of data on consumers provided by Acxiom and Oracle

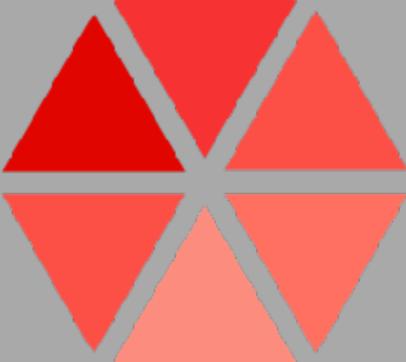
Christl, Wolfie, Katharina Kopp, and Patrick Urs Riechert. 2017. "Corporate Surveillance in Everyday Life." June 1, 2017.



Acxiom provides of up 3,000 attributes and scores on 700 million people in the US, Europe, and other regions.



Oracle sorts people into thousands of categories and provides > 30,000 attributes on 2 billion consumer profiles



xandr

Kleinanzeigen > Haus & Garten > Dienstleistungen Haus & Garten



Heckenrodung, Baufeldrodung
VB

Krinaer Weg 7f, 06774 Sachsen-Anhalt - Muldestausee
14.04.2025 777

Nachricht senden

Zur Merkliste hinzufügen

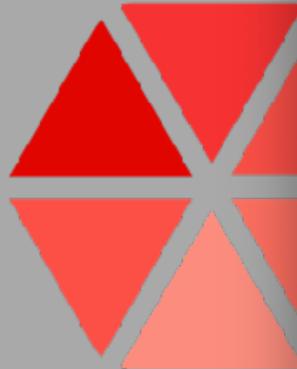
Anzeige teilen

BaumProfis Seifert
Folgen

JS Jan Seifert
TOP Zufriedenheit
Sehr freundlich
Sehr zuverlässig

Anrufen

6 Anzeigen online





Data Marketplace - Buyer Overview



Version: Monetize SSP | Last Updated Jun 09, 2022 | 13 minutes read | # Monetize SSP

Xandr supports automatic clearing for data you purchase on our platform and use to target particular user segments. This means that the costs of these user segments will be:

- Displayed when the segment is selected during targeting.
- Aggregated and totaled on the relevant items as well as appear in the relevant reports.
- Bundled into your invoice totals and represented as an aggregated data cost.

In addition:

- "Total cost" is the sum of your Media cost plus any Third-party data costs (e.g., segments purchased from Data Providers).
- Media cost is just the cost of buying the actual media (impression).
- Third-party data costs are the aggregated costs of all third-party services and data used in purchasing that media (e.g., user segments, etc.).

Note: The cost of any segments for which the data provider did not provide a price is not currently reflected in the aggregate cleared totals. You will be billed separately by the Data Provider for the cost of those segments.

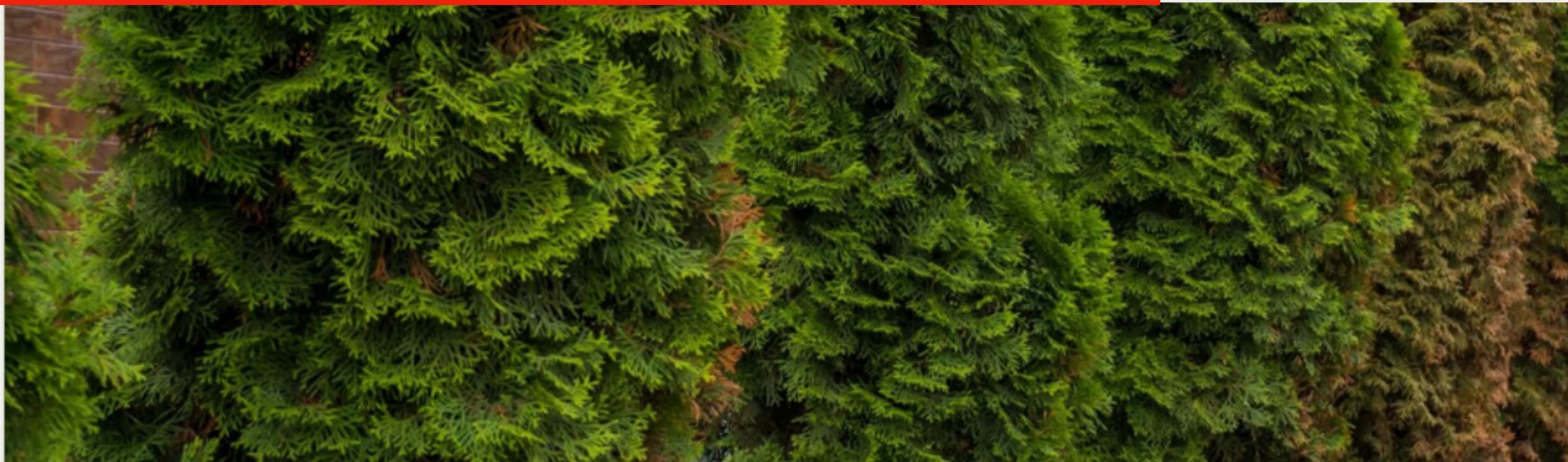
Related Links

- [Buying Guide](#)



kleinanzeigen.de

Kleinanzeigen > Haus & Garten > Dienstleistungen Haus & Garten



netzpolitik.org

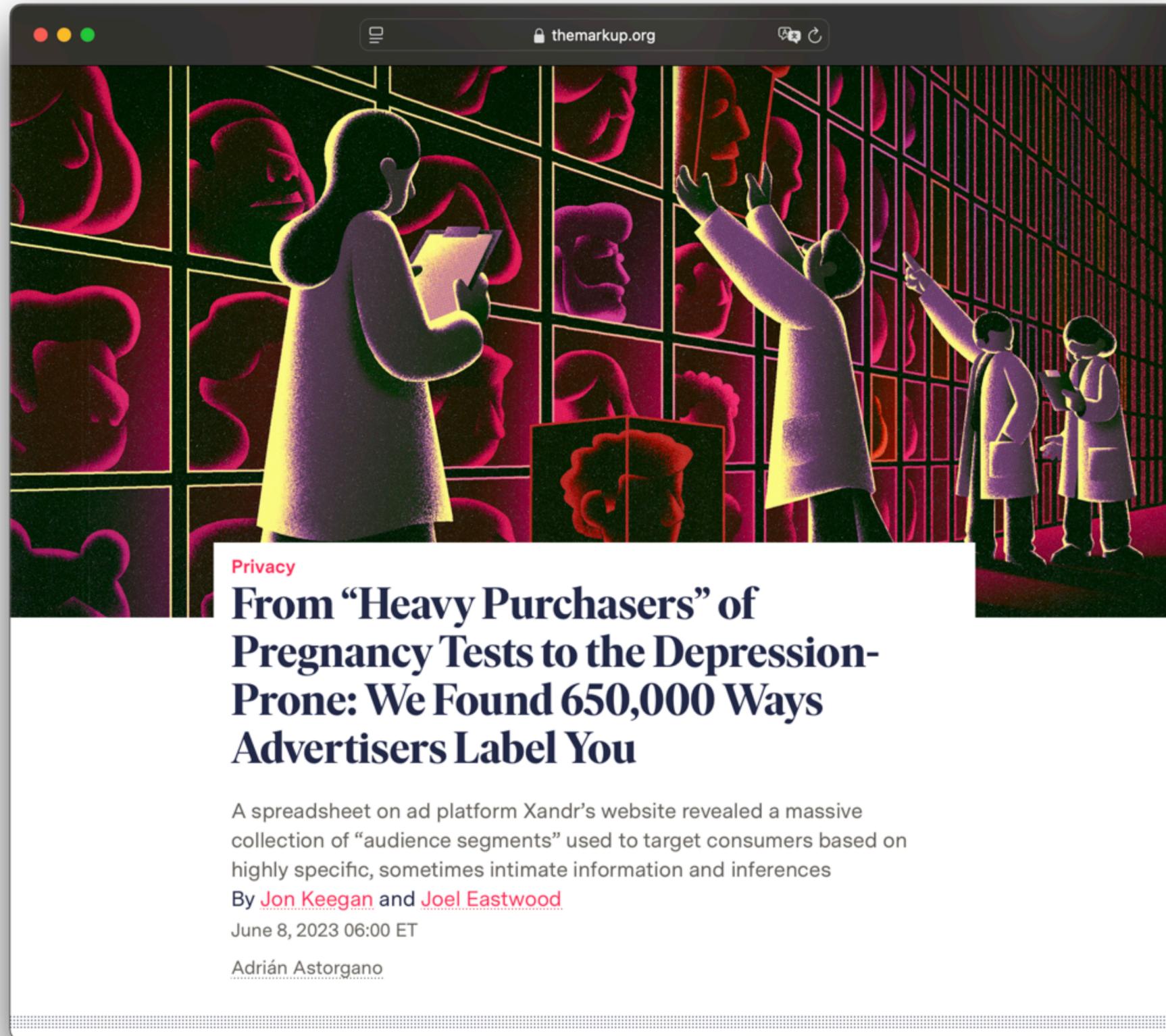
Suchen... NETZPOLITIK.ORG Spenden

Microsofts Datenmarktplatz Xandr
Das sind 650.000 Kategorien, in die uns die Online-Werbeindustrie einsortiert

Ein Dokument gibt einen einmaligen Einblick in den globalen Datenhandel für die digitale Werbung. Erstmals können wir im Detail nachvollziehen, wie invasiv und kleinteilig die Werbefirmen und Datenhändler uns kategorisieren. Das Bild ist erschreckend, auch zahlreiche deutsche Firmen sind beteiligt.

08.06.2023 um 12:00 Uhr - Ingo Dachwitz - in Datenschutz - 15 Ergänzungen

<https://netzpolitik.org/2023/microsofts-datenmarktplatz-xandr-das-sind-650-000-kategorien-in-die-uns-die-online-werbeindustrie-einsortiert/>



Privacy

From “Heavy Purchasers” of Pregnancy Tests to the Depression-Prone: We Found 650,000 Ways Advertisers Label You

A spreadsheet on ad platform Xandr’s website revealed a massive collection of “audience segments” used to target consumers based on highly specific, sometimes intimate information and inferences

By [Jon Keegan](#) and [Joel Eastwood](#)

June 8, 2023 06:00 ET

[Adrián Astorgano](#)

<https://themarkup.org/privacy/2023/06/08/from-heavy-purchasers-of-pregnancy-tests-to-the-depression-prone-we-found-650000-ways-advertisers-label-you>

Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Water Heater Installation > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Countertop Installation > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Shed Installation > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Window Installation > precision-display
Accordant Media LLC	Custom algo off Q4 Home Services DMPs > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Bath Installation > UPDATED 1.2 > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Countertop Installation > UPDATED 1.2 > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: HVAC > UPDATED 1.2 > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Shed Installation > UPDATED 1.2 > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Water Heater Installation > UPDATED 1.2 > precision-display
Accordant Media LLC	D59 > Moving > Search > Keyword > algo 1.2 > precision-display
Accordant Media LLC	Custom algo off DAN Tag Site Retargeting: Bath Installation > UPDATED 1.3 > scale-display
Accordant Media LLC	Gravity Hispanic Algo Thank You Page 1.6.20 > precision-display
Accordant Media LLC	MSFT > SURFACE > Q220 > HomeOwnersAlgo--SCALE 1.6 push-display
Accordant Media LLC	Surface > Tech > Algo > APN--RE-PUSH 1.6-video
Accordant Media LLC	Surface > Tech > Algo > APN--RE-PUSH 1.6-display
Accordant Media LLC	MSFT > SURFACE > Q220 > HomeOwnersAlgo--SCALE 1.6 Video > scale-video
Accordant Media LLC	MSFT > SURFACE > Q220 > HomeOwnersAlgo--SCALE 1.6 Video > scale-display
Accordant Media LLC	Subway > W1 > 2020 > Local > Portland > PurchaserAlgo > UserModel-display
Accordant Media LLC	MSFT > Teams > FY20 > Q3 > SEMKeywords > Competitors > ATS-display
Accordant Media LLC	Custom Algo:Q4 > Pilot > NATIONAL > ex > pilot > precision-display
Accordant Media LLC	Custom Algo:Q4 > Pilot > ORL > precision-display
Accordant Media LLC	Custom Algo:Q4 > Pilot > UTAH > precision-display
Accordant Media LLC	Custom Algo:Q4 > Pilot > Austin > precision-display

Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Benefits
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Diversity
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Employee Services
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Legal & Regulatory
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Payroll & Compensation
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Performance
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Policy & Culture
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Recruitment, Hiring & Onboarding
Bombora Inc.	B2B > B2B Predictive Signals > Human Resources > Training & Development
Bombora Inc.	B2B > B2B Predictive Signals > Manufacturing > Materials
Bombora Inc.	B2B > B2B Predictive Signals > Manufacturing > Personal Protective Equipment
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Bombora Inc.	B2C > Lifestyle > Auto Brands > Dodge
Bombora Inc.	B2C > Lifestyle > Auto Brands > Ferrari
Bombora Inc.	B2C > Lifestyle > Auto Brands > Fiat
Bombora Inc.	B2C > Lifestyle > Auto Brands > Ford
Bombora Inc.	B2C > Lifestyle > Auto Brands > General Motors (GMC)
Bombora Inc.	B2C > Lifestyle > Auto Brands > Honda
Bombora Inc.	B2C > Lifestyle > Auto Brands > Hyundai
Bombora Inc.	B2C > Lifestyle > Auto Brands > Infiniti
Bombora Inc.	B2C > Lifestyle > Auto Brands > Jaguar
Bombora Inc.	B2C > Lifestyle > Auto Brands > Jeep
Bombora Inc.	B2C > Lifestyle > Auto Brands > Kia

Eyeota – DE Mastercard – Top Spending Geography – Casino and Gambling Activities
Eyeota – DE Mastercard – Top Spending Geography – Children’s Apparel
Eyeota – DE Mastercard – Top Spending Geography – College or University Education
Eyeota – DE Mastercard – Top Spending Geography – Computer and Software Stores

<https://netzpolitik.org/2023/microsofts-datenmarktplatz-xandr-das-sind-650-000-kategorien-in-die-uns-die-online-werbeindustrie-einsortiert/>

LiveRamp Data Store | 8082 | 16237485 | HealthRankings › BPD
LiveRamp Data Store | 8082 | 16237395 | HealthRankings › BPH
LiveRamp Data Store | 8082 | 16237478 | HealthRankings › Breast Cancer
LiveRamp Data Store | 8082 | 24900788 | HealthRankings › Breast Cancer Caregivers
LiveRamp Data Store | 8082 | 16237416 | HealthRankings › Cholesterol
LiveRamp Data Store | 8082 | 16237450 | HealthRankings › Cough/Cold
LiveRamp Data Store | 8082 | 16237432 | HealthRankings › Diabetes
LiveRamp Data Store | 8082 | 16237508 | HealthRankings › Diabetes Type II
LiveRamp Data Store | 8082 | 16237498 | HealthRankings › Eating Disorder

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Accordant Media LLC | Acxiom | AdAdvisor by Neustar | Adloox | Adsquare (Data Provider) | Adstra, LLC | AlikeAudience, Inc. | ALLIANCE GRAVITY DATA MEDIA | Alphonso Inc | AppNexus Services Network | Audience Project Aps | Audiences by Oracle (BlueKai, Datalogix, AddThis) | Audiens S.R.L. | audienzz ag | Avid Media Ltd | Beemray OY | Bombora Inc. | Captify Technologies Ltd | Cardlytics, Inc. | CDiscount SA | Chegg, Inc. | comScore Inc. | Cross Pixel Media | Crossix | dataXtrade GmbH | Datmean (Data Provider) | Datonics | Digiseg | digitalAudience | DoubleVerify | Dstillery | El Toro, LLC | El Toro | Emetriq GmbH RT | Emetriq GmbH | Epsilon Data Management, LLC. | Eyeota | Factual Inc | FNAC DARTY PARTICIPATIONS SERVICES (Data Provider) | Gourmet Ads Pty Limited | Grapeshot | Greenhouse Group B.V. | GroupM NL - GH 6924 | HYP PTY LTD | hyScore.io GmbH | Ignition One | Illuma Data | Integral Ad Science - Display | Integral Ad Science - Mobile | Inuvo | Jellyfish France | KBM Group | Kloxx | Kochava | LiveRamp Data Store | Lotame | Meetrics GmbH | Navegg | Netsprint SA [(Data Provider)] | Nielsen Marketing Cloud | Oracle Customs (1st, BlueKai, Datalogix, AddThis) | Orange Private Data Marketplace | OwnerIQ Inc. | Peer39 | PlaceIQ Inc. | PLAYGROUND XYZ | Qriously Ltd. | Realytics | Retargetly | Roq.ad GmbH | Samba TV | Scibids Technology SAS | Semasio (Contextual) | Semasio GmbH (Data Provider) | Semcasting (Data Provider) | ShareThis Inc. | Signals s.r.l. | Sirdata SAS | Skimlinks, Inc. | Skydeo, Inc. | Statiq Ltd | Tail Target (Data Provider) | Teletrax | The ADEX GmbH | The Weather Channel, LLC | Tru Optik (CTV) | VisualDNA | Weborama SA (Data Provider) | whiteBULLET Solutions Ltd. | WhiteOps, Inc. | Xandr | YoCanna Inc. | ZeoTap

B2B › B2B Predictive Signals › Human Resources › Training & Development

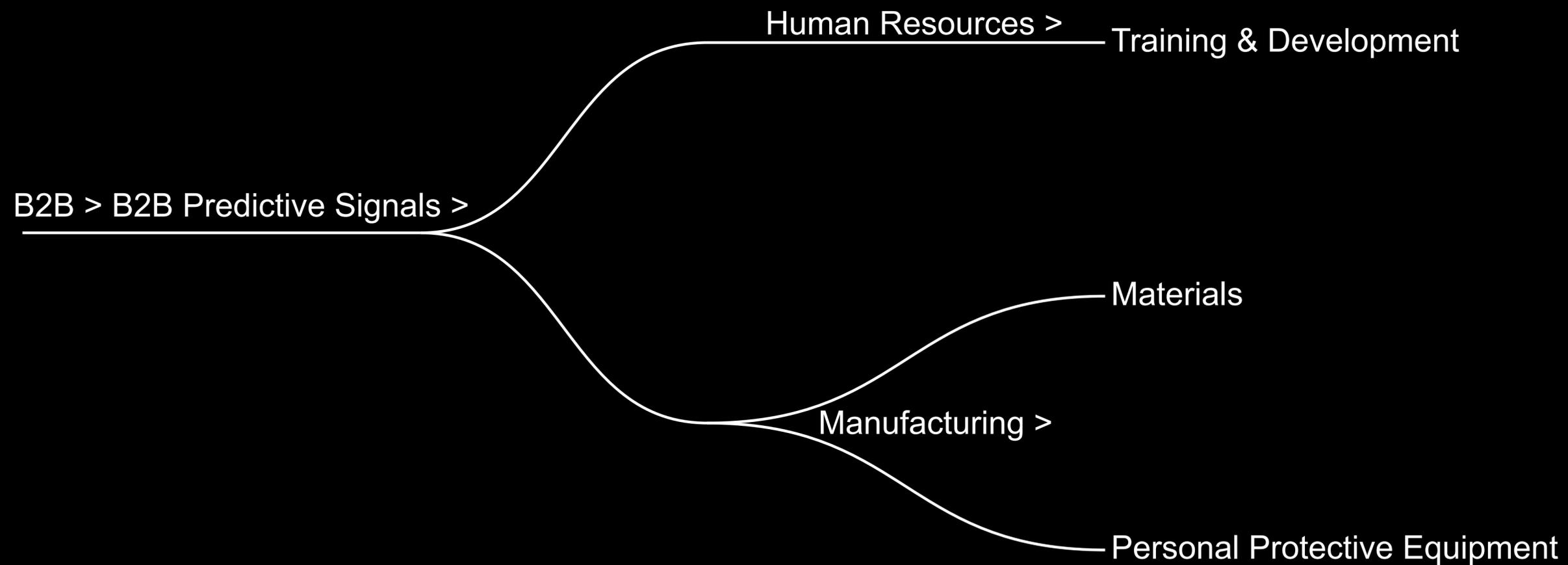
B2B › B2B Predictive Signals › Manufacturing › Materials

B2B › B2B Predictive Signals › Manufacturing › Personal Protective Equipment

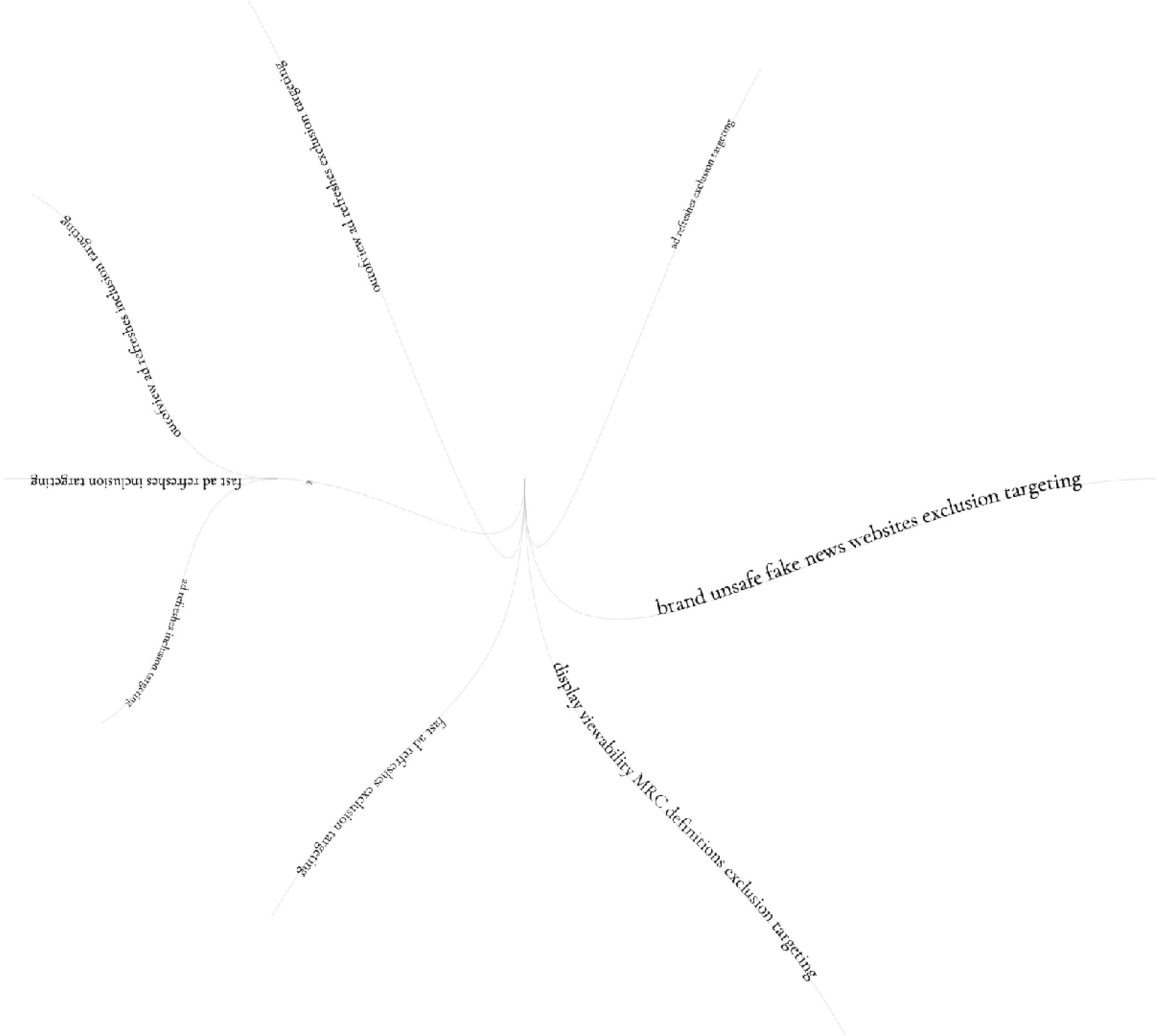
B2B > B2B Predictive Signals > Human Resources > Training & Development

B2B > B2B Predictive Signals > Manufacturing > Materials

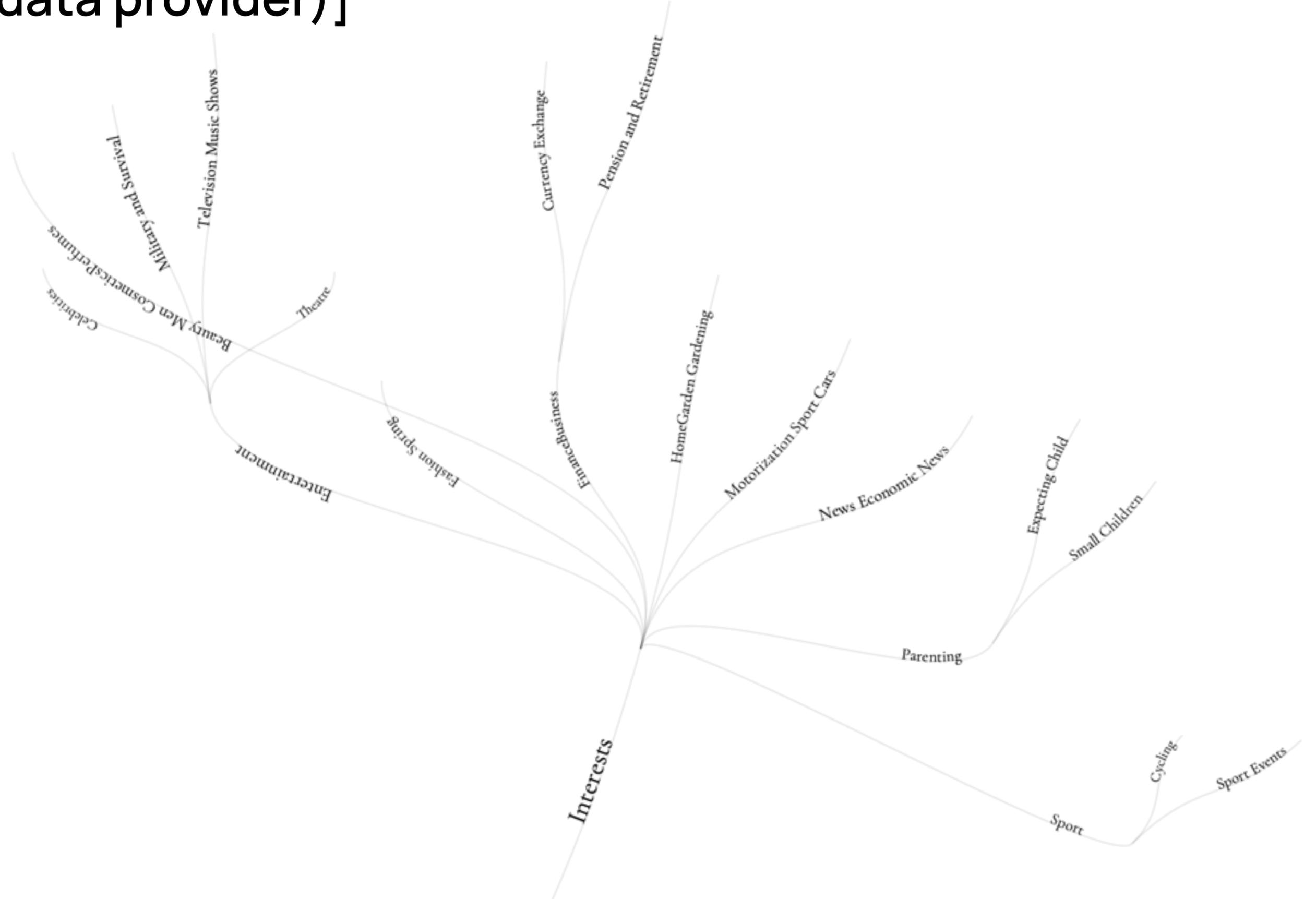
B2B > B2B Predictive Signals > Manufacturing > Personal Protective Equipment



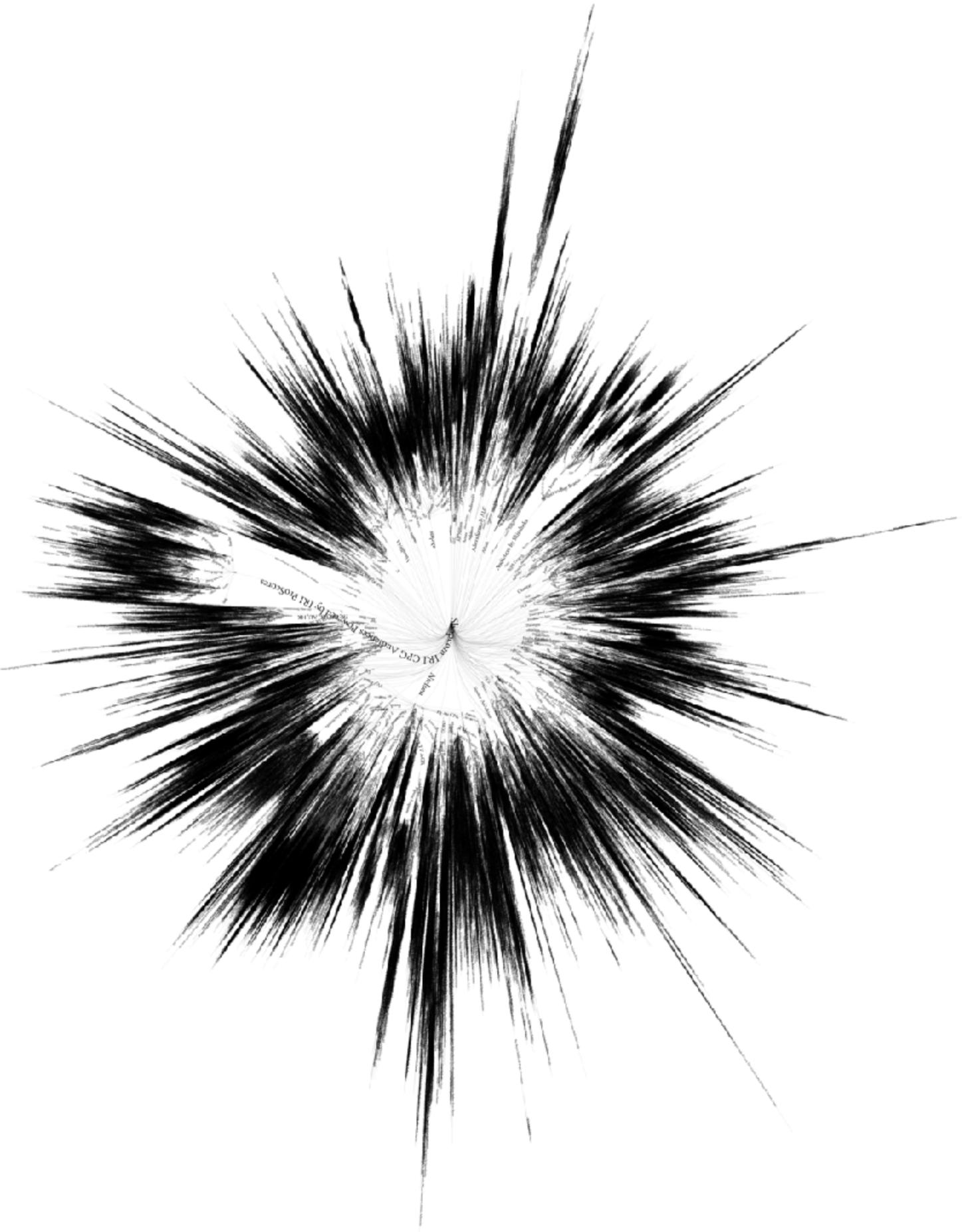
Meetrics GmbH, Berlin



netsprint sa[(data provider)]



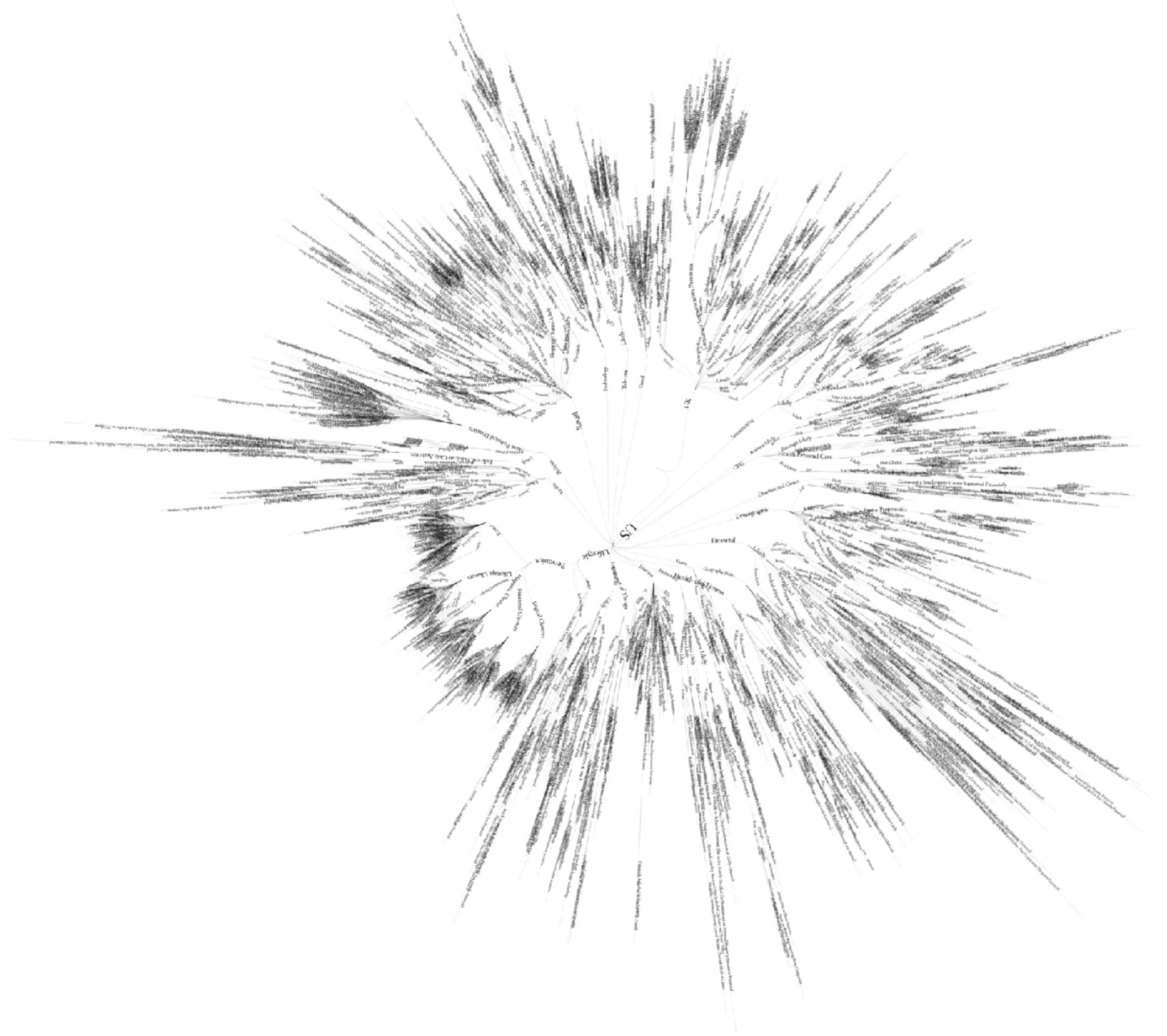
nielsen marketing cloud



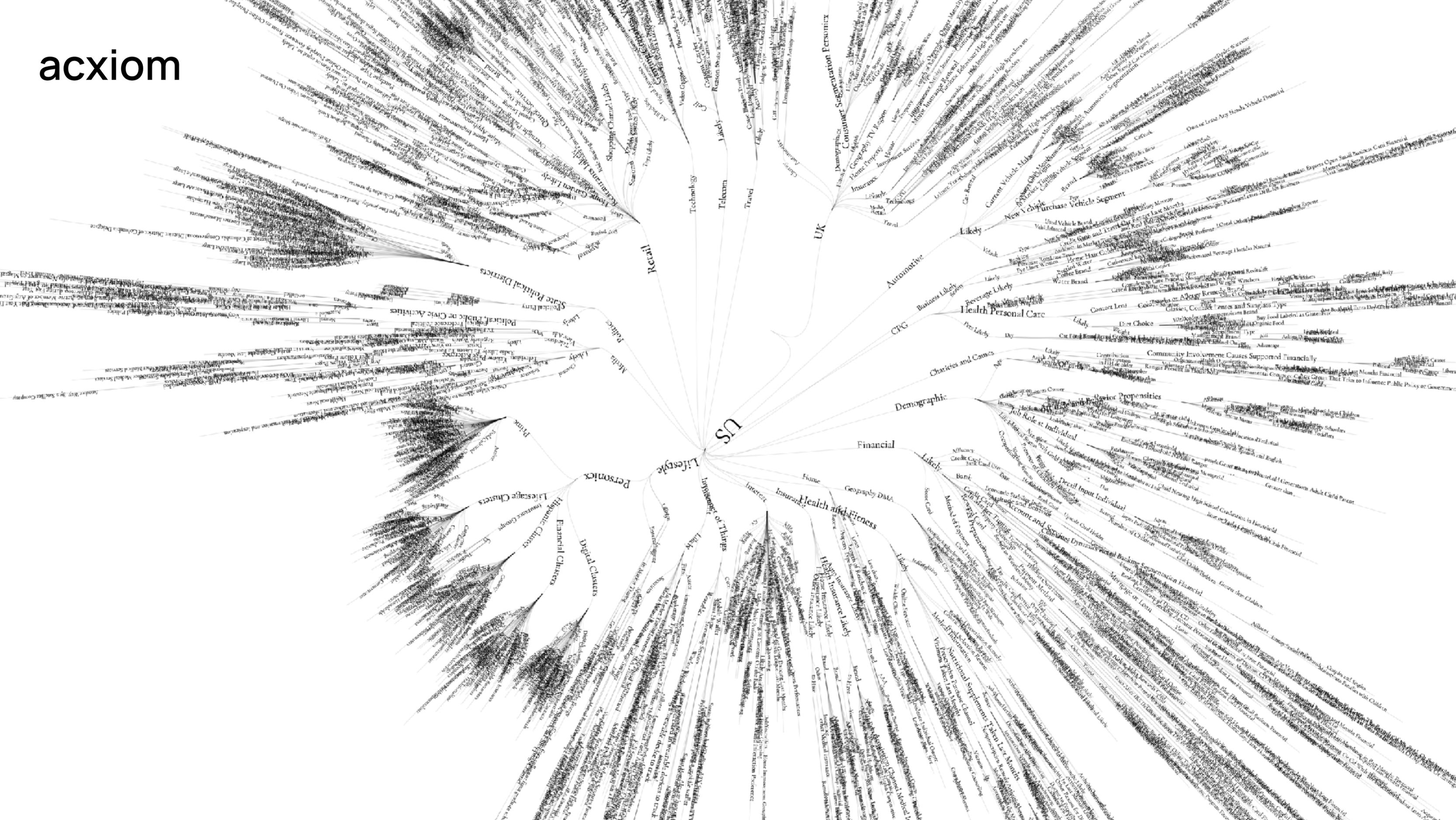
nielsen marketing cloud



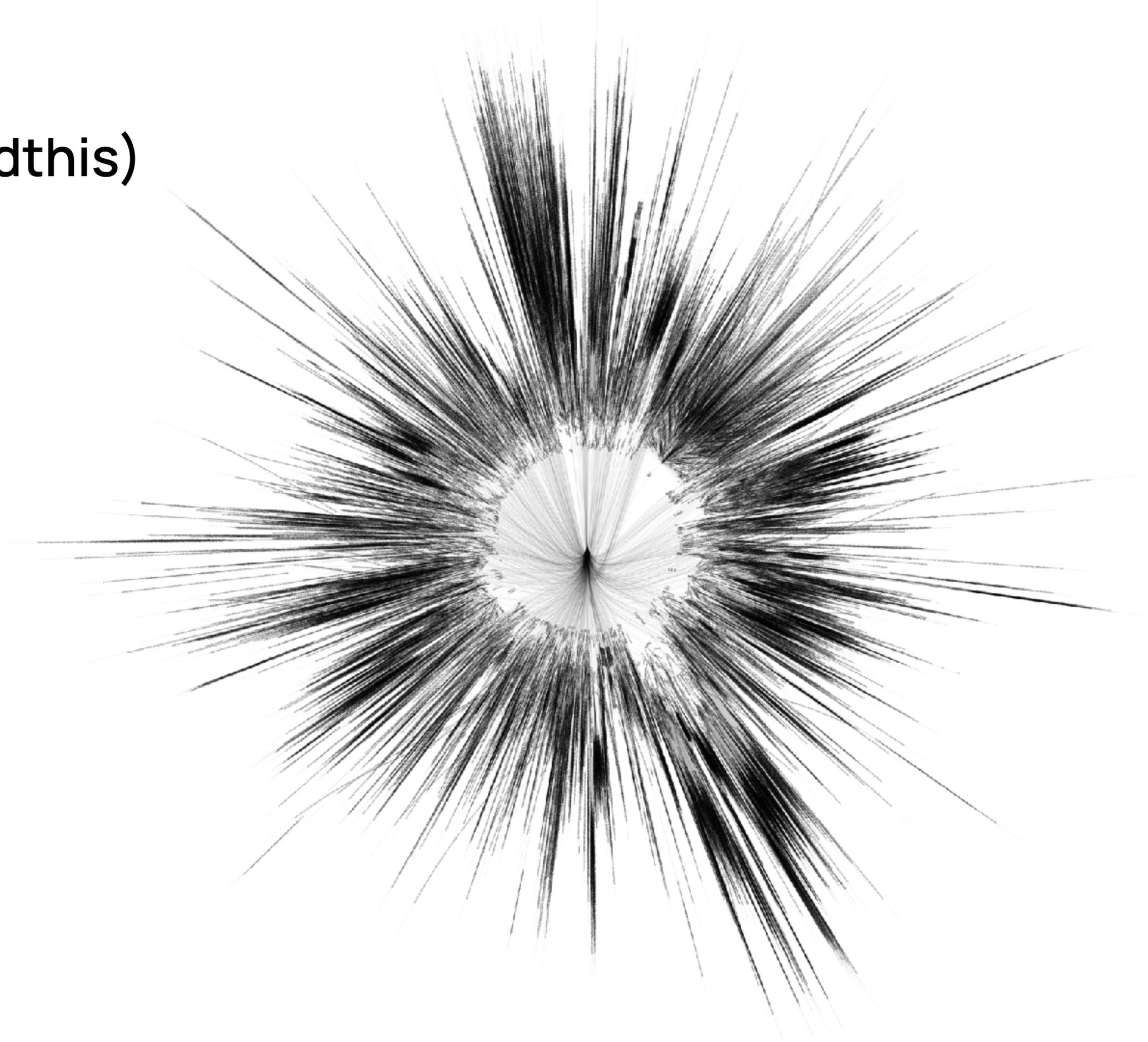
acxiom



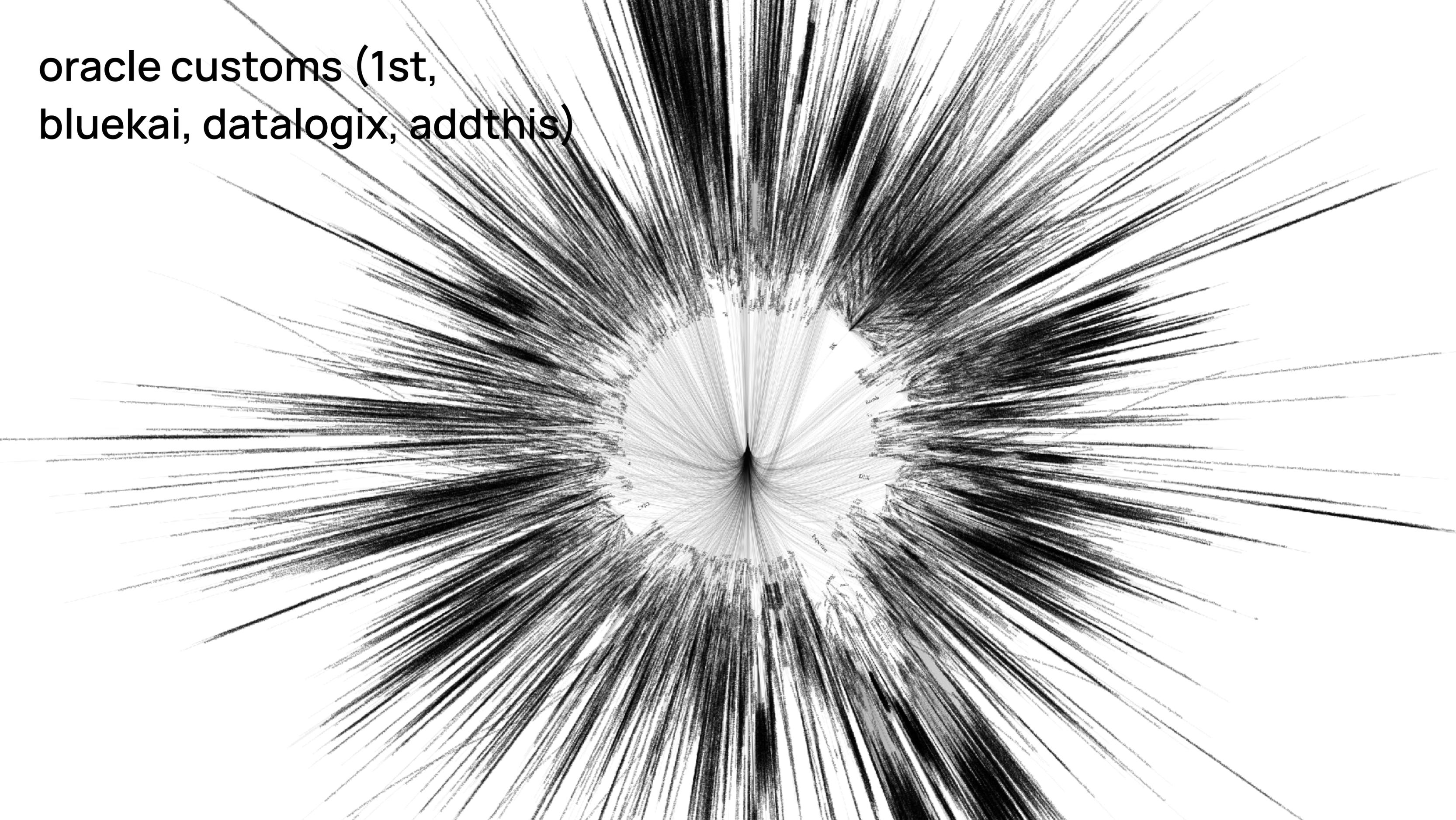
acxiom

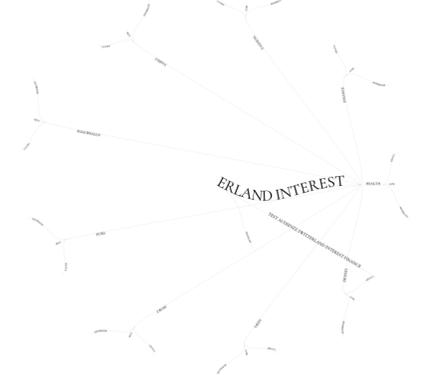
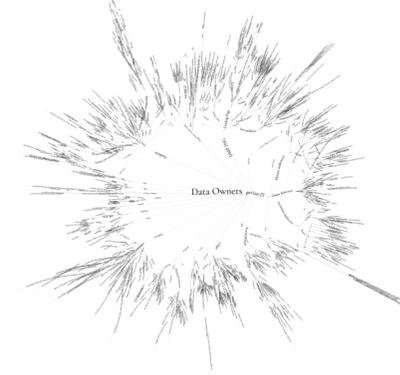
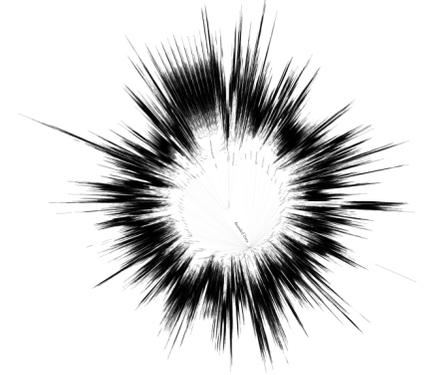
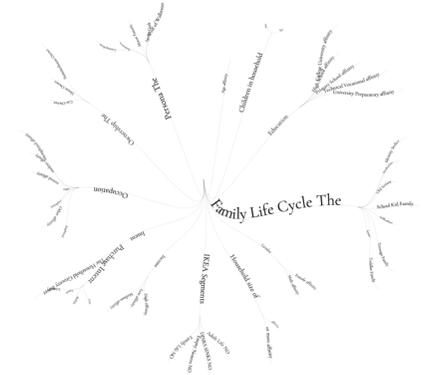
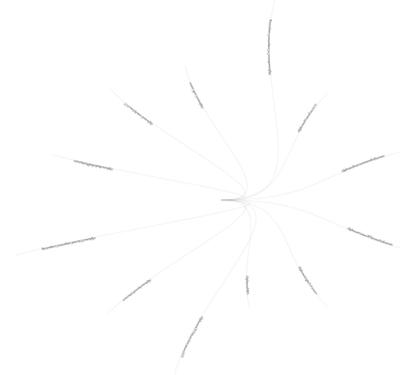
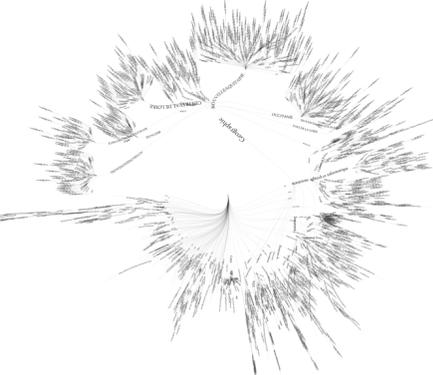
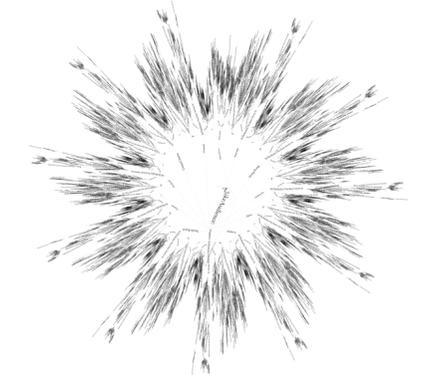
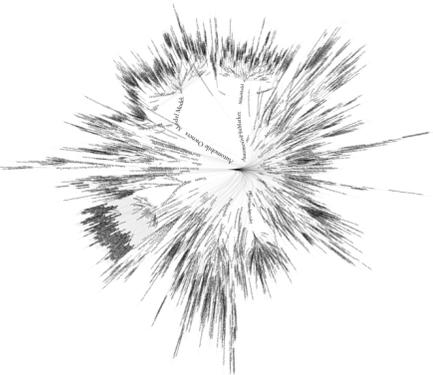
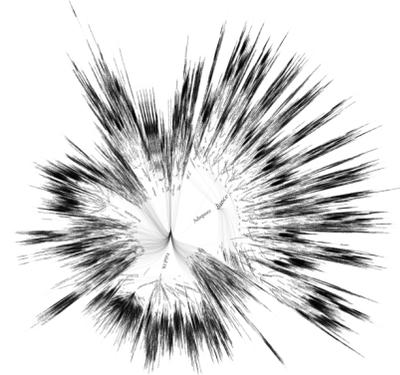
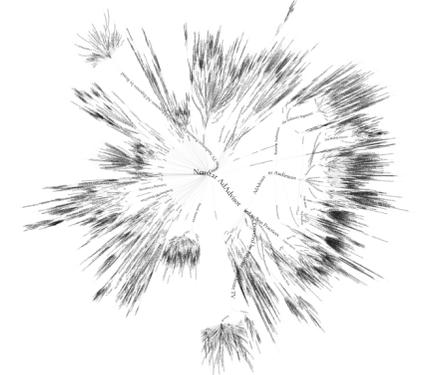
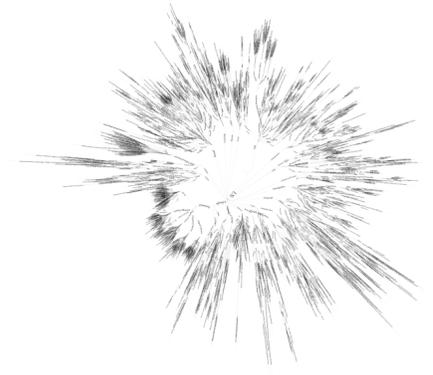
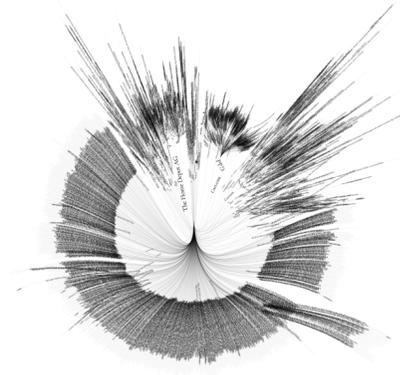


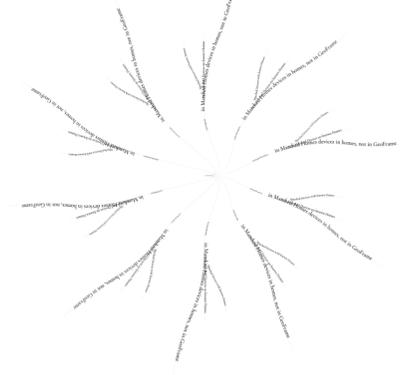
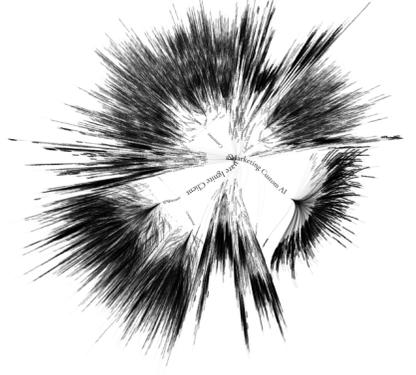
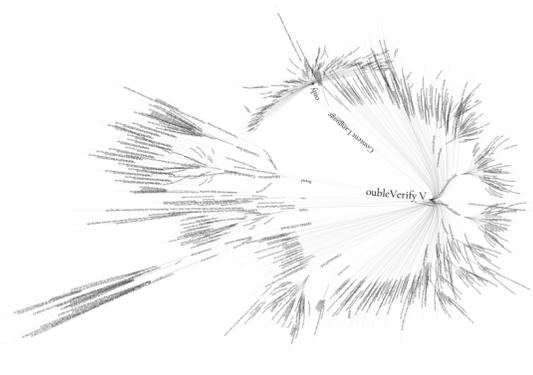
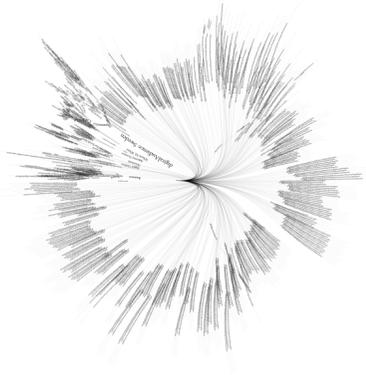
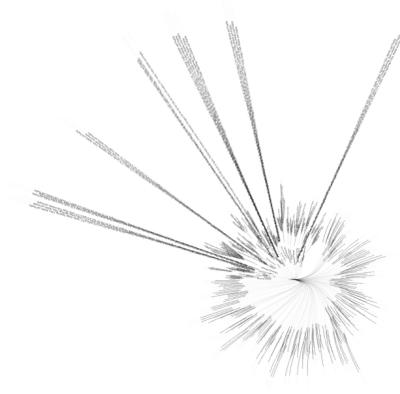
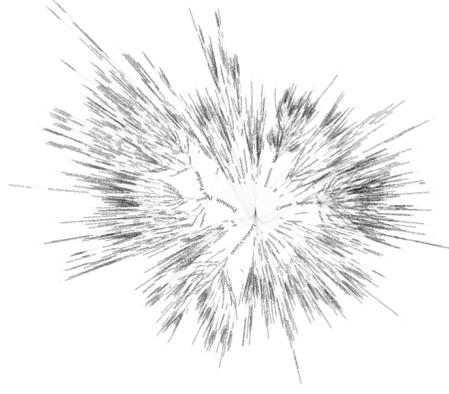
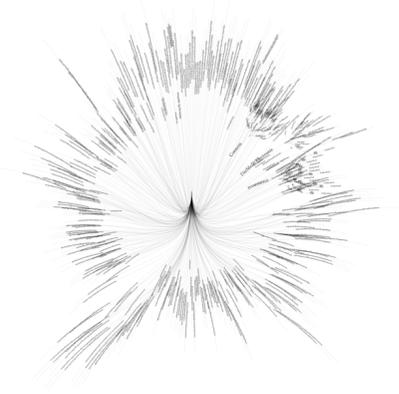
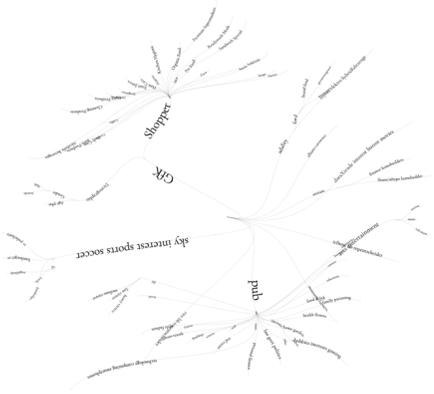
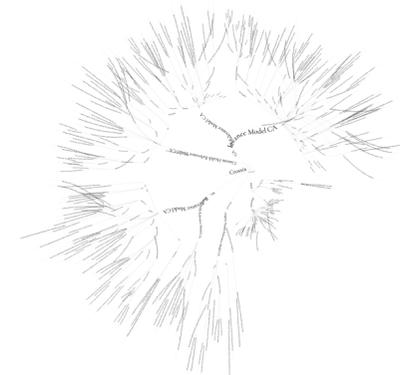
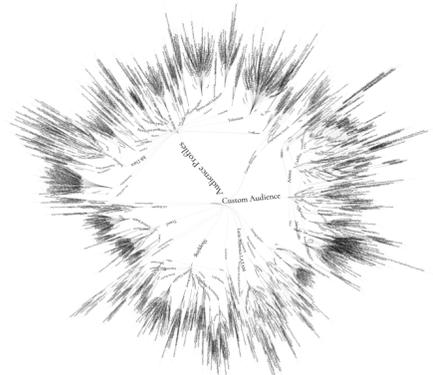
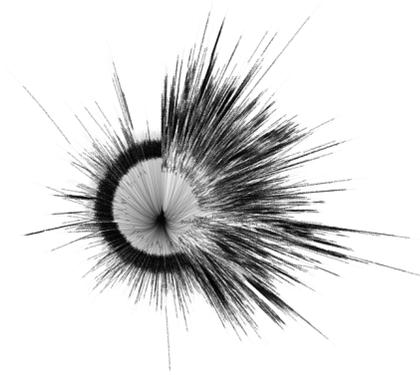
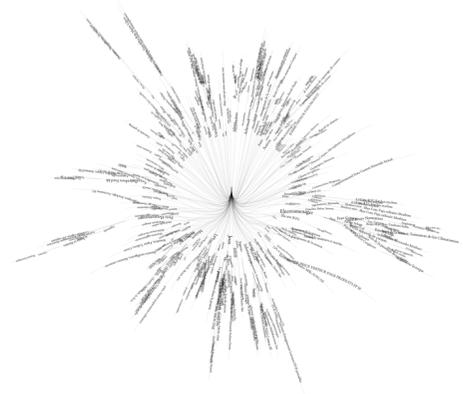
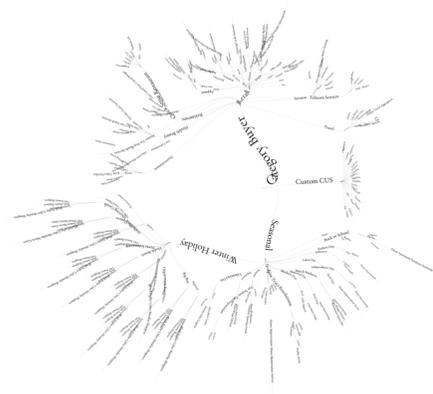
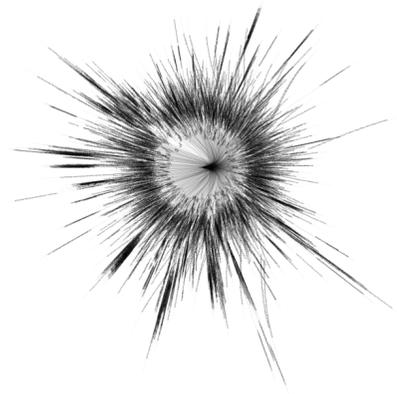
oracle customs (1st,
bluekai, datalogix, addthis)



oracle customs (1st,
bluekai, datalogix, addthis)



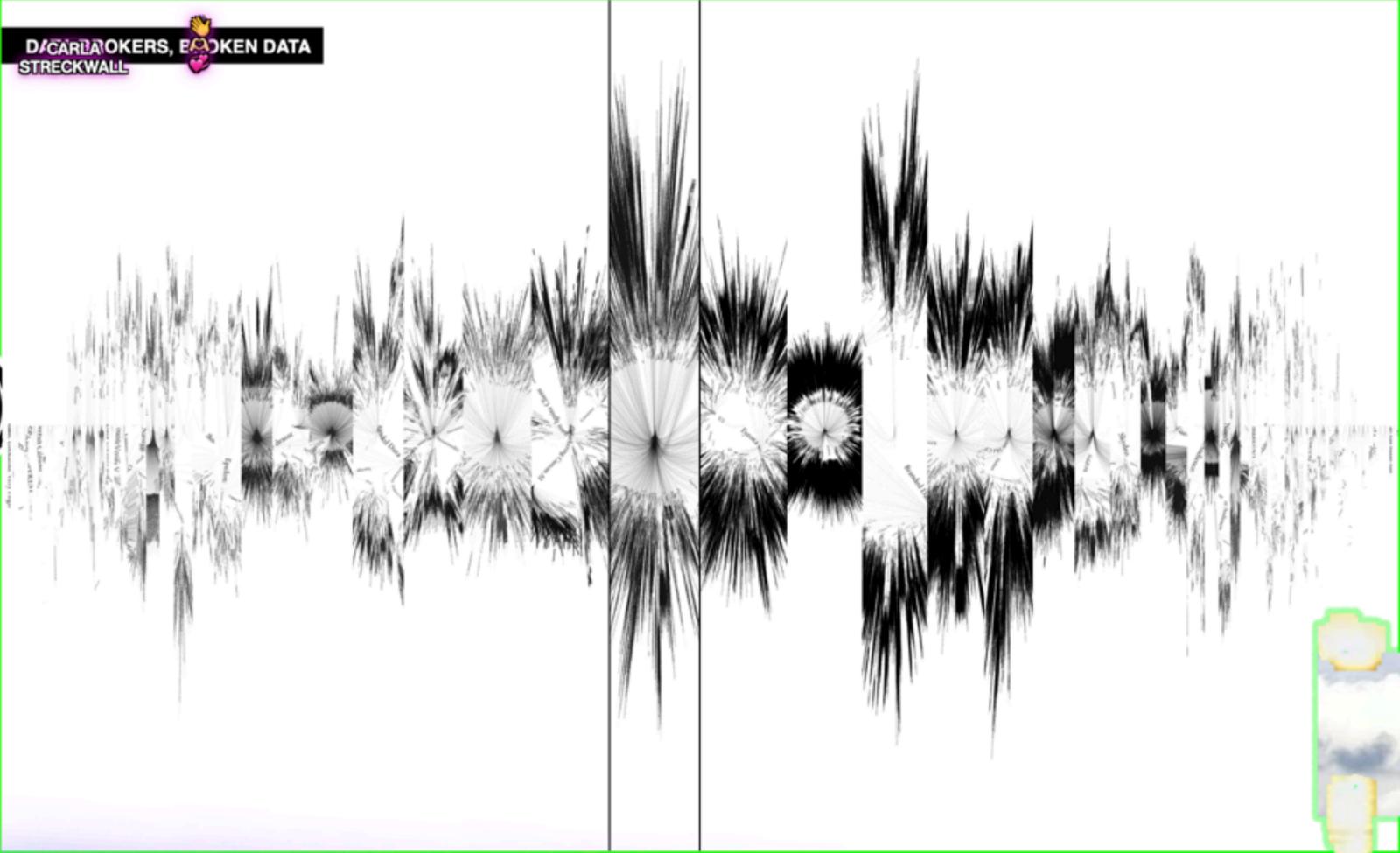




virtual.hek.ch

WELCOME
KIM ALBRECHT
KIM ALBRECHT: WORKSHOP
DAMJANSKI
ORHUN MERSIN
CHARMAINE POH
ALLAPOPP
WORKSHOP: ALLAPOPP

DATA BROKERS, BROKEN DATA
STRECKWALL



Data Brokers, Broken Data
2025, Interactive Visualization

Mute



© Cracked Labs CC BY-SA 4.0, April/May 2017. Disclaimer: the mentioned companies typically keep information about their activities secret. This illustration is based on publicly available information, mainly the companies' own statements. Every effort has been made to accurately interpret and represent the companies' activities, but we cannot accept any liability in the case of eventual errors. Sources: Acxiom website, press releases, brochures, annual reports, and response to US congress inquiry, LiveRamp website, brochures, press releases, presentations, Ibotta website, Crossix website, press releases, FreckleIoT press releases. For details about the sources see the report "Corporate Surveillance in Everyday Life".

Large-scale collection and use of data on people, often without their knowledge

COMMERCIAL DIGITAL TRACKING AND PROFILING LANDSCAPE

In recent years, most industries have joined today's pervasive personal data ecosystems

TELECOM, DEVICE, AND SERVICE PROVIDERS

- Airtel, ISPs, Mobile Carriers, Telenor, China Mobile, Telefónica
- Samsung, IoT, Wearables, Connected Car, Smart Home

TELCO/MEDIA

- Verizon, AOL, Yahoo, Comcast, NBC Universal, AT&T, TimeWarner

LARGE PLATFORMS

- Google, Facebook, Alibaba, Amazon, Apple, Microsoft, Naspers
- Baidu, eBay, Tencent, Softbank

CONSUMER DATA AND ANALYTICS INDUSTRY

ADVERTISING TECHNOLOGY

- SSPs, Ad Networks, Turn, Nielsen, Neustar, Rocket Fuel, DSPs, DMPs

CUSTOMER MANAGEMENT

- Personalization, Call Center, Predictive Marketing, CRM, Loyalty Programs, Salesforce

BUSINESS IT

- Microsoft, Oracle, SAS, IBM, FICO, Palantir, McKinsey, Accenture, Deloitte

DATA INTEGRATION AND IDENTITY MATCHING

- Auth, Identity Verification, Fraud Detection

FINANCIAL SERVICES

- Payment Services, Credit Card Companies, Services Brokers, Fintech, Lenders, Banks & Insurers, Collection Agencies, Leasing, Investigations

MEDIA AND PUBLISHING

- Online Publishers, Video, Websites, Games, Music, Apps, Walt Disney, Grupo Globo, CBS, Bertelsmann, News Corp, Viacom, Asahi Shimbun

MARKETING DATA

- MailChimp, Adobe, OpenX, Lotame, Epsilon, WPP, Merkle, Acxiom, Database Services, Segmentation, Agencies, Direct Marketing, Lead Generation, List Rental, Direct Marketing, Tenant screening, Background Checks, Experian, TransUnion, Equifax, LexisNexis, ID Analytics, Telematics Data, Cyber Security, Credit Scoring

PUBLIC SECTOR AND KEY SOCIETAL DOMAINS

- Politics, Science, Utilities & Energy, Advocacy, Education, Law Enforcement, Welfare, Housing, Employment, Healthcare

RETAIL, CONSUMER GOODS AND SERVICES

- Online Shops, Retail, Grocery, Pharmacies, Brands, Automotive, Mail Order, Travel & Hospitality

GOVERNMENT SURVEILLANCE

Companies in many sectors seamlessly gather, analyze, share, trade, and utilize data on billions

Christl, Wolfie, Katharina Kopp, and Patrick Urs Riechert. 2017. "Corporate Surveillance in Everyday Life." June 1, 2017.

Prediction accuracy
from 170 Likes per
person on average
from Facebook.

Paper: *“Private traits
and attributes are
predictable from
digital records of
human behavior”*

Source:
[https://www.pnas.org/
doi/pdf/10.1073/pnas.1
218772110](https://www.pnas.org/doi/pdf/10.1073/pnas.1218772110)

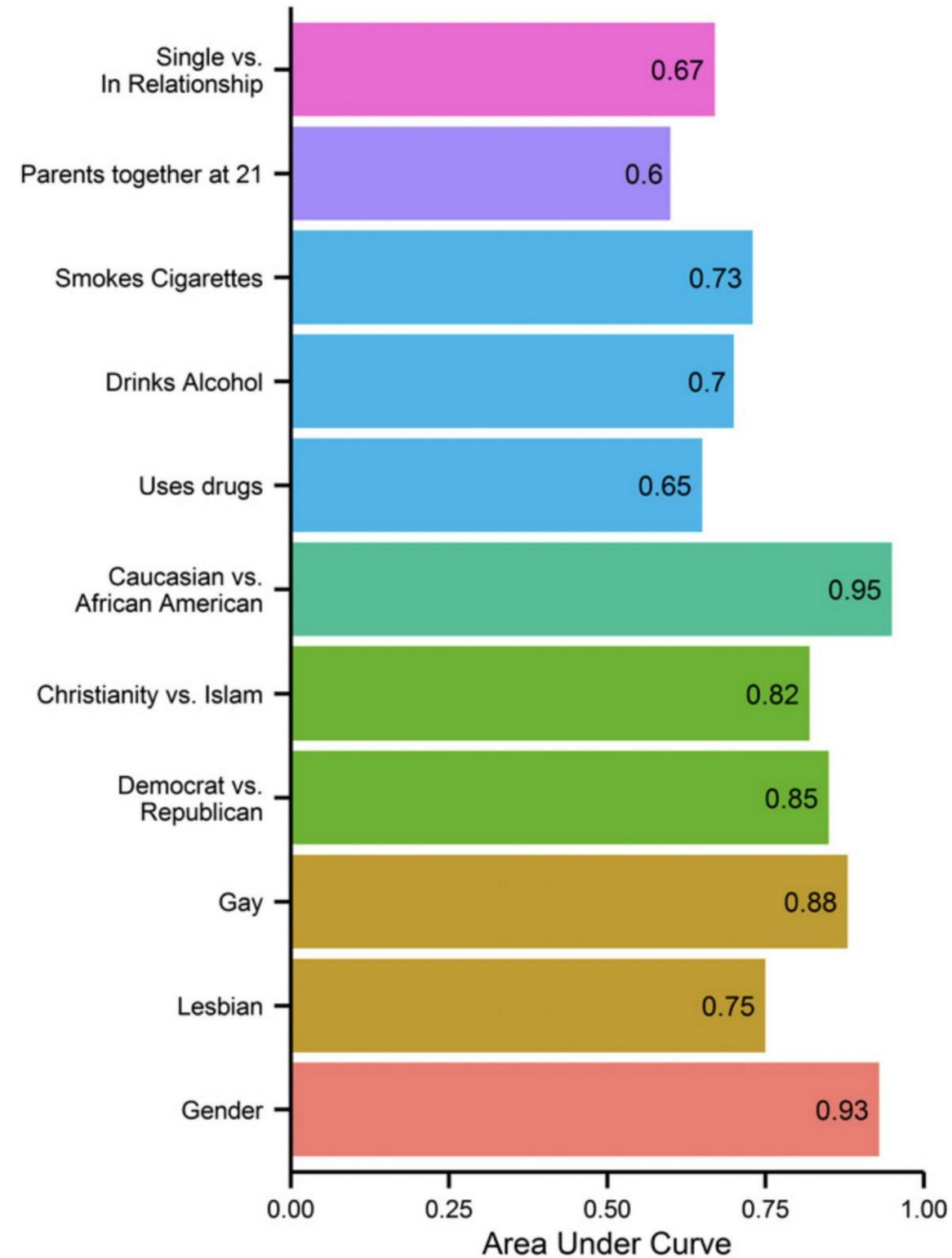


Fig. 2. Prediction accuracy of classification for dichotomous/dichotomized attributes expressed by the AUC.

*2nd Paper:
Computer-based
personality judgments
are more accurate
than those made by
humans*
[https://www.ncbi.nlm.
nih.gov/pmc/articles/P
MC4313801/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4313801/)

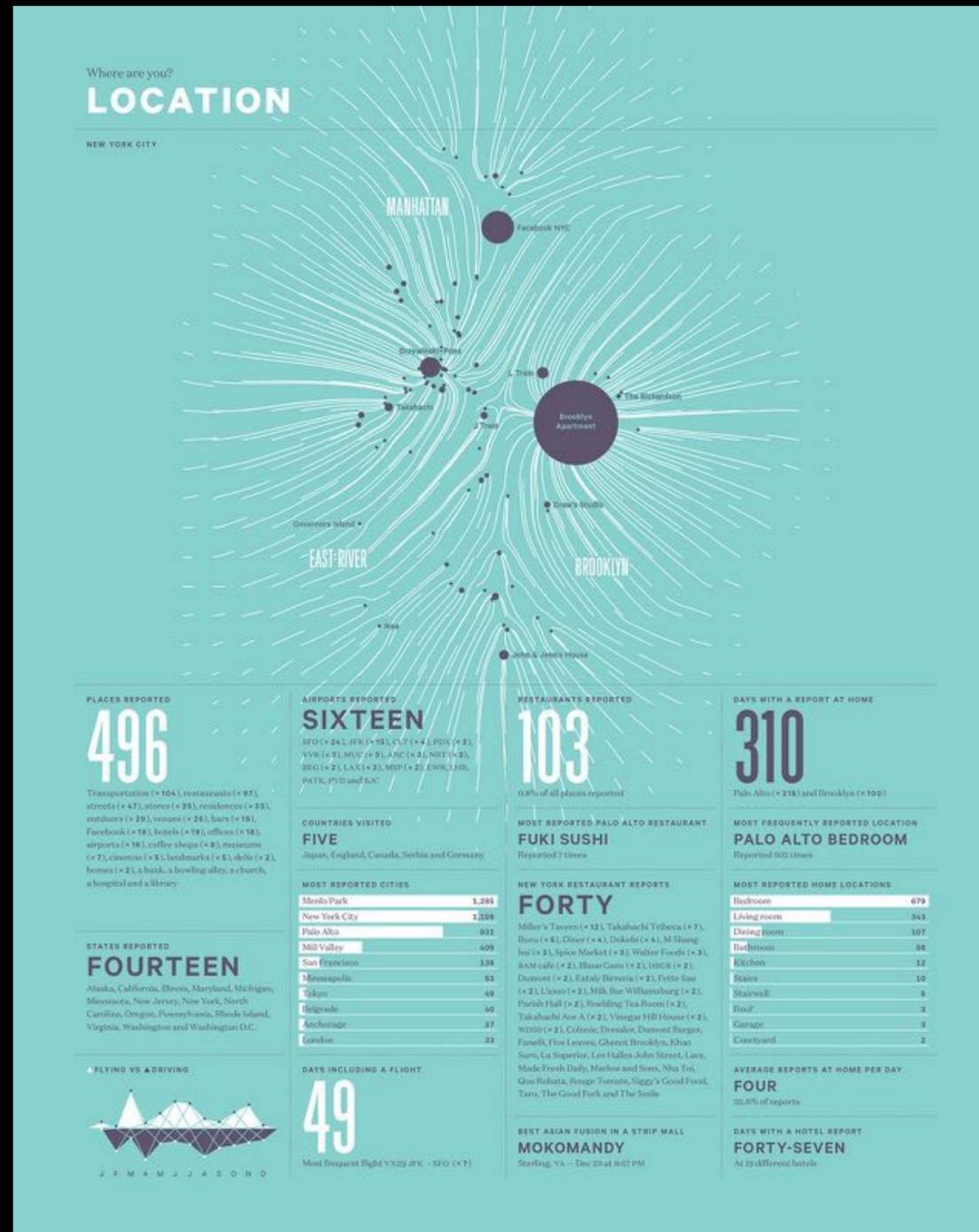
Artistic Positions

Alberto Frigo, Images of the artifact used by the main hand, 2004–ongoing





Feltron Annual Report 2005 – 2014



SOCIAL DRINKS

859.5

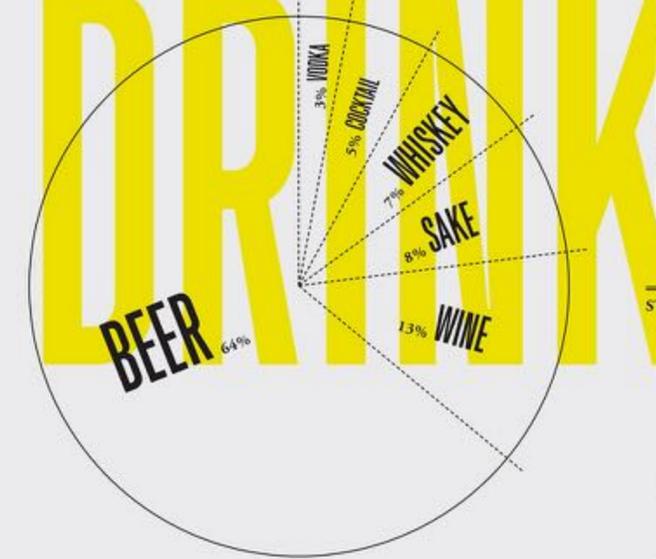
3 MOST FREQUENTED BARS

- SHEBEEN** MOTT STREET
- XICALA** ELIZABETH STREET
- PEASANT** ELIZABETH STREET

BAR VISITS PER MONTH



BEVERAGE BY TYPE



NEW YORK BARS VISITED

94

STELLA ARTOIS ENJOYED SOCIALLY

293

BEER BY BRAND



DISCLAIMER

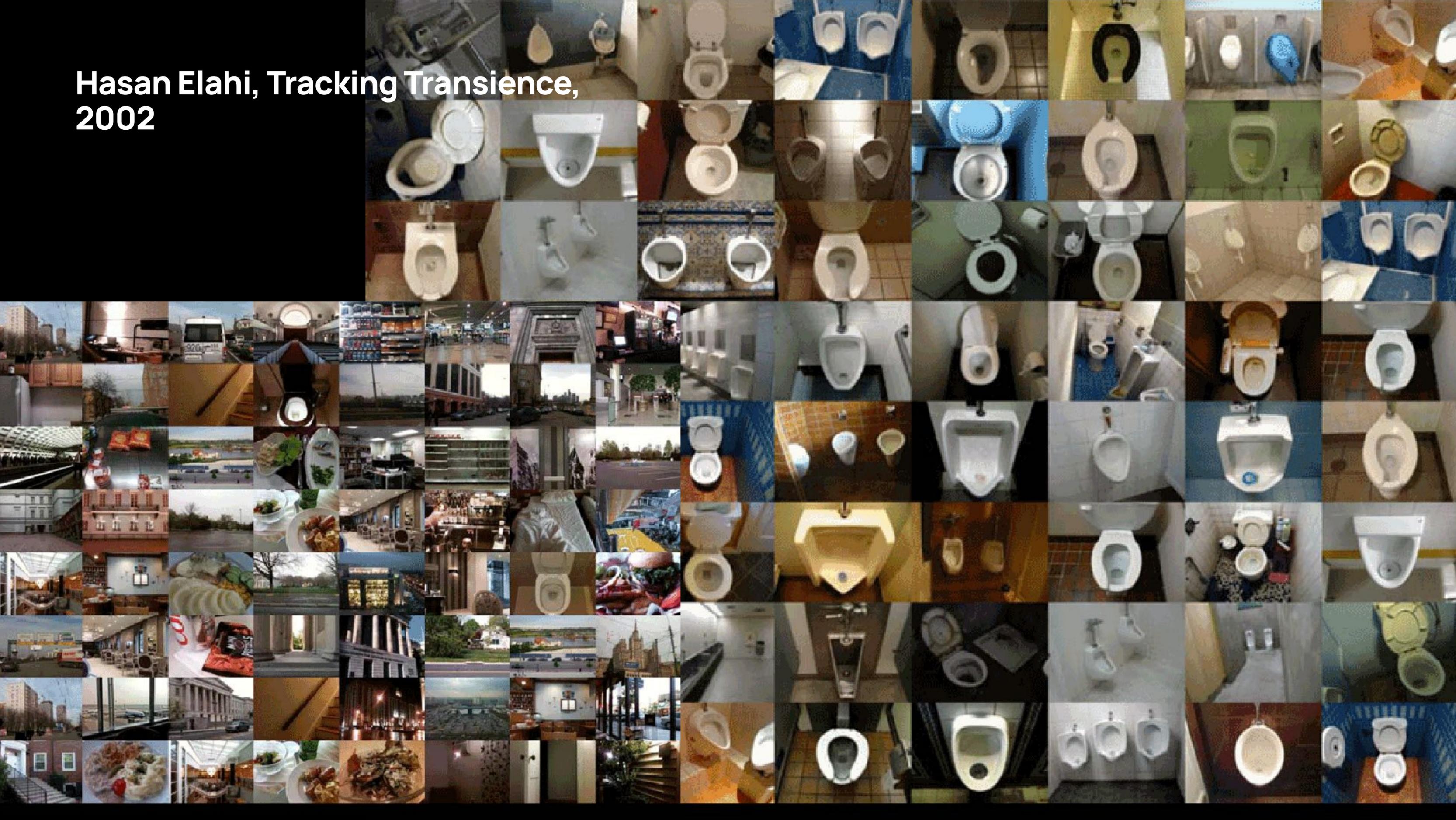
ALCOHOLIC BEVERAGES WERE CONSUMED DURING THE COLLECTION OF THIS DATA AND THE AUTHOR ACKNOWLEDGES THAT AN OCCASIONAL DRINK MAY HAVE GONE UNRECORDED. THEREFORE A 2% MARGIN OF ERROR IS TO BE ASSUMED FOR ALL DRINK STATISTICS.

Florian Mehnert, Waldprotokolle, 2013



Radio SRF 2 Kultur, Schweiz, 10.01.2014, Florian Mehnert: Kunstaktion gegen den Abhörskandal

Hasan Elahi, Tracking Transience,
2002



Hito Steyerl, How Not to be Seen,
2013



PRETEND YOU ARE NOT THERE.

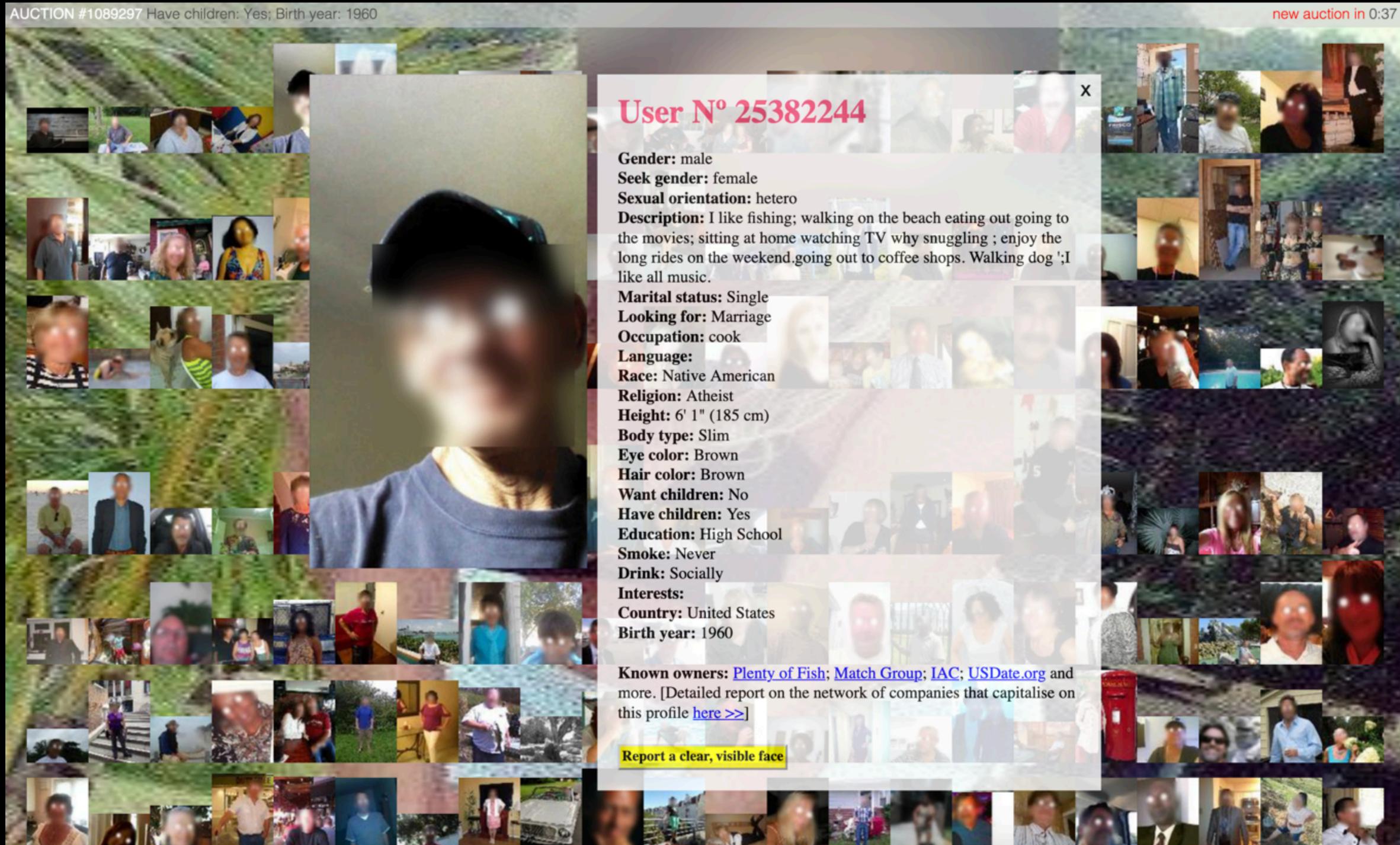
Source:
<https://www.artforum.com/video/hito-steyerl-how-not-to-be-seen-a-fucking-didactic-educational-mov-file-2013-165845/>

HOW NOT TO BE SEEN

A FUCKING DIDACTIC EDUCATIONAL .MOV FILE

Joana Moll, The Dating Brokers, 2018

AUCTION #1089297 Have children: Yes; Birth year: 1960 new auction in 0:37



User N° 25382244 X

Gender: male
Seek gender: female
Sexual orientation: hetero
Description: I like fishing; walking on the beach eating out going to the movies; sitting at home watching TV why snuggling ; enjoy the long rides on the weekend.going out to coffee shops. Walking dog ;I like all music.
Marital status: Single
Looking for: Marriage
Occupation: cook
Language:
Race: Native American
Religion: Atheist
Height: 6' 1" (185 cm)
Body type: Slim
Eye color: Brown
Hair color: Brown
Want children: No
Have children: Yes
Education: High School
Smoke: Never
Drink: Socially
Interests:
Country: United States
Birth year: 1960

Known owners: [Plenty of Fish](#); [Match Group](#); [IAC](#); [USDate.org](#) and more. [Detailed report on the network of companies that capitalise on this profile [here >>](#)]

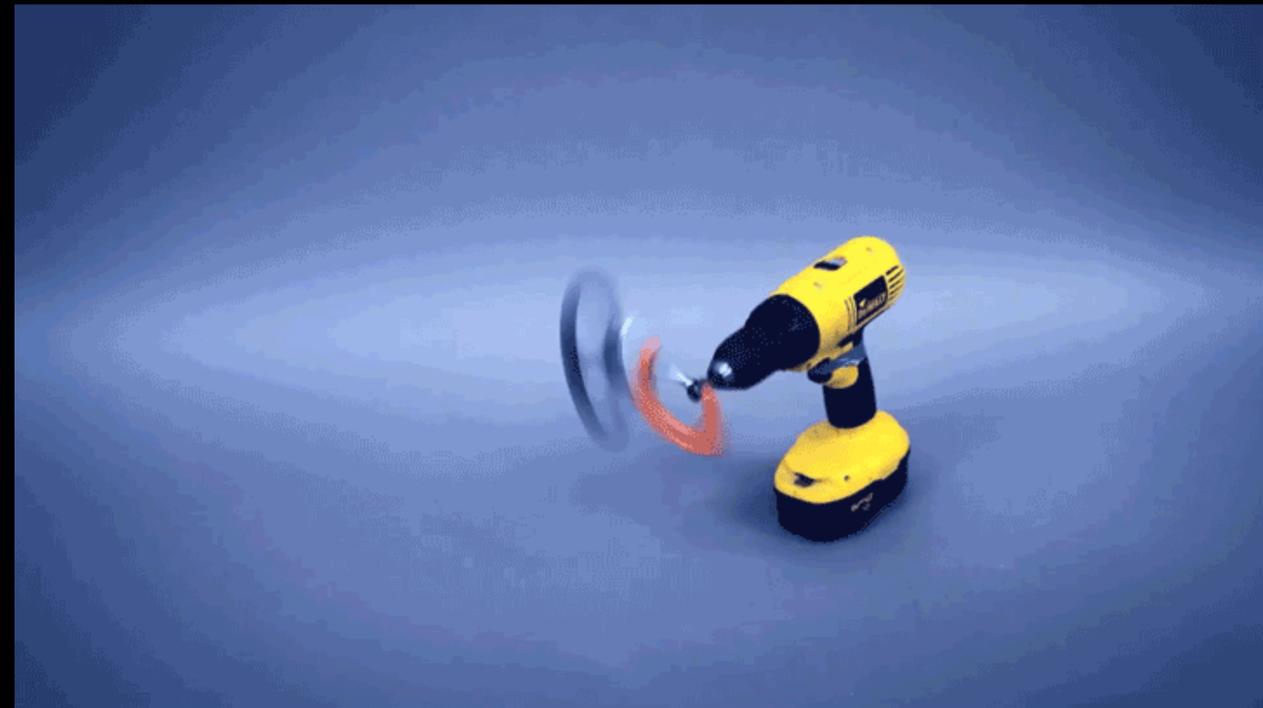
Report a clear, visible face

Lauren McCarthy, Follower





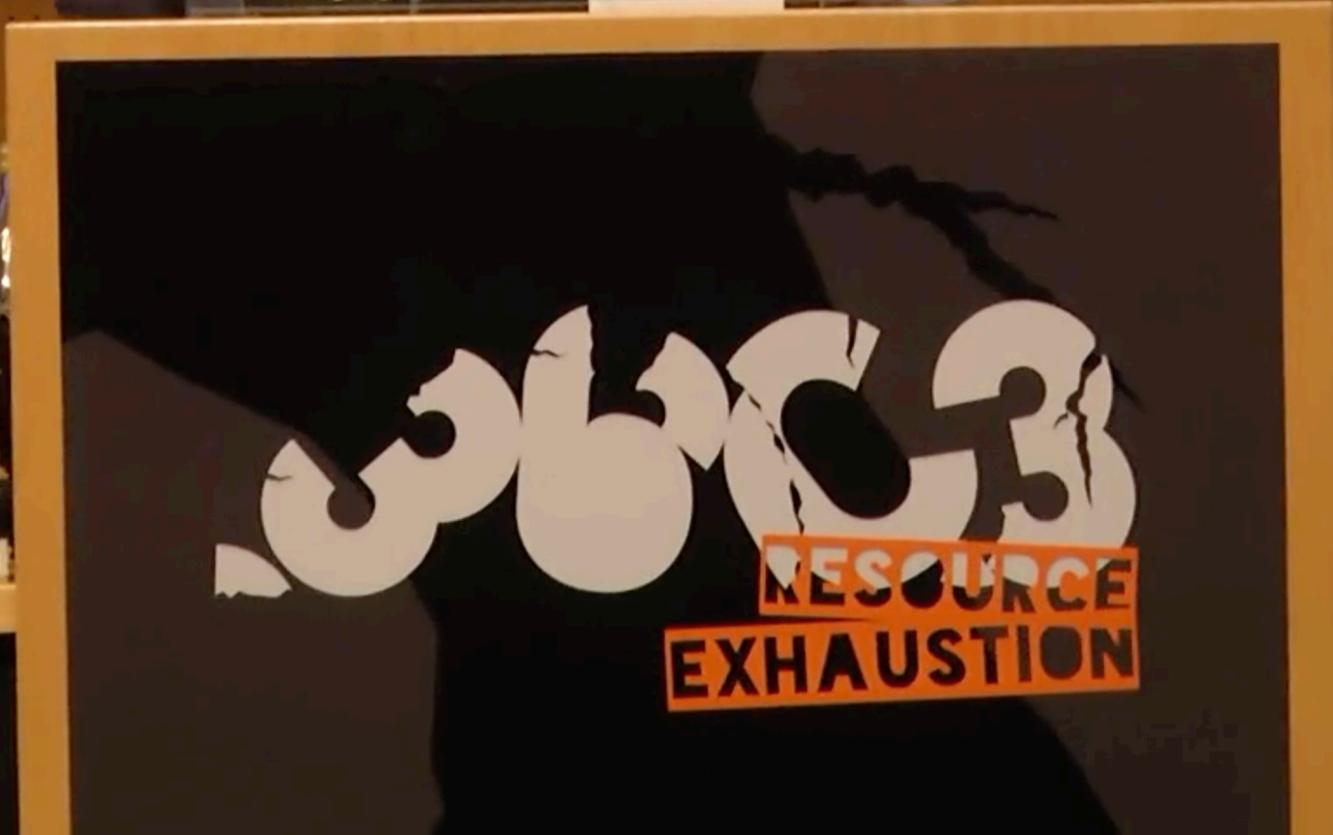
Tega Brain & Surya Mattu, Unfit Bits, 2015



Jasmine Guffond, Listening Back



CONGRESS CENTER LEIPZIG



20603
RESOURCE
EXHAUSTION

Tactics

Florian Mehnert, Waldprotokolle, 2013

Hasan Elahi, Tracking Transience, 2002

Feltron Annual Report 2005 – 2014

Self-Surveillance

Lauren McCarthy, Follower

Alberto Frigo, Images of the
artifact used by the main
hand, 2004–ongoing

Joana Moll, The Dating Brokers, 2018

Surveillance Aesthetics

Jasmine Guffond, Listening Back

Tega Brain & Surya Mattu, Unfit Bits, 2015

Infrastructures of Surveillance

Hito Steyerl, How Not to be Seen, 2013

Zeitplan & Abgabe

Zeitplan

	Datum	Thema
Einführung	2025-04-15	Einführung und Orientierung
Werkzeuge	2025-04-22	Workshop: Data Requests
Inspiration	2025-04-29	Feltron Reports & Projektsammlung
Projekt	2025-05-06	Präsentation 01: Datensätze und Projektideen
Werkzeuge	2025-05-13	Workshop: Designing with Data
Projekt	2025-05-20	
	2025-05-27	Präsentation 02: Ideen Entwicklung
	2025-06-03	Einzeltreffen
	2025-06-10	Projekt Ausarbeitung (Data Art Conference)
	2025-06-17	Präsentation 03: Ausarbeitung
	2025-06-24	Einzelbesprechungen
	2025-07-01	Feedback & Futures
	2025-07-08	Prüfung (Zwischenprüfung)

Tips:

Macht euch ab jetzt Gedanken zu Konzepten die ihr am 6. Mai vorstellen möchtet. Je mehr Ideen ihr sammelt, um so besser wird euer Projekt. Nutzt diesen ersten Monat.

Gruppenarbeiten und Einzelarbeiten sind möglich.

Freiraum: Offen für eure Ideen, Bedürfnisse, Fragen, Einladungen, etc.

Besprechung der Note!

Zeitplan

2025-07-08	Prüfung (Zwischenprüfung)
------------	---------------------------

Zeitplan

Rundgang

2025-07-08

Prüfung (Zwischenprüfung)

Noten

Die Arbeit in diesem Kurs wird nach folgenden Kriterien bewertet:

- Tiefe der Analyse und Synthese der Arbeit
- Aussagekräftige (Forschungs)-Fragen
- Visuelle und konzeptionelle Experimente und Originalität
- Klarheit und Wirkung der Arbeit in Präsentationen & in der Abgabe

Zeitplan

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Einführung	2025-04-15	Einführung und Orientierung
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Besprechung der Note!

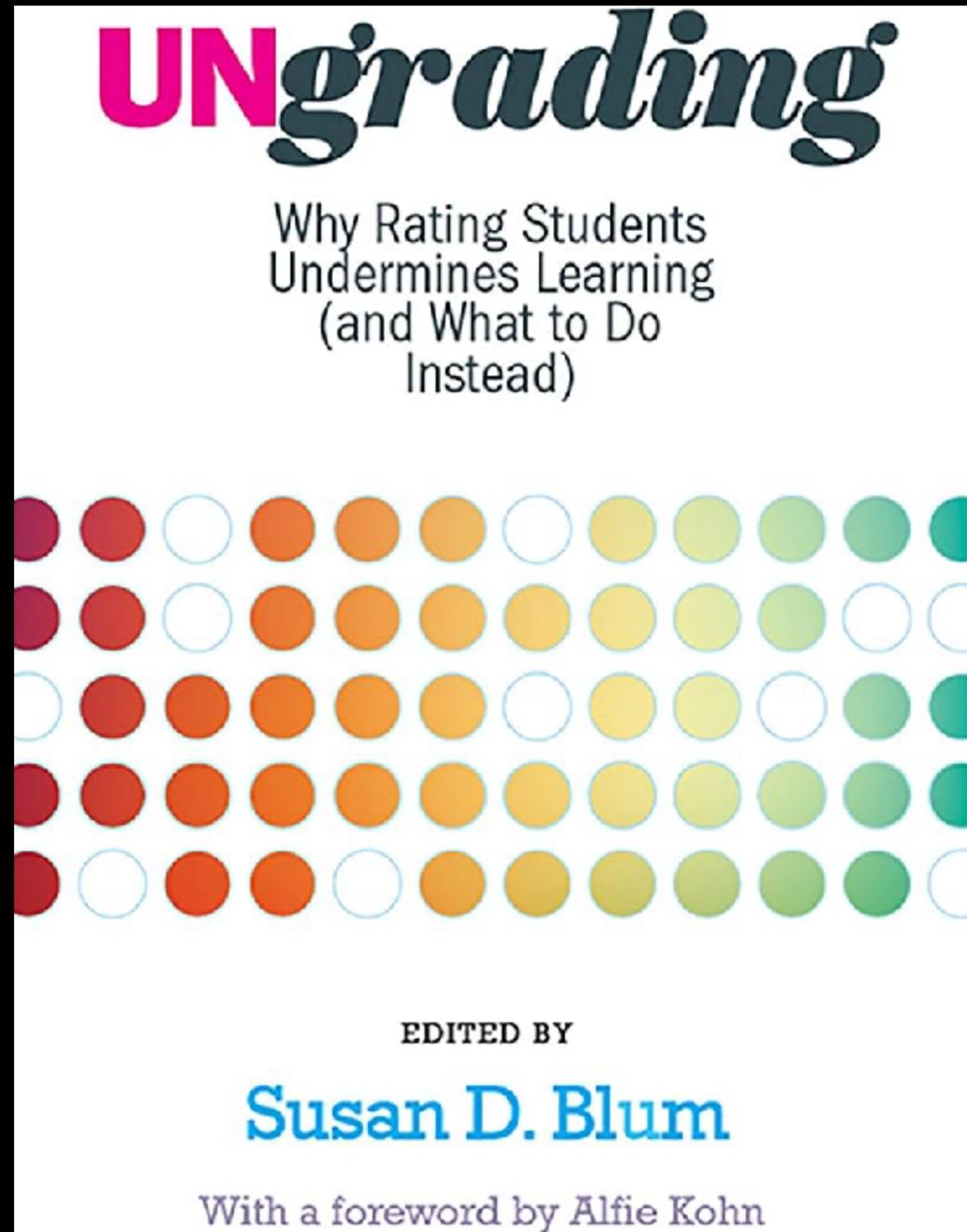
Zeitplan

2025-06-03

Einzeltreffen

Besprechung der Note!

Noten



- Benotung reduziert Kreativität
- Erhöht Angst - vermindert das Arbeitsgedächtnis
- Erhöht die extrinsische Motivation - vermindert die intrinsische Motivation
- Erhöht die Leistung - vermindert das Lernen
- Unbenotung regt Kreativität und Autonomie an

Abgabe / Dokumentation

- Dieser Kurs ist Werkzeug Agnostisch
- Findet eure eigenen Weg
- Der Prozess ist wichtiger als das Resultat
- Projekt (Film, Print, Interaktive Webseite, Zeichnungen, Performance, Installation, Fotografie, etc.)
- Dokumentation
 - Herleitung der Arbeit durch euren Designprozess
- Beschreibung
 - 1 – 5 Seiten Text zu eurem Projekt

Abgabe / Dokumentation

- Dieser Kurs ist Werkzeug Agnostisch
- Findet eure eigenen Weg
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8.7.2025
Rundgang
Ready

- Dokumentation

- Herleitung der Arbeit durch euren Designprozess

Vorlesungs-
freie Zeit

- Beschreibung

- 1 – 5 Seiten Text zu eurem Projekt

Abgabe / Dokumentation

Bewertung

- Teilnahme 10%
- Präsentationen 20%
- Abschlussprojekt 40%
- Abschlussprojekt
Dokumentation 30%

- Projekt (Film, Print, Interaktive Webseite, Zeichnungen, Performance, Installation, Fotografie, etc.)

8.7.2025
Rundgang
Ready

- Dokumentation

- Herleitung der Arbeit durch euren Designprozess

Vorlesungs-
freie Zeit

- Beschreibung

- 1 – 5 Seiten Text zu eurem Projekt

Kurskultur

Kurskultur

Fotografie

Bitte fragt vorher, bevor ihr Fotos macht –
insbesondere von Personen oder unfertiger Arbeit.

Fotos sollten nur mit Zustimmung der Beteiligten
geteilt oder gepostet werden.

Kurskultur

Miteinander im Kurs

Generosität & Vertrauen

Wir begegnen uns mit Neugier, Großzügigkeit und Respekt.

Wir geben einander Feedback und gehen davon aus, dass niemand in böser Absicht handelt.

Wir dürfen Fehler machen, laut denken, uns unsicher zeigen.

Kritik richtet sich an Ideen, nicht an Personen:

Sei hart zu Ideen, sanft zu Menschen.

Kurskultur

Miteinander im Kurs

Kommunikation & Beteiligung

Wir können sprechen, ohne die Hand zu heben – oder sie heben, wenn uns das lieber ist. Je nach Situation und persönlichem Wohlbefinden.

Wir fördern ein dynamisches, offenes und kommunikatives Kursklima.

Gemeinsam wissen wir mehr: stellt Fragen, diskutiert, teilt Wissen.

Kurskultur

Miteinander im Kurs

Pünktlichkeit & Präsenz

Bitte kommt pünktlich.

Die wöchentliche Teilnahme ist wichtig – dieser Kurs lebt von der gemeinsamen Arbeit im Raum.

Wenn ihr fehlt, seid ihr selbst dafür verantwortlich, den verpassten Stoff nachzuholen. Eure Kommilitoninnen sind dabei oft eine gute Hilfe.

Kurskultur

Arbeitsweise & Infrastruktur

Essen & Trinken

Trinken ist erlaubt. Essen bitte nur in den Pausen.

Technik & Medien

Laptops/Tablets dürfen zum Arbeiten genutzt werden.
Handys bitte auf lautlos.

Kurskultur

Arbeitsweise & Infrastruktur

Dokumentation & Teilen

Bitte dokumentiert eure Arbeitsprozesse – regelmäßig und nachvollziehbar.

Dokumentation ist Teil eurer gestalterischen Praxis und Voraussetzung für spätere Reflexion.

Es geht nicht nur um Endergebnisse, sondern auch um Skizzen, Ideen, Tests und Umwege.

Kurskultur

Arbeitsweise & Infrastruktur

Dateiablage & Ordnung

Sorgt für eine strukturierte Ablage eurer digitalen Arbeiten.

Vermeidet Namen wie „final_final_neu_v3.psd“ oder „DingfürDesign1a“.

Gute Dateinamen helfen euch (und anderen), den Überblick zu behalten und Prozesse sichtbar zu machen.

Kurskultur

Arbeitsweise & Infrastruktur

Raumnutzung

Der Raum kann auch außerhalb der Unterrichtszeiten genutzt werden.

Wir übernehmen gemeinsam Verantwortung für Technik, Ausstattung und Sauberkeit.

Kurskultur

Null Toleranz

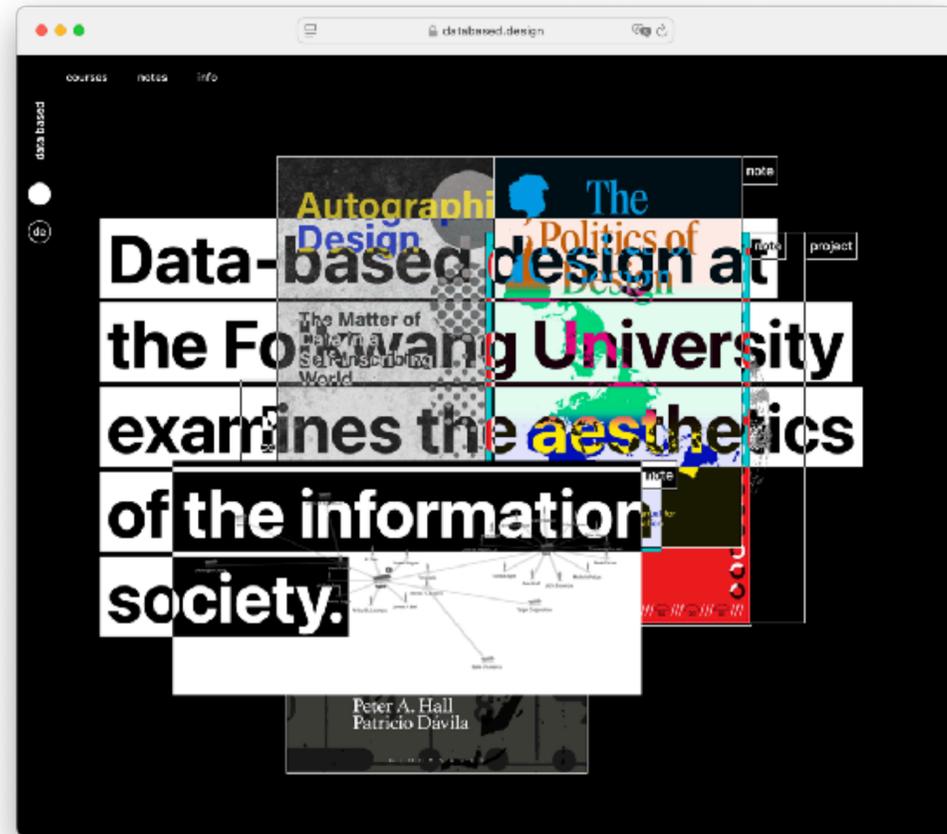
Kein Platz für Sexismus, Rassismus, Ableismus
oder andere Formen der Diskriminierung.

Diese Richtlinien & Rahmenbedingungen sind inspiriert von:
[School for Poetic Computation's code of conduct](#)
[Mindy Seu, Yale School of Art MFA, On Gathering](#)
[Shannon Mattern, University of Pennsylvania, Local Media](#)

[https://databased.design/de/
info/kurskultur](https://databased.design/de/info/kurskultur)

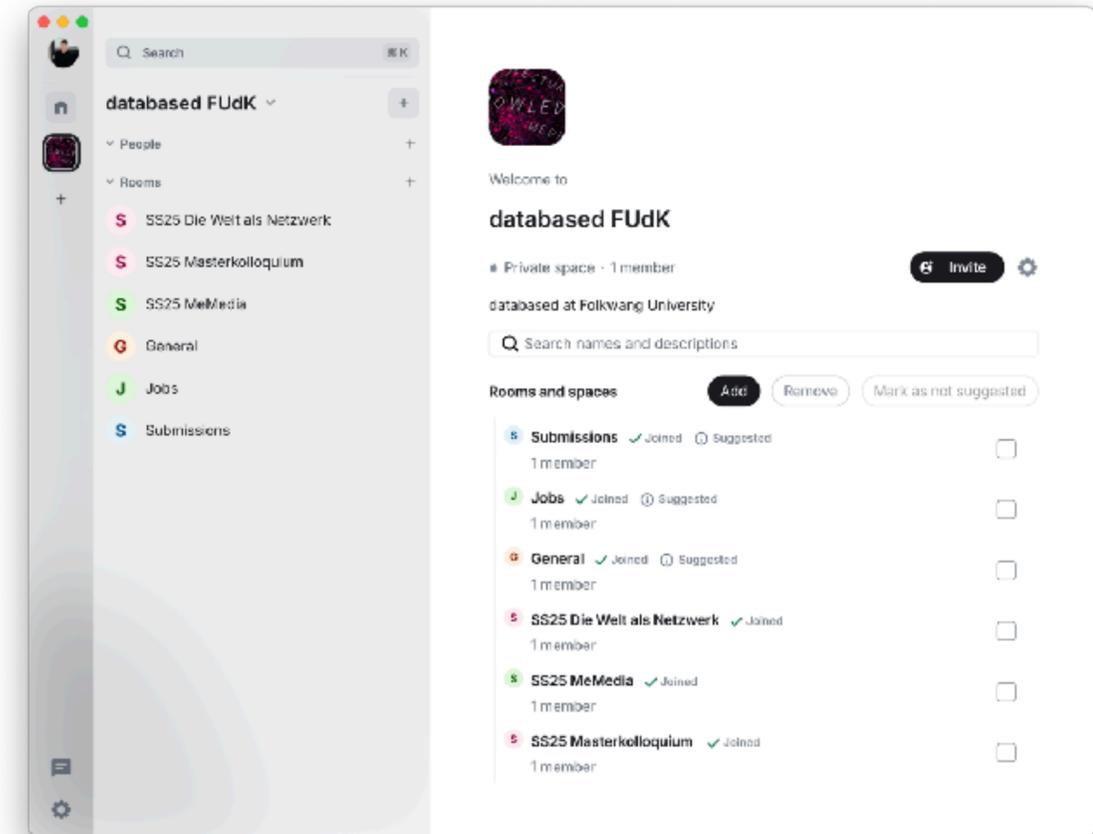
Kommunikation

Außenkommunikation



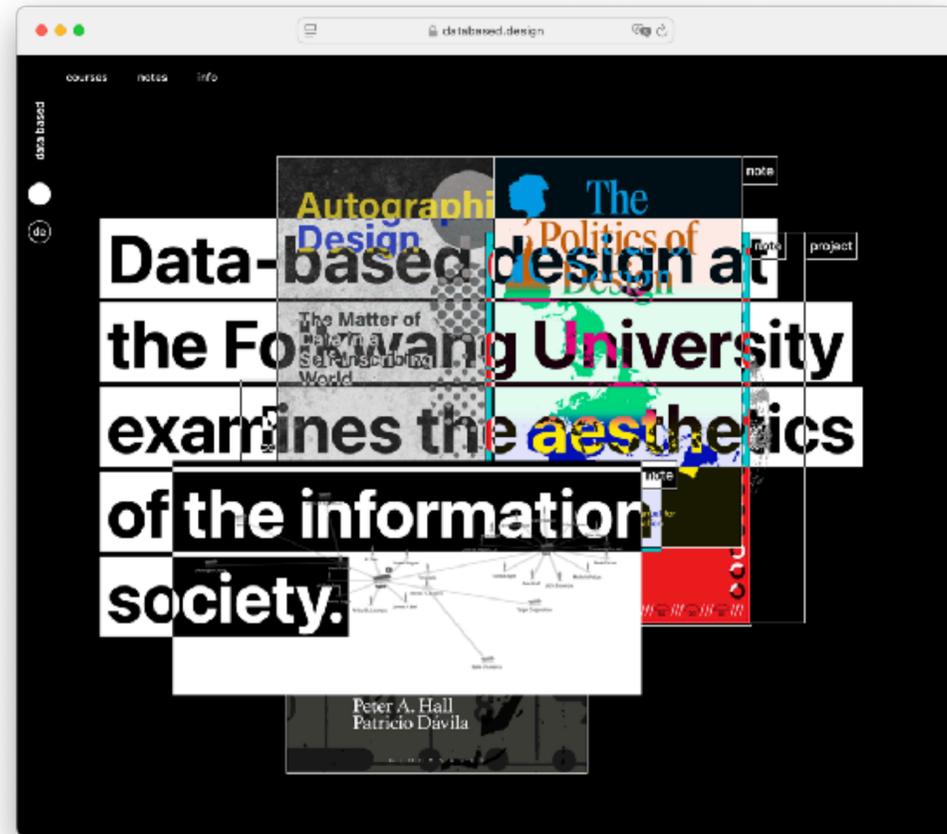
databased.design

Innenkommunikation



element.io

Außenkommunikation

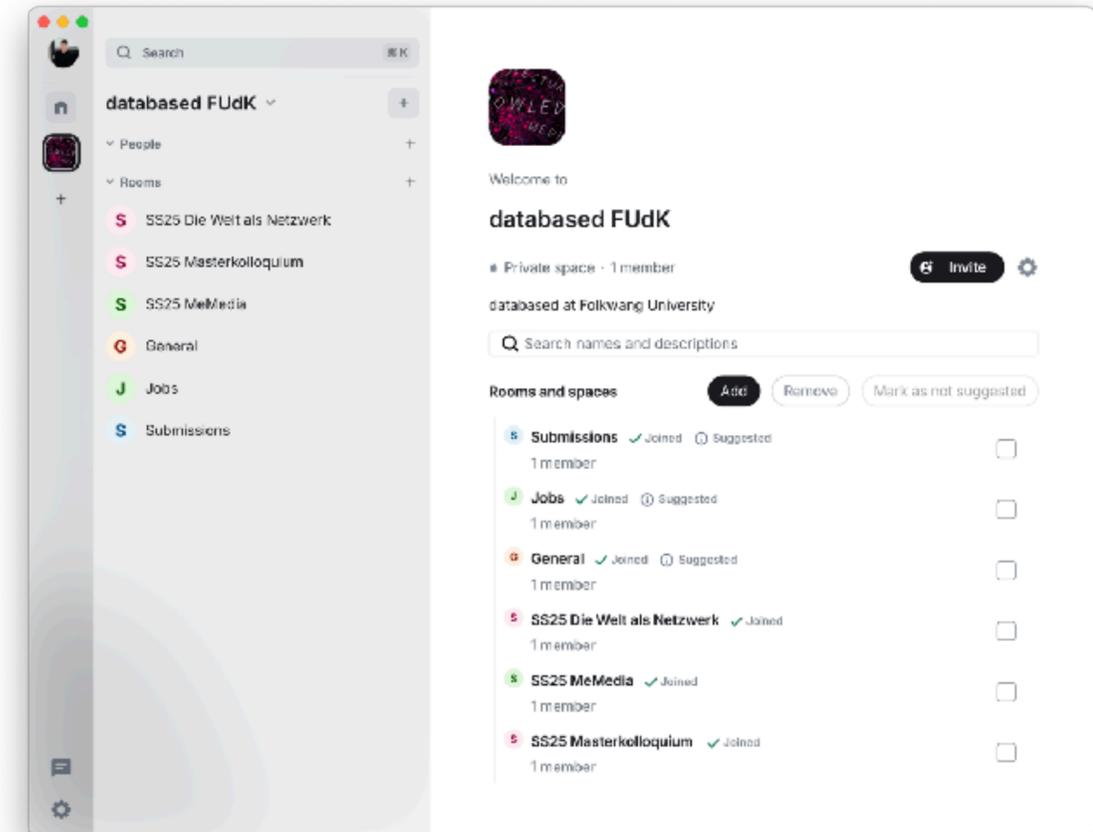


databased.design

Messaging Board

- Element is a free and open-source software instant messaging
- Sichere, Verschlüsselte und System Unabhängige Kommunikation
- Nutzt das Board für euch. Postet Projekte, stellt Fragen, erstellt neue Channels. Das ist unser Raum!
- Bitte alle Kommunikation herüber laufen lassen und nur in dringenden fällen eMail benutzen.

Innenkommunikation

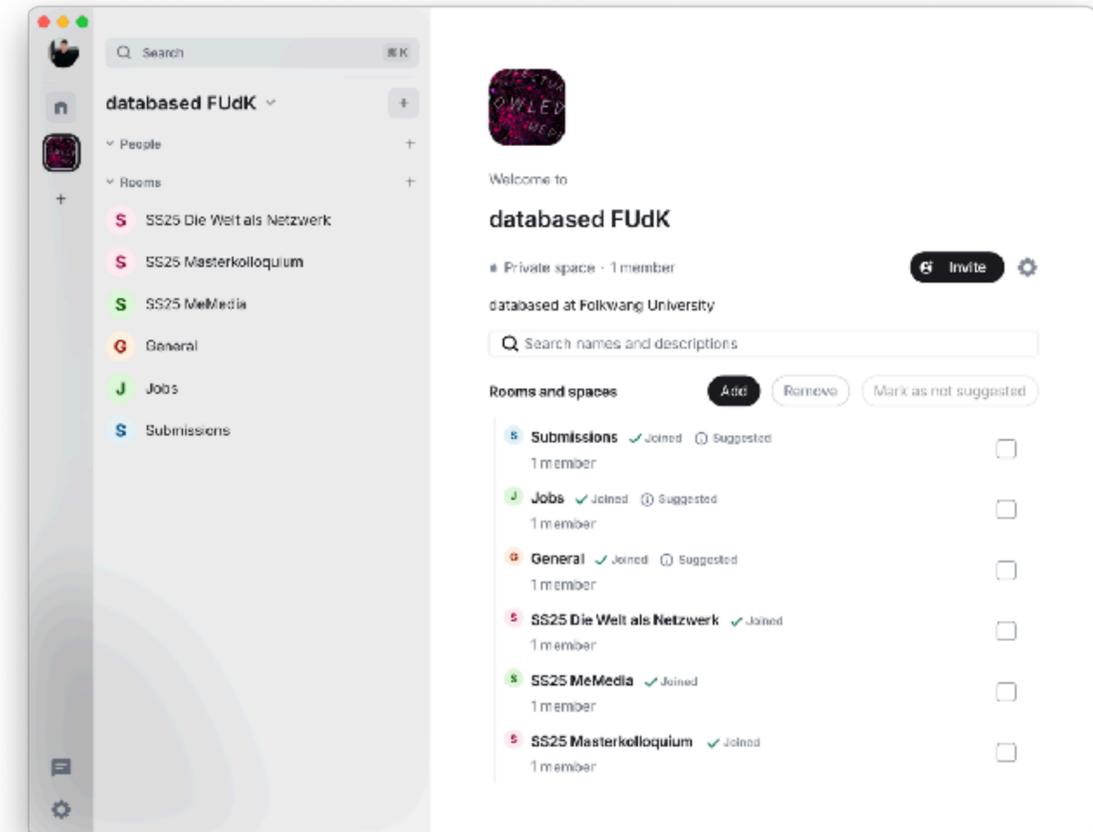


element.io

Innenkommunikation



[https://matrix.to/#/!
HkhypoVdsNeDQyLJke:matrix.org](https://matrix.to/#/!HkhypoVdsNeDQyLJke:matrix.org)



element.io

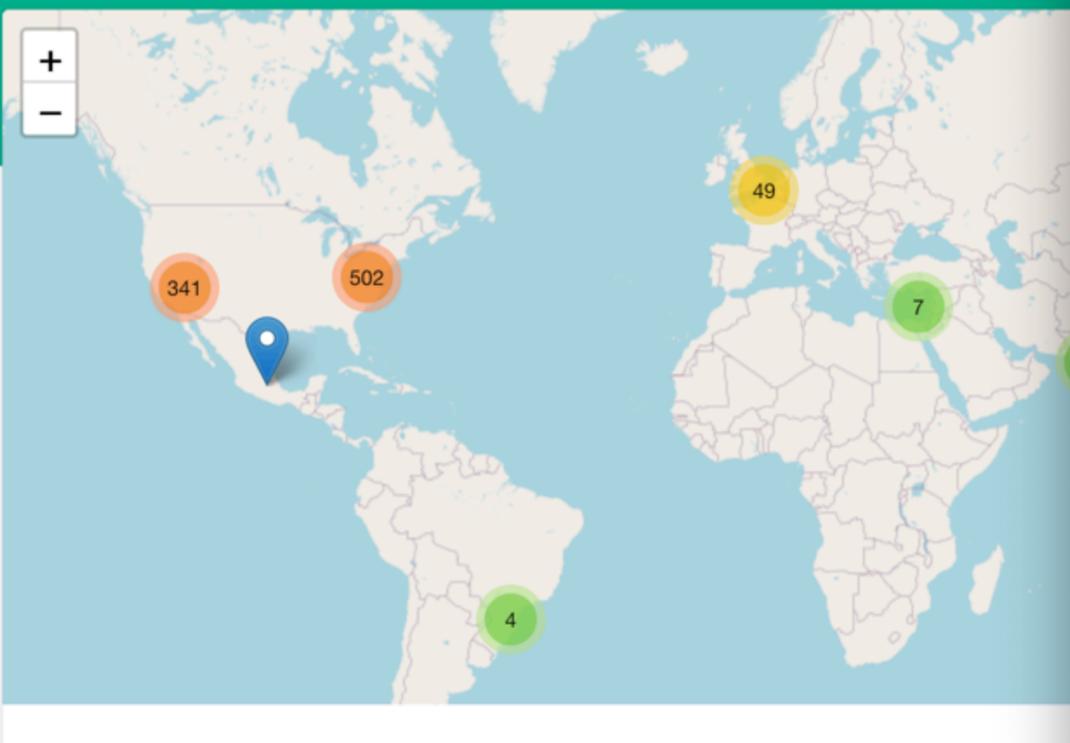
Aufgaben

Investigating Data Brokers

Data Brokers Watch

Tracking and mapping the data broker eco

We curate the largest publicly available database of data bro available to the wider research community. The full dataset to 60+ data points on 1075 services distributed across the g



data-brokers-08-03-2025 — Edited

View Zoom Add Category Pivot Table Insert Table Chart Text Shape Media Comment Share Format Organize

Domain	Emails	Company Name	Privacy Policy URL	Credit Bureau	Phone Numbers	Address	Health	Company Legal Name	Company Domain	Company Domain Aliases	Company Url	Company Site Phone Numbers	Company Site Email Add	Company Ca
Optimus.com	info@optimus.com	Optimus				20 Jay St #203, Brooklyn, NY 11201, USA		Optimus.com	Optimus.com					Information T
180bytwo.com	connect@180bytwo.com;privacy@180bytwo.com	180byTwo			+1 909-340-3259	603 Cleveland St, Clearwater, FL 33755, USA		180bytwo.com	180bytwo.com			+1 909-340-3259	connect@180bytwo.com	Information T
33across.com	drew.paquette@33across.com	33Across			+1 888-297-4094	229 W 28th St, New York, NY 10001-5915, US		33across.com	33across.com			+1 888-297-4094		Information T
33radius.com	legal@evercommerce.com	33 Mile Radius			+1 888-594-8381,+1 216-600-0879,+1 888-7	6133 Rockside Rd #400, Independence, OH 44131, US		33radius.com	33radius.com	33reviews.io		+1 888-594-8381,+1 216-600-0879,+1 888-726-4725		Consumer D
360mediadirect.com	privacy@360mediadirect.com;partner@360mediadirect.com	Media Direct			+1 800-258-3350	653 W Fallbrook Ave, Fresno, CA 93711, USA		360mediadirect.com	360mediadirect.com	wrs.com.covaletrng.com.subdirect.com		+1 800-258-3350	partner@360mediadirect.co	Consumer D
411.com	support@411pages.com		https://www.411.com/privacy-policy			2099735100								
411locate.com	admin@411locate.com	411locate.com			+1 862-414-7064,+1 614-327-0511,+1 859-8	1221 E Pike St, Seattle, WA 98122, USA		411locate.com	411locate.com			+1 862-414-7064,+1 614-327-0511	admin@411locate.com	Information T
4insights.com	info@4insights.com;info@secCompliance@medaoc	Medaoclean			+1 312-676-4646,+1 201-402-1700,+1 502-8	45 W 18th St, New York, NY 10011, USA		medaoclean.com	medaoclean.com	4insights.com.bcc.com.au.donovandata.com		+1 312-676-4646,+1 201-402-1700	info@sec&Compliance@med	Information T
5x5.us	privacy@5x5.us	5x5 US LLC	5x5coop.com/do-not-sell-my-info/		512-827-9312	P.O. Box 2354, Austin TX, 78768, USA		5x5coop.com	5x5coop.com	join5x5coop.com.5x5datacoop.com.meets5x5coop.com.join5x5.com				Information T
6sense.com	privacy@6sense.com	6Sense Insights Inc.	6sense.com/privacy-policy/			450 Mission Street, Suite 201, San Francisco CA, 9410		6sense.com	6sense.com	dataiab.com.saleswhale.com.forrelia.ai.stirata.com.zeniq.io.talkinginsense.com				Industrials
700credit.com	sales@700credit.com;support@700credit.com;GR@C	700Credit	https://www.700credit.com/privacy-policy/		+1 866-273-3848,+1 800-494-7020,(313) 749	American Center, 27777 Frankl Open Dealer Exchange		700credit.com	700credit.com			+1 866-273-3848,+1 800-494-7020	sales@700credit.com.supp	Consumer D
absolutepeoplesearch.com	contact@absolutepeoplesearch.com	National Search Association Corp	absolutepeoplesearch.com/regulatory_request.php			P.O. Box 460931, Aurora CO, 80015, USA								Industrials
acbj.com	legal@bcjournals.com	The Business Journals			+1 704-973-1000	120 W Morehead St, Charlotte, NC 28202-1800, US		acbj.com	acbj.com					Consumer D
accenture.com	Regulatory.Licenses@accenture.com;investor.relation	Accenture			+353 1 646 2000,+1 917-452-6561,+1 973-5(1 Grand Canal Square, Dublin 7, Accenture Limited		accenture.com	accenture.com	avenal.com.accenture.de.sentels.com.accent		+1 917-452-6561,+1 973-590-9920	investor.relations@accentu	Industrials
accuoncorp.com	jenna@accuoncorp.com;support@infopay.com;info@	InfoPay	http://accuoncorp.com/privacy		+1 617-262-9317,+1 800-309-9351,+1 800-433-	28 Atlantic Ave, Boston, MA 02110, USA		infopay.com	infopay.com	accuoncorp.com.infopay.net		+1 800-309-9351,+1 800-433-0547	support@infopay.com.info@	Information T
accudata.com	marketing@accudata.com	AccuData Integrated Marketing	http://www.accudata.com/terms-use-privac		+1 239-425-4400,+1 800-732-3440,+1 800-7	5220 Summerlin Commons Blvd #200, Fort Myers, FL		accudata.com	accudata.com			+1 800-732-3440,+1 800-732-1565,+1 239-425-3767		Information T
acuity.com	consumerdocuments@flexinexus.com;support@Acu	Acuity			+65 9656 4954	Windsor Pl, East Grinstead RH1 Acuity Inc		acuity.com	acuity.com	bankanalmarac.com.safe-banking.com.ficos		+65 9656 4954	support@Acuity.com.lmoq	Information T
aceagents.ai	compliance@aceagents.ai	ACE Agents Inc.	www.aceagents.ai/privacy		850-265-1500	548 Market St. #33674, San Fr ACE Agents Inc		aceagents.ai	aceagents.ai			+1 650-226-4346,+1 800-839-5925	sales@aceagents.ai.admin@	Information T
achoop.com	info@achoop.com;privacy@achoop.com;lia@achoo	achoop.com			+1 302-480-0432			achoop.com	achoop.com			+1 302-480-0432		Industrials
acquiredirect.com	DataCompliance@AcquireDirect.com;info@leadq	Lead.q + Acquire			+1 800-771-9898,+1 855-532-3544	12620 Race Track Rd, Tampa, FL 33626, USA		leadq.com	leadq.com	acquiredirect.com.acquirefinancial.com		+1 800-771-9898,+1 855-532-3544	info@leadq.com.priv	Consumer D
acquiremedia.com	info@acquiremedia.com	Acquire Media			+1 973-422-0800	3 Becker Farm Rd #401, Rosel Acquire Media Venture		acquiremedia.com	acquiremedia.com			+1 609-580-2800	connect@acquiremedia.com	Information T
actintel.com	contact@actintel.com	Active Intel Investigations			+1 844-248-3440;18442483440	150 E Palmetto Park Rd #800, Boca Raton, FL 33432		actintel.com	actintel.com			+1 844-248-3440		Consumer D
acxiom.com	privacy@acxiom.com;globaldataethics@acxiom.com	Acxiom	https://www.acxiom.com/about-us/privacy		+1 866-352-3267,+1 877-314-2049,+44 113-	12303 Airport Way, Broomfield, CO 80021-2727, US		acxiom.com	acxiom.com	databyacxiom.com.aboutthedata.com.acxiom		+1 877-314-2049,+44 113 301 470	globaldataethics@acxiom.c	Information T
adadapted.com	info@adadapted.com;info@adadapted.com;privacy@	AdAdapted			+1 313-744-3383	1327 Jones Dr, Ann Arbor, MI 4 AdAdapted Inc		adadapted.com	adadapted.com			+1 313-744-3383	info@adadapted.com.priv	Information T
adcolony.com	privacy@adcolony.com;privacy@AdColony.com;supp	AdColony	http://www.adcolony.com/privacy		+1 650-418-6287	11440 San Vicente Blvd, Los An AdColony, Inc.		adcolony.com	adcolony.com			+1 650-418-6287	privacy@adcolony.com.priv	Information T
addresses.com	privacy@peopleconnect.us	Carrollton Paint & Body	http://www.peopleconnect.us/privacy		+1 972-242-1332	1613 Whitlock Ln, Carrollton, TX 75006, USA		addresses.com	addresses.com					Consumer D
addresssearch.com			http://www.addresssearch.com/privacy-policy.php					undefined	undefined					undefined
admarketplace.com	privacy@admarketplace.com	adMarketplace			+1 212-925-2022,+1 305-420-5253,+1 212-8	3 Park Ave, New York, NY 10016-5902, US		admarketplace.com	admarketplace.com	ampexchange.com.ampclicks.com.admarketpl		+1 212-925-2022,+1 305-420-5253		Information T
admarubin.com	jenniferv@admarubin.com;info@admarubin.com;priv	Adrea Rubin Marketing			+1 212-963-0020,+1 212-963-1057,+1 646-4(19 W 44th St #1415, New York, Adrea Rubin Marketing		admarubin.com	admarubin.com			+1 212-963-0020,+1 212-963-1057	info@admarubin.com.priv	Industrials
adsquare.com	legal@adsquare.com	adsquare GmbH	adsquare.com/privacy/us_privacy_supplement/			Saarbrücker Str. 36, Berlin BE, 10405, Germany		adsquare.com	adsquare.com			+49 30 208498140,+49 30 2084981	marketing@adsquare.com	Consumer D
adstradata.com	privacy.officer@adstradata.com	Adstra LLC	adstradata.com/privacy-policy/		609-580-2800	700 College Road East, Suite 2 Adstra LLC		adstradata.com	adstradata.com	qualia.id.idfy.com.alc.com.alcink2me.com		+1 609-580-2800	connect@adstradata.com	Information T
adtribution.com	mike@adtribution.com	Adtribution Inc				16192 Coastal Highway, Lewes ADTRIBUTION LLC		adtribution.com	adtribution.com			+1 239-788-5614	hello@adtribution.com.info	Consumer D
advanced-people-search.com	megan@awidg.ca.gov					1821 O St, Sacramento, CA 95811, USA		advanced-people-search.com	advanced-people-search.com					Information T
advancedbackgroundchecks.com			http://www.advancedbackgroundchecks.com/privacy ; https://www.advancedbackgroun-					undefined	undefined					undefined
advantagesolutions.net	alex@take5mg.com	Advantage Solutions	https://www.advantagesolutions.net/pages		+1 949-797-2526,+1 949-797-2500,+1 888-4(18100 Von Karman Ave #1000, Advantage Solutions In		advantagesolutions.net	advantagesolutions.net	advantagesolutions.enterprise.advantagecou		+1 949-797-2500,+1 888-651-1112		Industrials
advcredit.com	info@advcredit.com	Advantage Credit	https://www.advcredit.com/privacy-policy/		+1 303-670-7993,+1 212-714-0177,+1 800-4(32065 Castle Ct #200, Evergre Advantage Credit Inc		advcredit.com	advcredit.com			+1 303-670-7993,+1 212-714-0177	info@advcredit.com	Financials
affinitysolutions.com	privacy@affinitysolutions.com	Affinity Solutions			+1 212-822-9600	1180 6th Ave 3rd Floor, New York, NY 10036, USA		affinitysolutions.com	affinitysolutions.com			+1 212-822-9600		Consumer D
affinityanswers.com	data@privacy@affinityanswers.com	Affinity Answers Corporation	www.affinityanswers.com/your-privacy-choices/			12708 Riata Vista Circle, Suite A113, Austin TX, 78727		affinityanswers.com	affinityanswers.com	truesffinity.com			hello@affinityanswers.com	Industrials
agedleadstore.com	toy@nextwavemarketingstrategies.com	Next Wave Marketing Strategies Inc	agedleadstore.com/privacy-notice-for-lead		9499613122	15527 Jasmine Place, Tustin CA, 92782, USA		agedleadstore.com	agedleadstore.com	agedleadstore.info.agedleadstore.biz.agedlea		+1 949-647-5045,+1 888-238-6283	info@agedleadstore.com	Financials
agrgroupinc.com	tzpeda@agrgroupinc.com	AI Global Resources LLC				2925 N. Green Valley Parkway, AGR Group Inc		agrgroupinc.com	agrgroupinc.com	alglobalesources.com.salesverifications.com		+1 877-860-5780,+1 702-410-5785		Industrials
agrmarketingsolutions.com	stephen@agrmarketingsolutions.com;info@agrmarket	AGR Marketing Solutions			+1 941-916-9841	130 E Marion Ave #510968, Punta Gorda, FL 33950, US		agrmarketingsolutions.com	agrmarketingsolutions.com	agrmarketingservices.com		+1 941-916-9841	info@agrmarketingsolutio	Consumer D
aidentified.com	privacy@aidentified.com	Aidentified LLC				33 Bradford Street, Concord, MA 01742, United States		aidentified.com	aidentified.com					Consumer D
alarmcalifornia.org								undefined	undefined					undefined
alc.com	shery.booke@alc.com	Adstra	https://www.alc.com/privacy-policy/		501-240-6049	750 College Rd E #201, Princeton, NJ 08540, USA		adstradata.com	alc.com.idfy.com.alcink2me.com.qualia.id					Consumer D
alescodata.com	michael@alescodata.com	Alesco Data			+1 800-701-6531,+1 239-275-5006,+1 239-2	5276 Summerlin Commons Way Alesco Data LLC		alescodata.com	alescodata.com			+1 800-701-6531,+1 239-275-5006,+1 239-275-7737		Information T
alhea.com	gord@egocogto.com		http://www.alhea.com/support/privacy-policy					alhea.com	alhea.com					
alliantgroup.com	privacy@alliantgroup.com	Alliant Group			+1 630-579-2992,+1 800-367-7311,+1 888-3(2056 Westings Ave, Naperville, Alliant Group LLC		alliantgroup.com	alliantgroup.com			+1 800-367-7311,+1 888-362-1222	privacy@alliantgroup.com	Information T
alliancodes.com	press@alliancodes.com	AllianCodes	http://www.alliancodes.com/policies.htm			17209 Chesterfield Airport Rd #143, Chesterfield, MO 6		alliancodes.com	alliancodes.com			+1 201-621-5695,+1 201-679-2594	press@alliancodes.com	Information T
alliantdata.com	compliance@alliantdata.com;Compliance@AlliantData	Alliant			+1 845-617-5500,+1 866-213-7290,+1 866-3	301 Fields Ln #8, Brewster, NY 10509, USA		alliantinsight.com	alliantinsight.com	alliantinsight.me.alliantinsights.com.alliantdata		+1 845-617-5500,+1 866-213-7290	Compliance@AlliantData.c	Information T
alliantinsight.com	compliance@alliantdata.com	Alliant Cooperative Data Solutions LLC	alliantinsight.com/data-se			301 Fields Ln, Brewster NY, 10509, USA		alliantinsight.com	alliantinsight.com	alliantdata.net.alliantdata.org.alliantdata.com		+1 845-617-5500,+1 866-310-7278	info@alliantdata.com.Comp	Industrials
allpeople.com		AllPeople			+1 503-625-9883									
allwebleads.com	online@allwebleads.com;sales@allwebleads.com	All Web Leads	http://www.allwebleads.com/privacy		888-522-7355,+1 512-279-3083,+1 888-522-	7300 Ranch Road 2222, Austin All Web Leads Inc		allwebleads.com	allwebleads.com	annuityleads.com		+1 888-522-7355,+1 512-279-3083	sales@allwebleads.com.as	Information T
alphonso.tv	general.courses@alphonso.tv	Alphonso Inc.				211 Hope Street, Suite 300905, Alphonso Inc.		alphonso.tv	alphonso.tv				info@alphonso.tv.privacy@	Information T
altairdata.com	jim@altairdata.com	Altair Data Resources Inc.	www.altairdata.com/altair		615-468-6885	1749 Malbury Lane, Ste. 201, B Altair Data Resources		altairdata.com	altairdata.com	altairci.com.altairdata.net.healthcaremarketing		+1 800-241-6631,+1 615-468-6802	sales@altairdata.com.priv	Industrials
altsource.com	Brett.Gottlieb@altsource.com;aspa_ombudsman@alt	Altsource	https://altsource.com/Privacy-Notice		770-612-7007,+352 77 06 12 7007,+1 855-31-	Luxembourg		altsource.com	altsource.com			+352 77 06 12 7007,+1 855-373-72	Brett.Gottlieb@altsource.co	Information T
americaphonebook.com								americaphonebook.com	americaphonebook.com					Industrials

Domain	Company Name	Company Category	Sector	Company Category	Industry Group	Company Category	Industry	Company Category	Sub Industry	Company Description	Company Founded	Year							
Company Geo City	Company Geo Country	Company Geo Lat	Company Geo Lng	Company Twitter Followers	Company Twitter Following	Company Type	Company Metrics	Alexa	Global										
Rank	Company Metrics	Employees	Company Metrics	Market Cap	Company Metrics	Raised	Company Metrics	Annual Revenue	Company Metrics	Estimated Annual Revenue									
0ptimus.com	0ptimus	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	We are a technology and analytics consulting firm located in Washington, D.C. We help clients of all sizes solve their toughest problems.	2013	United States	40.7040297	-73.9867893	1038	140	private	3421665	30			
							\$1M-\$10M												
180bytwo.com	180byTwo	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	AI-Powered Data and Software Solutions for B2B and Account-Based Marketers	#AccountBasedMarketing #B2BMarketing #B2BSales #IntentData	2017	Clearwater	United States	27.9660046	-82.7984509	365	2327	private	1185786		
							\$1M-\$10M												
33across.com	33Across	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	33Across is a publisher monetization company, founded in 2008 by CEO Eric Wheeler.	2007	New York	United States	40.74766	-73.99414	1230	654	private	25650000	\$10M-\$50M		
33mileradius.com	33 Mile Radius	Consumer Discretionary	Media	Media	Advertising	Our exclusive lead generation system takes the hassle out of marketing, letting you focus on completing the jobs that make you money.	2011	Independence	United States	41.3971457	-81.648126	834	4184	private	476255	30	\$1M-\$10M		
360mediadirect.com	Media Direct	Consumer Discretionary	Media	Media	Advertising	360 Media Direct offers the most flexible marketing and advertising platform for delivering the highest quality leads and driving customer engagement.	2004	Fresno	United States	36.848967	-119.8044371	14	111	private	312740	45	\$1M-\$10M		
411locate.com	411locate.com	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	Locate any person and find old friends or relatives with 411 Locate free people search. Easy to use tool for locating anyone online.		Seattle	United States	47.6139443	-122.3159787	206	344	private	977428			
4cinsights.com	Mediaocean	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	See how we're delivering on our vision to power a world where marketers market the way consumers consume.	2012	New York	United States	40.7396285	-73.994072	16	0	private	17849	1500		
5x5coop.com	5x5 US LLC	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	5x5Coop is a data cooperative that aims to bridge the data divide by enabling organizations to access the data they need at a fixed cost. They believe that data disparities cannot be solved by one data partner alone, so they bring members together to...										\$1M-\$10M		
6sense.com	6Sense Insights Inc.	Industrials	Commercial & Professional Services	Professional Services	Consulting	6sense is a B2B predictive intelligence engine that reinvents pipeline to revenue with Revenue AI™. It empowers marketing and sales teams with 100% buyer visibility, accurate predictions, and AI-driven insights.	2013	San Francisco	United States	37.7783837	-122.3941886	18521	15542	private	77539	2000	\$500M-\$1B		
700credit.com	700Credit	Consumer Discretionary	Automobiles & Components	Automotive	Automotive	700Credit is the largest provider of credit and compliance solutions to automotive today, placing us at the lowest costs tiers with the bureaus, with the ability to pass those savings on to our dealers. As we have grown, we have carefully selected...		Southfield	United States	42.4898542	-83.2990083	79	47	private	991540	75	\$10M-\$50M		
absolutepeoplesearch.com	National Search Association Corp	Industrials	Commercial & Professional Services	Professional Services	Professional Services	Absolute People Search offers a comprehensive database of public record information, including police records, social media profiles, photos, civil judgments, background checks, and contact information. With a simple search, users can easily find someone...		Aurora	United States	39.6631609	-104.8279512			private	628263	5	\$0-\$1M		
acbj.com	The Business Journals	Consumer Discretionary	Media	Media	Publishing	The Business Journals is your one-stop source for business news across the U.S. - in print, online and mobile.	1985	Charlotte	United States	35.22163	-80.85184	53816	504	private	358423	900	\$100M-\$250M		
accenture.com	Accenture	Industrials	Commercial & Professional Services	Professional Services	Consulting	Accenture plc is an Irish multinational company that provides consulting and processing services.	1989	Dublin 2	Ireland	53.3436754	-6.2393834	516019	1702	public	1468	10000	174850000000	43215013000	\$10B+
accucomcorp.com	InfoPay	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Infopay.com gives consumers and businesses access to over 2 billion public records ranging from criminal history to marriage & divorce records.	2005	Boston	United States	42.363346	-71.050599	571	510	private	1018659	20	\$1M-\$10M		
accudata.com	AccuData	Integrated Marketing	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	As a leader in custom data solutions for 30 years, AccuData's access to the nation's most insightful and accurate consumer and business data is unparalleled.	1991	Fort Myers	United States	26.5800566	-81.8789256	1342	1744	private	687788	150	\$10M-\$50M	
accuity.com	Accuity	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	Accuity - A LexisNexis® Risk Solutions Company	1836	East Grinstead	United Kingdom	51.1205142	-1.63E-5	1680	1509	private	255979	810		
aceagents.ai	ACE Agents Inc.	Information Technology	Software & Services	Internet Software & Services	Internet Software & Services	Internet Software & Services	ACE Agents is a customer engagement platform that takes human potential to the next level by harnessing the power of Conversational AI. Our platform will help scale your business by boosting employee productivity and improving customer engagement, whic...		San Francisco	United States	37.7900688	-122.4007436			private	3		\$0-\$1M	
achcoop.com	achcoop.com	Industrials	Commercial & Professional Services	Professional Services	Professional Services	ACH Coop is a leading provider of address clearing house services. We specialize in managing and maintaining accurate address data for businesses. Our services include address verification, address standardization, and address correction. With our adva...		Lewes	United States	38.765003	-75.2115776			private	13586747	4	\$0-\$1M		
acquiredirect.com	LeadJig + Acquire	Consumer Discretionary	Media	Media	Advertising	Financial services marketing plans increase bottom lines. LeadJig is a financial marketing leader. Discover how finance marketing can raise bottom line.		Tampa	United States	28.0667131	-82.6369915			private	1854231	20	\$1M-\$10M		
acquiremedia.com	Acquire Media	Consumer Discretionary	Media	Media	Publishing	A brief chronological history of Acquire Media: 1981 - FAME Software founded by principals of Acquire Media. 1985 - Principals form GARI Software as a FAME-sponsored consultancy 1988 - Desktop Data founded 1989 - Individual Software founded 1996... 2001 Roseland United States		Boca Raton	United States	26.3501247	-80.0843096			private	7634177		\$1M-\$10M		
activeintel.com	Active Intel Investigations					UPDATE: In light of the recent national news events, be advised that our investigative offices are fully operational and 100% staffed. Order online or call		Boca Raton	United States	26.3501247	-80.0843096			private	7634177				

RAWGraphs 2.0

ARTBOARD

Width (px)

Height (px)

Background

Margin (top)

Margin (right)

Margin (bottom)

Margin (left)

Show legend No

Legend width

CHART

COLOR

LABELS

Show hierarchy labels Yes

Hierarchy labels

Label (1)

Show outline No



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Bar Chart

Stacked Bars

Grouped Bars

Split Bars

Bullet Bars

Column Chart

Stacked Columns

Grouped Columns

Multiple Columns NEW

Lines

Multiple Lines

Area Chart

Scatter Plot

Dot Plot

Range Plot

[Insert title here]

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411.com 411locate.com 4cinsights.com 5x5coop.com 6sense.com 700credit.com
absolutepeoplesearch.com acbj.com accenture.com accucomcorp.com accudata.com
accuity.com aceagents.ai achcoop.com acquiredirect.com acquiremedia.com
activeintel.com acxiom.com adadapted.com adcolony.com addresses.com
addressesearch.com admarketplace.com adrearubin.com adsquare.com adstradata.com
adtribution.com advanced-people-search.com advancedbackgroundchecks.com
advantagesolutions.net advcredit.com affinity.solutions affinityanswers.com
agedleadstore.com agrgroupinc.com agrmarketingsolutions.com aidentified.com
alarmscalifornia.org alc.com alescodata.com alhea.com allantgroup.com
allareacodes.com alliantdata.com alliantinsight.com allpeople.com allweleads.com
alphonso.tv altairdata.com altisource.com americaphonebook.com amobee.com
amplemarket.com amrent.com analytics-iq.com ancestry.com anchorcomputer.com
ancientfaces.com andersonadvisors.com andrewswharton.com anexinet.com
ansoniacreditdata.com anteriad.com anywho.com apollo.io apollointeractive.com
apolloprogram.com applecart.co archives.com aristotle.com arity.com arivify.com
arrakis.ai arrestfiles.org arrests.org ask.com aslmarketing.com aspire-north.com
assurance.com atdata.com atriks.com atomdata.com attribits.com
audienceacuity.com audiencerate.com audientco.com audigent.com
automotivemastermind.com autoweb.com avrick.com avrickdirect.com awl.com
background-check-only.com background-checks-systems.com backgroundalert.com





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Suche deinen eigenen Namen in Kombination mit Stadt, Arbeitsplatz oder anderen Identifikatoren. Nutze auch die Bildersuche.

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2: ANALYSIEREN & VISUALISIEREN DER DATA-BROKER-DATEIEN

Du kannst eine bereinigte und reduzierte Datei [hier herunterladen](#)

Die Daten stammen von [Data Brokers Watch](#)

Verwenden eines oder mehrere der folgenden Tools, um die Daten zu analysieren und zu visualisieren:

- [Raw Graphs](#) - Erstellen Sie einfach komplexe Diagramme
- [Data Wrapper](#) - Wird im Journalismus für visuelles Storytelling verwendet
- [Google Sheets](#) - Zum Sortieren, Filtern und für einfache Diagramme
- **Andere Optionen:** Python (Pandas), Gephi (Netzwerkvisualisierung), Voyant Tools (Textanalyse), Illustrator, InDesign oder jede andere Software, mit der ihr vertraut seid.

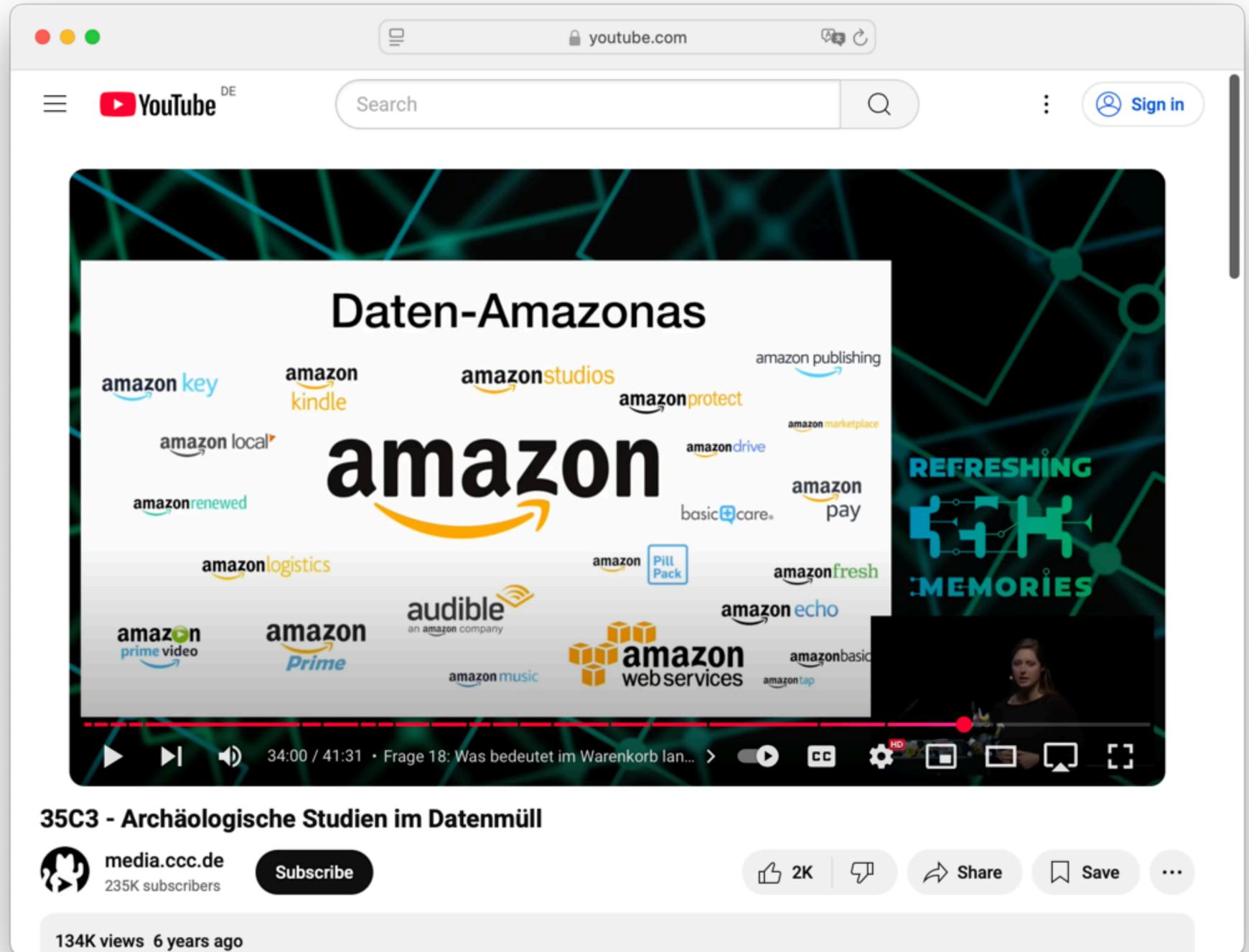
Bereitet eine oder mehrere Visualisierungen vor, die ihr der Gruppe präsentieren könnt.

35C3

**Archäologische Studien im
Datenmüll**

Fragen zur Begleitung des Vortrags „Archäologische Studien im Datenmüll“

1. Welche Informationen über die Nutzer:innen konnte Amazon aus den Daten ableiten – auch ohne, dass diese sie bewusst preisgegeben haben? → Achte darauf, wie Muster entstehen und welche Rückschlüsse Amazon (oder jede andere Plattform) daraus ziehen kann.
2. Wie verändert sich der Blick auf die eigene digitale Identität, wenn man seine Datenspuren als „archäologisches Material“ betrachtet? → Was zeigt sich über dich – und was wird unsichtbar? Was ist absurd, was beängstigend, was banal?
3. Welche Strategien oder Techniken werden im Vortrag genannt, um an die eigenen Daten zu kommen – und wie könnte man sie gestalterisch weiterdenken? → Notiere dir praktische Tipps, aber überlege auch: Wie könnte man aus dieser Recherche ein eigenes Projekt machen?



The screenshot shows a YouTube video player interface. The video content is a presentation slide titled "Daten-Amazonas" (Data-Amazonas). The slide features the Amazon logo in the center, surrounded by numerous Amazon service logos, including Amazon Key, Amazon Kindle, Amazon Studios, Amazon Protect, Amazon Publishing, Amazon Local, Amazon Renewed, Amazon Logistics, Amazon Prime, Amazon Music, Amazon Web Services, Amazon Pay, Amazon Drive, Amazon Fresh, Amazon Echo, Amazon Basic Care, Amazon Pill Pack, Amazon Marketplace, Amazon Prime Video, Audible, Amazon Prime, Amazon Music, Amazon Web Services, and Amazon Lap. To the right of the slide, there is a graphic with the text "REFRESHING MEMORIES" and a stylized figure. The video player shows the video is at 34:00 / 41:31, with a subtitle "Frage 18: Was bedeutet im Warenkorb lan...". The channel name is "35C3 - Archäologische Studien im Datenmüll" by "media.ccc.de" with 235K subscribers. The video has 134K views and was uploaded 6 years ago. The interface includes a search bar, a sign-in button, and various video controls like play, volume, and full screen.

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3: ARCHÄOLOGISCHE STUDIEN IM DATENMÜLL

35C3 - Archäologisc... 

Watch on  YouTube

Archäologische Studien im Datenmüll. Auch verfügbar unter https://media.ccc.de/v/35c3-9858-archaologische_studien_im_datenumull

Fragen zur Begleitung des Vortrags „Archäologische Studien im Datenmüll“

1. Welche Informationen über die Nutzer:innen konnte Amazon aus den Daten ableiten – auch ohne, dass diese sie bewusst preisgegeben haben?
→ Achte darauf, wie Muster entstehen und welche Rückschlüsse Amazon (oder jede andere Plattform) daraus ziehen kann.
2. Wie verändert sich der Blick auf die eigene digitale Identität, wenn man seine Datenspuren als „archäologisches Material“ betrachtet?
→ Was zeigt sich über dich – und was wird unsichtbar? Was ist absurd, was beängstigend, was banal?
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→ Notiere dir praktische Tipps, aber überlege auch: Wie könnte man aus dieser Recherche ein eigenes Projekt machen?

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RESSOURCEN:

Was sind eigentlich Daten?
von Jakob Voß
<https://edoc.hu-berlin.de/server/api/core/bitstreams/39cd5b31-8467-4de6-9751-1b768d6f25ae/content>

Das unerbittliche Gedächtnis von Jorge Luis Borges
<https://www.sas.upenn.edu/~cavitch/pdf-library/Borges\FunesTheMemorious.pdf>

Eternal, Data, Decay
<https://2024.xcoax.org/pdf/albrecht.pdf>
Textr den ich geschrieben habe über die relationen zwischen "Das unerbittliche Gedächtnis" und Daten.

This Is What a Digital Coup Looks Like
Carole Cadwalladr | TED
<https://www.youtube.com/watch?v=TZOoT8AbkNE>

Die Akte Xandr
[Die Akte Xandr](#) 42:22

Data Brokers: Last Week Tonight with John Oliver (HBO)
[Data Brokers: Last Week Tonight with John Oliver \(HBO\)](#) 25:09

How TikTok's Algorithm Figures You Out | WSJ
[How TikTok's Algorithm Figures You Out | WSJ](#) 13:02

ATTENTION IS ALL I NEED
Ausstellung
04.04.–30.05.2025

Im digitalen Zeitalter wird das Selbst zur kuratorischen Praxis: Wir inszenieren, bearbeiten und präsentieren unsere Identitäten, formen Avatare, Social-Media-Profile und digitale Persönlichkeiten. Ob in virtuellen Räumen oder sozialen Netzwerken – unsere Selbstbilder sind ständigen Wandlungen unterworfen, beeinflusst von Plattformlogiken, Algorithmen und gesellschaftlichen Erwartungen.

Fragen?