

Blue Kai

The largest data miner

A “Game”

Think of the person that you know best in the world.

[Family member, friend, significant other]

See how much of the information you know about them.

Keep tally on a sheet.

How much do you know about your friend?

1. What is their full name?
2. What is the full name of their parents?
3. What is the full name of their siblings?
4. What is their address?
5. What is their postal code?
6. What is their home phone number?
7. What is their cell phone number?
8. What forms of social media do they use?
9. For each form of social media, what is their id?
10. What was their last google search?
11. What kind of phone do they have?
12. What kind of car does their family have?
13. What technology do they have at home? (tablets, e-readers, computers, tvs...)
14. What was the last game/app they played on their computer?
15. How old are they?
16. What is the highest form of education they have received?
17. How much money do they make a year?
18. What are the names of all the educational institutions they have attended?

How much do you know about your friend?

19. What kind of soap do they use?
20. What kind of shampoo do they use?
21. What bank do they use?
22. What is their bank balance?
23. What credit cards does their family have?
24. What is the last change on the credit card?
25. What was the last store they shopped at?
26. Which store do they spend the most in?
27. What hobbies do they have?
28. Where did they last go on vacation?
29. How much did they spend on their last vacation?
30. Do they have a pet?
31. What kind of food does their pet eat?
32. What is their favourite food?
33. Where do they work?
34. What is the most common IP address they use?



- Owned by Oracle.
- They own information about 700 million people.
- They store about 40,000 pieces of information about each person.
- Exabyte of information (1 billion GB, or 10^{18} Bytes).
 - All words ever spoken by humans is about 5 EB of info, roughly that size
- They buy this information from website and social media.
- They sell this information to stores and advertisers.

In the year 2011,
Data Mining was an
11 billion-dollar
industry worldwide.

This figure
appeared to come
out of no where.

In the year 2011,
Data Mining was an
11 billion-dollar
industry worldwide.

This figure
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out of no where.

In the year 2019, in
the United States,
Data Mining made a
trillion dollars.

And that was pre
pandemic.

And this data is bought
and sold.

Microsoft paid \$26.2
billion, or \$260 per
active customer, to
acquire LinkedIn in
2016

For years, oil has been
recognized as one of the
world's most valuable
commodities. In 2018, data
surpassed oil in terms of
value.

Where does the data come from?

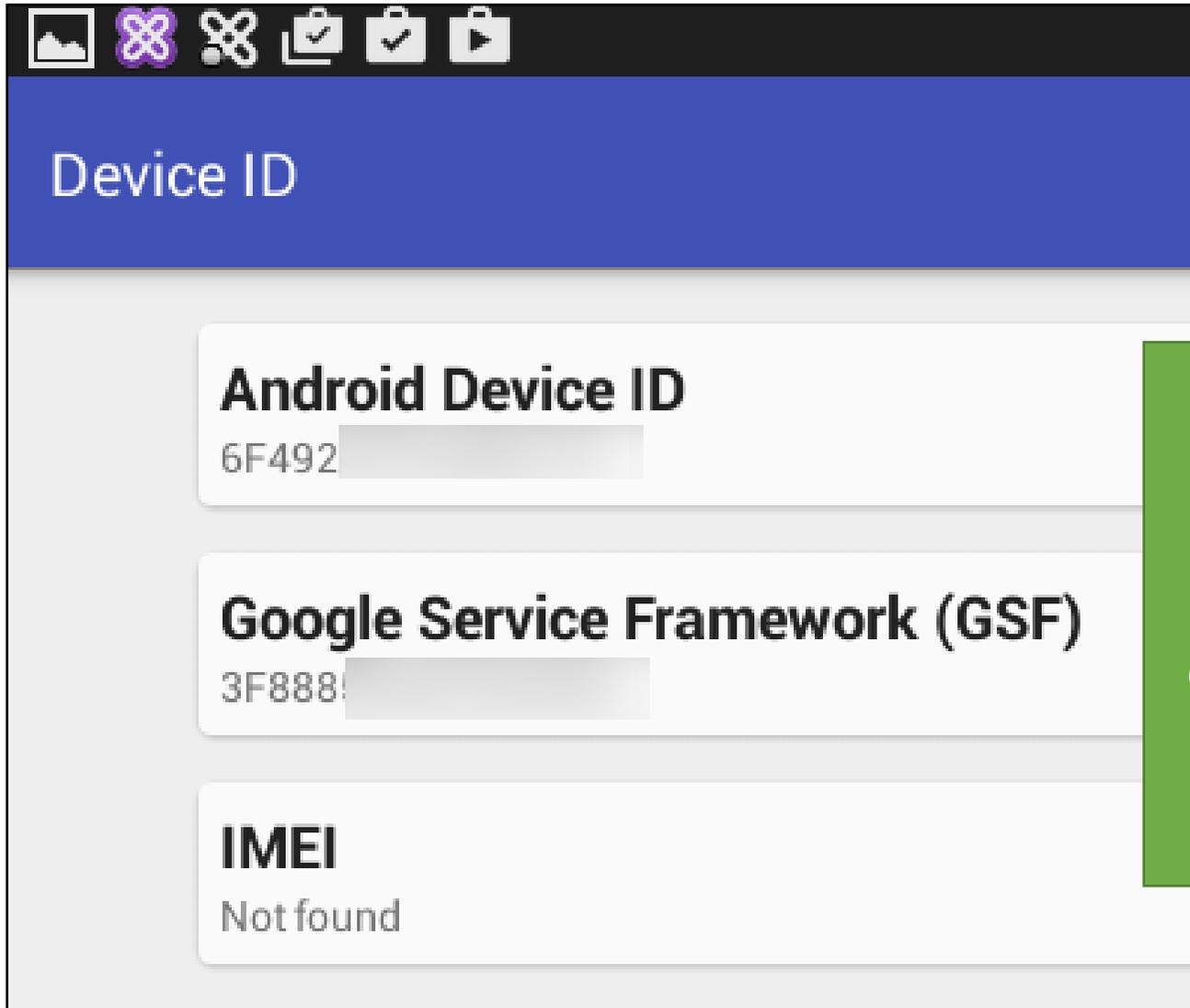
How can they possibly know 40,000 things about me?

I agree.

When you visit a website, any website, or social media, or gaming platform... you send them a packet.



The packet header contains the IP address, which tells the company where you are from, but also your DEVICE ID.



The DEVICE ID is unique to your phone or computer or laptop or device.

To: 8.8.8.8 (Google)
From: 63.255.173.183
Packet 5 of 6
Device ID: 123446778
Apple IOS 10.3

Hey Google,
Can you please tell me
where You Tube is?

Thanks,
User 63.255.173.183

Now Google knows roughly where you are (IP Address, 63.255.173.183) and which computer, precisely contacted it (123446778).

They also know what you Googled.

They have all of the search requests since they were founded stored.

Data-miners take as many packets as they can get from as many sites as will sell to them.

It's a fairly safe bet that everything you do on-line is stored in a Data Miner's database somewhere

To: 192.168.1.201 (Amazon)
From: 63.255.173.183
Packet 5 of 6
Device ID: 123446778
Apple IOS 10.3

Hey Amazon,
I want to buy Uno for \$6.43. Please Charge it to MasterCard #34567, and send it to 23 Hurontario, Brampton.

Thanks,
User 63.255.173.183



Canadian Tire has found that people who buy Premium Bird Seed are among their most valuable customers.





TARGET

Target found that a major sign of pregnancy in woman was that they changed to un-scented soaps.





TARGET

Then, they used to send woman ads to get them to come to Target to buy things for their baby.

However, that freaked women out. They wanted to know how Target knew before they'd announced it!

love at first touch

Pampers
swaddlers

#1 Choice of Hospitals*

Wrap your baby in the most trusted comfort and protection of **Pampers Swaddlers**, the only diaper trusted to be the **#1 Choice of Hospitals.***

*Based on sales of the newborn hospital diaper

Pampers
lovesleep&play

©2014 P&G

Target changed tactics. They sent out a crafted flyer. On page one were some random ads.

RED HOT BUYS

SAVE \$4
11.99
64 loads
Reg. 15.99 Tide 2.72 or 2.95 L laundry detergent

4.99
head & shoulders
Classic Clean
Classic Clean
smart canucks

SAVE \$15
34.99
largest box
Reg. 49.99 each, Huggies or Pampers largest-box diapers

3 for 9.99
Pepsi, Coca-Cola and more Select 12-pk. 355 mL. canned soft drinks.

2 for \$5
Lay's 255 g chips

\$1
Each, 500 mg desse limited.

HURRY IN! FRI 1 SAT 2 SUN 3 MON 4 TUES 5 WED 6
Civic Holiday is Monday, August 4. Visit Target.ca for holiday hours.

prices good just 1 thru August 7, 2014.

RED HOT BUYS

1.88
Each, Select Christie crackers

\$1
Each, Select Archer Farms® or Michelina's frozen entrées

7.99
Select Venus or Gillette disposable razors
• The Gillette Series or Satin Care twin-pack shave gel, 4.99

3.99
Select L'Oréal Paris hair care or Nivea shower cream

8.99
SAVE \$10
Reg. 18.99
Royale Velour bath tissue 24-pk. double roll equals 48 single rolls.

12.99
64 loads
Tide 2.72 or 2.95 L laundry detergent
• 10% off select Tide additives.

HURRY IN! FRI 16 SAT 17 SUN 18 MON 19 TUES 20 WED 21 THURS 22
Advertised prices good Friday, January 16 thru Thursday, January 22, 2015.

Inside they sprinkled baby items. Same message, but the woman didn't know that Target knew they were pregnant.

What's this?



ChromeCookiesView: F:\Documents

Host Name	Path	Name	Value	Secure	HTTP Only	Last Accessed
.facebook.com	/	W	129819...	No	No	1/6/2011 12:3
.google.com	/accounts/	__utmz	173272...	No	No	1/6/2011 12:3
.google.com	/accounts/	__utma	173272...	No	No	1/6/2011 12:3
.google.com	/accounts/	__utmb	173272...	No	No	1/6/2011 12:3
.google.com	/mail/help/	__utma	173272...	No	No	1/6/2011 12:3
.google.com	/mail/help/	__utmb	173272...	No	No	1/6/2011 12:3
.google.com	/mail/help/	__utmz	173272...	No	No	1/6/2011 12:3
.www.yahoo.com	/	fpc	d=iqqfj...	No	No	1/6/2011 12:3
.www.yahoo.com	/	FPCK3	AgBNY...	No	No	1/6/2011 12:3
.www.yahoo.com	/	FPS	dl	No	No	1/6/2011 12:3
.www.yahoo.com	/	FPCK2	AgBNY...	No	No	1/6/2011 12:3
.yahoo.com	/	B	8r2bc...	No	No	1/6/2011 12:3
.yahoo.com	/	CH	AgBNY...	No	No	1/6/2011 12:3
.yahoo.net	/	BX	2fvs0ih...	No	No	1/6/2011 12:3

22 Cookies, 1 Selected

NirSoft Freeware. <http://www.nirsoft.net>

```
cookies.txt - Notepad
File Edit Format View Help
# Internet Explorer cookie file, exported for Netscape browsers.
m.webtrends.com TRUE / FALSE 1631115089 ACOOKIE
C8ctADc4Ljg2LjEYLj10NC0x0Dc5MDA4MDQ4LjMwMjc0NTM3AAAAAAAAAAAAABAAAACqA
AAAA6SGd00khnTgAAAA

microsoft.com TRUE / FALSE 1631082687 WT_FPC
id=257d8e4a41d2d5ae7a31315359144883;lv=1315359144883;ss=13153591448

microsoft.com TRUE / FALSE 1315756890 MICROSOFTSE
Microsoft.CookieId=c71f8a5a-f8d8-41ca-aaed-
8e416c7c8010&Microsoft.CreationDate=09/07/2011
10:32:27&Microsoft.LastVisitDate=09/07/2011
10:32:27&Microsoft.NumberOfVisits-2&SessionCookie.Id=72A42D0242f592

microsoft.com TRUE / FALSE 1347291090 MSTID
Microsoft.CreationDate=09/07/2011 10:32:27&Microsoft.LastVisitDate=
10:32:27&Microsoft.VisitStartDate=09/07/2011 10:32:27&Microsoft.Coo
-456c-8217-9a6635b8308e&Microsoft.TokenId-ffffff-ffff-ffff-ffff-
ffffff&Microsoft.NumberOfVisits-2&Microsoft.CookieFirstVisit-
Token=AA=&Microsoft.MicrosoftId=0226-0997-6778-3061

microsoft.com TRUE / FALSE 1631115090 MCI
GUTD=ea00102d9530/d4e8ab56ab36c10951&HASH=2d10M V=201198V=3

microsoft.com TRUE / FALSE 1315756892 MSO
14133c9e63874903aaa9bc7a3ea13354

microsoft.com TRUE / FALSE 2262526290 A
I&I=AxUFAAAAAACxBqAA1NwwLcdBrjnMDHGPKq+u+w1

google.com TRUE / FALSE 1378827092 PREF
TD=00f45a6215463282:U=c33/842/8dc9/03b:FF=0:TM=1315391548:IM=131539
sk5

google.com TRUE / FALSE 1331566291 NID
50-uajtU3FJEGUm99i9naFnB3_x5U7sbqyru1BTJRBkVPyxEwq329dtyS/1q3b1rhd
uuykDUYLgDR30m5UJCFY1YprL9CKMAGotIu91Iq38qj

www.microsoft.com TRUE / FALSE 1631073089 WT_
gb:2-en-gb/security:3-en-gb/security/pc-security

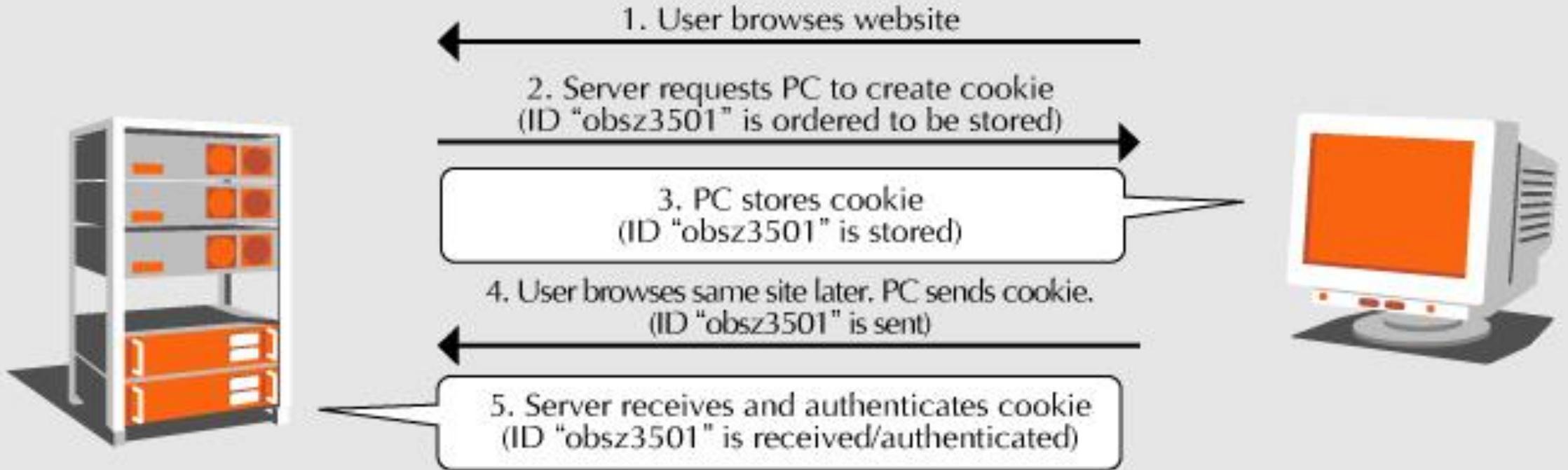
www.microsoft.com TRUE / FALSE 1315841488 sec

support.microsoft.com TRUE / FALSE 1321755092 .AS
uHczSNujzAFkAAAAMT7jYmM3NzQtNWmNS00Mzg5LWJ1NmUtMmVhMDM1NzTOMz8ixwy
6TX8-w1

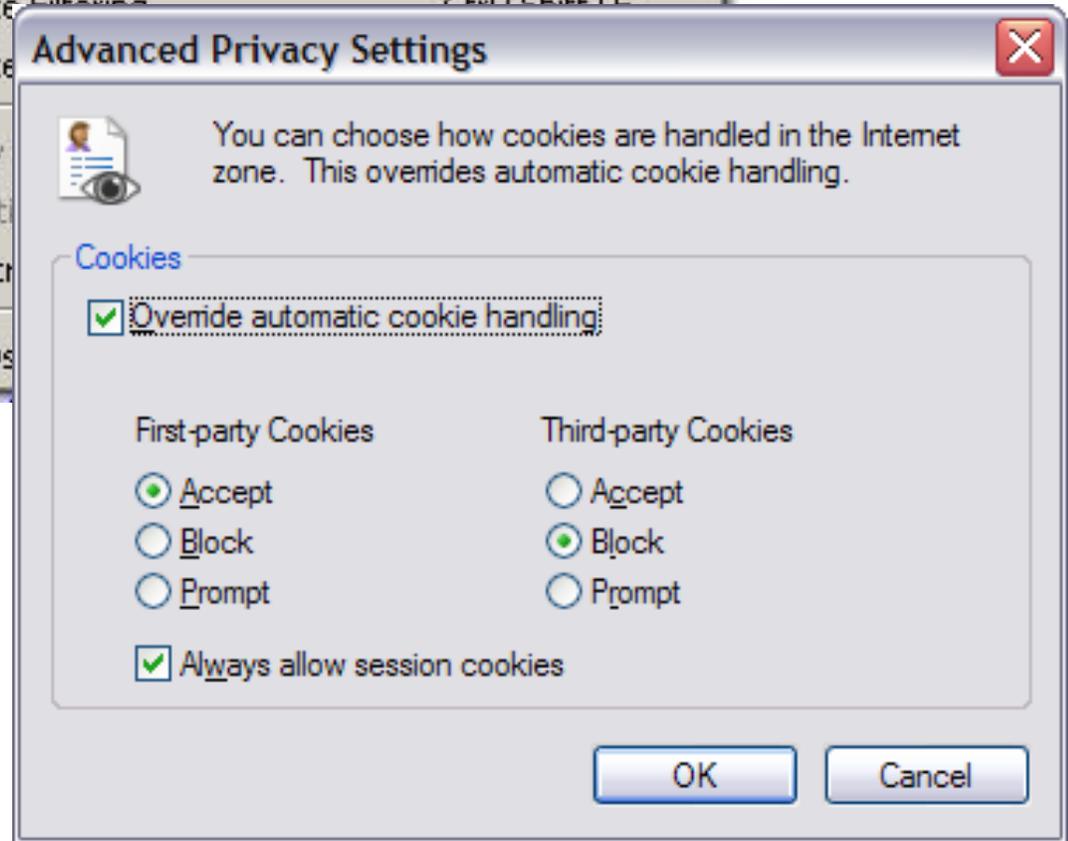
twitter.com TRUE / FALSE 1378868906 guest_id
```

How does use ?

Example of How Cookies Work



Remember
housekeeping?



How does  bluekai

use real-time bidding for



?

```
private function findOpportunity():void {
  var interests:Array = ["35% Digital Media Incentive",
    "innovation",
    "entrepreneurship"];
}
```



Too Many Ideas, Not Enough Action?

Make Ideas Happen >

TRENDING STORY

Our Social Media Obsession by the Numbers [STATS]



SOCIAL MEDIA From the time we wake up in the morning to the moment we call it a day, and every moment in between (think bedroom, bathroom and dinner table), we're checking in on our favorite social media sites.

This conclusion comes from data gathered by an independent [study](#) (commissioned by Retrevo), which surveyed 1,000 online individuals.

Per the report, our Facebook and Twitter activities continue even after we've hit the hay, with 48% of respondents checking in on activity when they wake...

24 buzz this

1042 tweets

retweet

226

Share

About 2 hours ago [Jennifer Van Grove](#) 16

ALL STORIES

Mashable is an online guide to social media. [+]

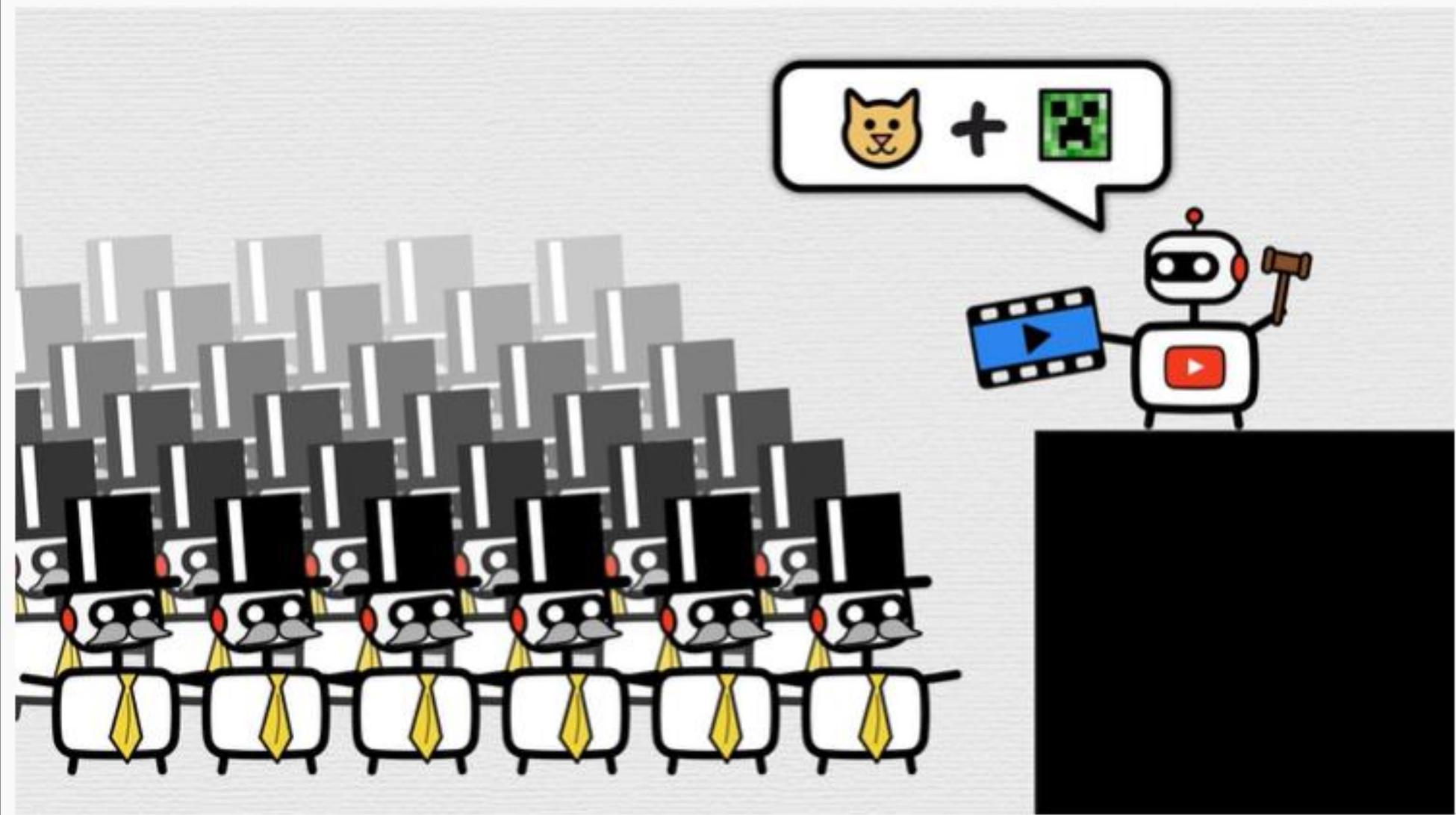
Join the **2.4 Million** people following Mashable

Buzz Twitter Facebook RSS Email

[More Subscription Options >](#)

MY LIFE SCOOP
TIPS FOR A CONNECTED LIFESTYLE

- Top 10 Blogs for Discovering Something New
- Top 10 iPhone Apps for Foodies
- Good Wine Under \$20
- Tell People Where You Are, Win Free Stuff
- Party Planning Made Simple



This Video is Worth \$9,629

<https://www.youtube.com/watch?v=KW0eUrUiyxo>

2. Server (website, social media)

3. Sells to Blue Kai

1. User



4. Blue Kai processes data

5. real-time bidding,
Marketing info

One beneficial thing that data mining can do is find identity theft. I had my identity stolen about 12 years ago and the banks contacted me... not the other way around.



Is this legal?

You did click “I agree”.

Facebook Terms and Policies

Everything you need to know, all in one place.



Statement of Rights and Responsibilities

Terms you agree to when you use Facebook.



Data Use Policy

Information we receive and how it's used.



Community Standards

What's not allowed and how to report abuse.

For other activity:

 [Ads](#)

 [Pages](#)

 [Promotions](#)

 [Platform](#)

 [Developer Payments Terms](#)

 [Community Payments Terms](#)

 [Cookies and Pixels](#)

 [Brand Resources](#)

 [Political Engagement](#)

 Like [Share](#) 309k

- We receive data from or about the computer, mobile phone, or other devices you use to install Facebook apps or to access Facebook, including when multiple users log in from the same device. This may include network and communication information, such as your IP address or mobile phone number, and other information about things like your internet service, operating system, location, the type (including identifiers) of the device or browser you use, or the pages you visit. For example, we may get your GPS or other location information so we can tell you if any of your friends are nearby, or we could request device information to improve how our apps work on your device.

- We receive data whenever you visit a game, application, or website that uses Facebook Platform or visit a site with a Facebook feature (such as a social plugin), sometimes through cookies. This may include the date and time you visit the site; the web address, or URL, you're on; technical information about the IP address, browser and the operating system you use; and, if you are logged in to Facebook, your User ID.

- Sometimes we get data from our affiliates or our advertising partners, customers and other third parties that helps us (or them) deliver ads, understand online activity, and generally make Facebook better. For example, an advertiser may tell us information about you (like how you responded to an ad on Facebook or on another site) in order to measure the effectiveness of - and improve the quality of - ads.

As described in "How we use the information we receive" we also put together data from the information we already have about you, your friends, and others, so we can offer and suggest a variety of services and features. For example, we may make friend suggestions, pick stories for your News Feed, or suggest people to tag in photos. We may put together your current city with GPS and other location information we have about you to, for example, tell you and your friends about people or events nearby, or offer deals to you in which you might be interested. We may also put together data about you to serve you ads or other content that might be more relevant to you.

Oh oh.
The Device ID.
IP address.
Phone number.
GPS.
Network
information.

Information that is always publicly available

The types of information listed below are always publicly available, and they are treated just like information you decided to make public:

- **Name:**

This helps your friends and family find you. If you are uncomfortable sharing your real name, you can always [delete](#) your account.

- **Profile Pictures and Cover Photos:**

These help your friends and family recognize you. If you are uncomfortable making any of these photos public, you can always [delete](#) them. Unless you delete them, when you add a new profile picture or cover photo, the previous photo will remain public in your profile picture or cover photo album.

- **Networks:**

This helps you see who you will be sharing information with before you choose "Friends and Networks" as a custom audience. If you are uncomfortable making your network public, you can [leave the network](#) .

- **Gender:**

This allows us to refer to you properly.

- **Username and User ID:**

These allow you to give out a custom link to your timeline or Page, receive email at your Facebook email address, and help make Facebook Platform possible.

Huh.
They own your
pictures too.

While you are allowing us to use the information we receive about you, you always own all of your information. Your trust is important to us, which is why we don't share information we receive about you with others unless we have:



- received your permission;
- given you notice, such as by telling you about it in this policy; or
- removed your name and any other personally identifying information from it.

Of course, for information others share about you, they control how it is shared.

We store data for as long as it is necessary to provide products and services to you and others, including those described above. Typically, information associated with your account will be kept until your account is deleted. For certain categories of data, we may also tell you about specific data retention practices.

We may enable access to public information that has been shared through our services.

We may allow service providers to access information so they can help us provide services.

We are able to suggest that your friend tag you in a picture by scanning and comparing your friend's pictures to information we've put together from your profile pictures and the other photos in which you've been tagged. If this feature is enabled for you, you can control whether we suggest that another user tag you in a photo using the "Timeline and Tagging" settings. Learn more at: <https://www.facebook.com/help/tag-suggestions>

**“Your trust is
important to us”**

So we can show you content that you may find interesting, we may use all of the information we receive about you to serve ads that are more relevant to you. For example, this includes:

- information you provide at registration or add to your account or timeline,
- things you share and do on Facebook, such as what you like, and your interactions with advertisements, partners, or apps,
- keywords from your stories, and
- things we infer from your use of Facebook.

For many ads we serve, advertisers may choose their audience by location, demographics, likes, keywords, and any other information we receive or infer about users. Here are some of the ways advertisers may target relevant ads:

- demographics and interests: for example, 18 to 35 year-old women who live in the United States and like basketball;
- topics or keywords: for example, "music" or people who like a particular song or artist;
- Page likes (including topics such as products, brands, religion, health status, or political views): for example, if you like a Page about Gluten-free food, you may receive ads about relevant food products; or
- categories (including things like "moviegoer" or a "sci-fi fan"): for example, if a person "likes" the "Star Trek" Page and mentions "Star Wars" when they check into a movie theater, we may infer that this person is likely to be a sci-fi fan and advertisers of sci-fi movies could ask us to target that category.

**We use
everything to
profile you.**

Cookies, pixels and other similar technologies

Cookies are small pieces of data that are stored on your computer, mobile phone or other device. Pixels are small blocks of code on webpages that do things like allow another server to measure viewing of a webpage and often are used in connection with cookies.

We use technologies like cookies, pixels, and local storage (like on your browser or device, which is similar to a cookie but holds more information) to provide and understand a range of products and services. [Learn more.](#)

We use these technologies to do things like:

- make Facebook easier or faster to use;
- enable features and store information about you (including on your device or in your browser cache) and your use of Facebook;
- deliver, understand and improve advertising;
- monitor and understand the use of our products and services; and,
- protect you, others and Facebook.

For example, we may use these tools to know you are logged in to Facebook, to help you use social plugins and share buttons, or to know when you are interacting with our advertising or Platform partners.

We may ask advertisers or other partners to serve ads or services to computers, mobile phones or other devices, which may use a cookie, pixel or other similar technology placed by Facebook or the third party (although we would not share information that personally identifies you with an advertiser).

We use cookies. We share with others who do too.

We delete your name (useless), but not your device id or anything useful.

Security and bugs

We do our best to keep your information secure, but we need your help. For more detailed information about staying safe on Facebook, visit the [Facebook Security Page](#). We try to keep Facebook up, bug-free and safe, but can't make guarantees about any part of our services or products.

Change of Control

If the ownership of our business changes, we may transfer your information to the new owner so they can continue to operate the service. But they will still have to honor the commitments we have made in this [Data Use Policy](#).

Notice of Changes

If we make changes to this [Data Use Policy](#) we will notify you (for example, by publication here and on the [Facebook Site Governance Page](#)).

If the changes are material, we will provide you additional, prominent notice as appropriate under the circumstances. You can make sure that you receive notice directly by liking the [Facebook Site Governance Page](#).

**If hackers get in
and steal your
information, we
are sorry.**

**The data
belongs to us.
We can be sold.
So can your
data.**

So what can you do about this?

Opt out.

Turn on all of your privacy settings.

Practice good digital citizenship.

BlueKai respects your right to privacy.

As a consumer, you have the choice to exclude your anonymous preferences from being collected in the BlueKai Registry. This includes any preferences you have manually selected and also implied preferences collected through our publisher and data partners. Remember, BlueKai opt outs are only acknowledged on BlueKai partner sites only. To opt-out of the BlueKai Registry, click the button below:

OPT OUT

To opt-out of targeting by other companies, visit the Network Advertising Initiative at <http://www.networkadvertising.org/choices/>, or the Digital Advertising Alliance (DAA) at <http://www.aboutads.info/choices/>.

If you change your mind and want to preview or update your online preferences through the BlueKai registry, please [click here](#).

- ✓ BlueKai is a full compliance member of the Network Advertising Initiative (NAI). If you have opted out of all NAI member sites, you do not need to opt out again.
- ✓ BlueKai has recently rolled out an open-source solution as a mechanism for protecting opt-out preferences. [Click here](#) to learn more.
- ✓ By opting in/out of the BlueKai cookie you are also opting in/out of targeting options from BlueKai through some of our third party partners including Yahoo Ad Network.

BlueKai respects your right to privacy.

As a consumer, you have the choice to exclude your anonymous preferences from being collected in the BlueKai Registry. This includes preferences you have manually selected and also implied preferences collected through our publisher and advertiser partners. BlueKai opt outs are only acknowledged on BlueKai partner sites only. To opt-out of the BlueKai Registry, click the button below.

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Not breaking
the law. So
what's the
problem?

BlueKai respects your right to privacy.

As a consumer, you have the choice to exclude your anonymous preferences from being used for advertising. You can also opt-out of the BlueKai cookie, which tracks preferences you have manually selected and also implied preferences collected through your browsing. These opt outs are only acknowledged on BlueKai partner sites only. To opt-out of the BlueKai cookie, click the button below.

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- ✓ By opting in/out of the BlueKai cookie you are also opting in/out of targeting options from BlueKai through some of our third party partners including Yahoo Ad Network.

Simple.
How can you opt
out of something
you don't even
know you are in?

A tale of two Libyas
Plus: Why the U.S. can't sit on the sidelines
BY FAREED ZAKARIA

The GOP's misinformation campaign
BY JOE KLEIN

Could your baby be depressed?

THE CULTURE
Word up: A dictionary of slang

TIME

YOUR DATA FOR SALE

Everything about you is being tracked—get over it
BY JOEL STEIN

Household income: \$100,000+
Age: 38-39
Likes: online news
Lives in Los Angeles
Likes: Asian cuisine
Dislikes: cars
Likes: green living
Purchased house six years ago
Favorite celebrities: Pe
ZIP code: 10701
Wi-fi warrior
Likes: business & financ
Sister is a la
Frequent purchaser, appare
Recently traveled to Hou
Job: medical professional
Likes: parenting
Spent \$180 on intimate app. & undergarments on Oct. 10, 2010
Male
Mother: Rosalind Burd
Previous address: 711 Wilcox Ave.
Dislikes: autos & vehicles
Works at company with 5,000+ employees
Likes: movies
No landline
Likes: rap mus
Sister: Lisa Stein Browning
Purchased house in month of November
Had LASIK surgery
TV subscriber
Likes: restaurants

Owns a laptop
Major life-insurance holder
Likes: cooking & recipes
Lives in New York City
Likes: online shopping
s & actresses
ation: textile designer
Lived at same address for four years
Resolution: 1280 x 800
an, Robert Goulet
Dislikes: home & garden
Politically active
House value: \$1M-\$1.5M
Works in transportation/travel warehousing
Favorite websites: Sports
Religion: Jewish
Likes: hockey
Owns an RV
Gender score: 91-100
Likes: hiking
Household income: \$150,000-\$175,000
Owns a smart phone
Likes: music
Married
Likes: retail
BlackBerry user
Likes: newspapers
Magazine subscriber
Likes: finance
Smart-phone user
Has used cocaine
Small-business owner
Likes: discounts
Flourishing family
Likes: restaurants

What data-mining companies think they know about Joel Stein



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Ontario

Health • Santé

ANITA JEAN WALKER

5584 - 486 - 674 - YM

BORN/ NÉ(E) 1981 - 12 - 15 SEX/ SEXE F

YRIAN MOM DAJ

ISS/DÉL 2007 - 12 - 15 EXPI/EXP. 2012 - 12 - 15

YRIAN MOM DAJ YRIAN MOM DAJ

A. J. Walker





Ontario

Enhanced Driver's Licence
Permis de conduire plus

CAN

1,2 NAME/ NOM
DOE
JOHN

5 123 ANY STREET
TORONTO, ON, M0M 0M0

4d NUMBER/
NUMERO D6101 - 40706 - 60905

4a ISS/DÉL 2009/04/23 4b EXP/EXP. 2014/04/23

6 DDI/RÉF MZ2043307 16 HGT/HAUT. 178 cm

15 SEX/SEXE M

9 CLASS/
CATÉG. G2

12 REST/
COND. J

3 DOB/DDN 1966/09/05 *4980342*

D6101-40706-60905
1966/09/05




Employment and Immigration Canada
Emploi et Immigration Canada

SOCIAL INSURANCE NUMBER
NUMÉRO D'ASSURANCE SOCIALE

130 692 544

JOHN DOE

SIGNATURE *John Doe*

CANADA



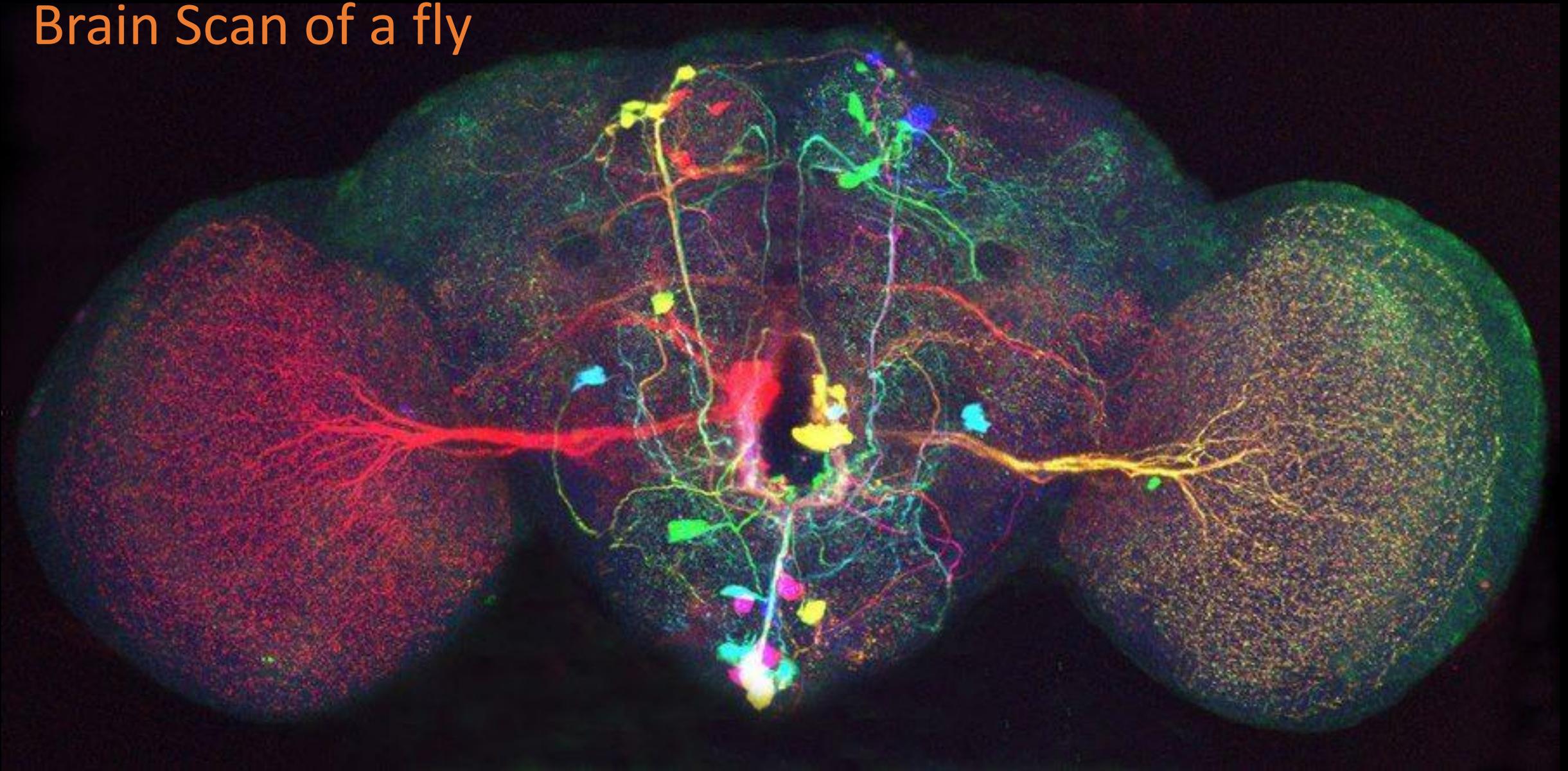
PASSPORT
PASSEPORT



functional
MRI
scanner



Brain Scan of a fly





Presented clip



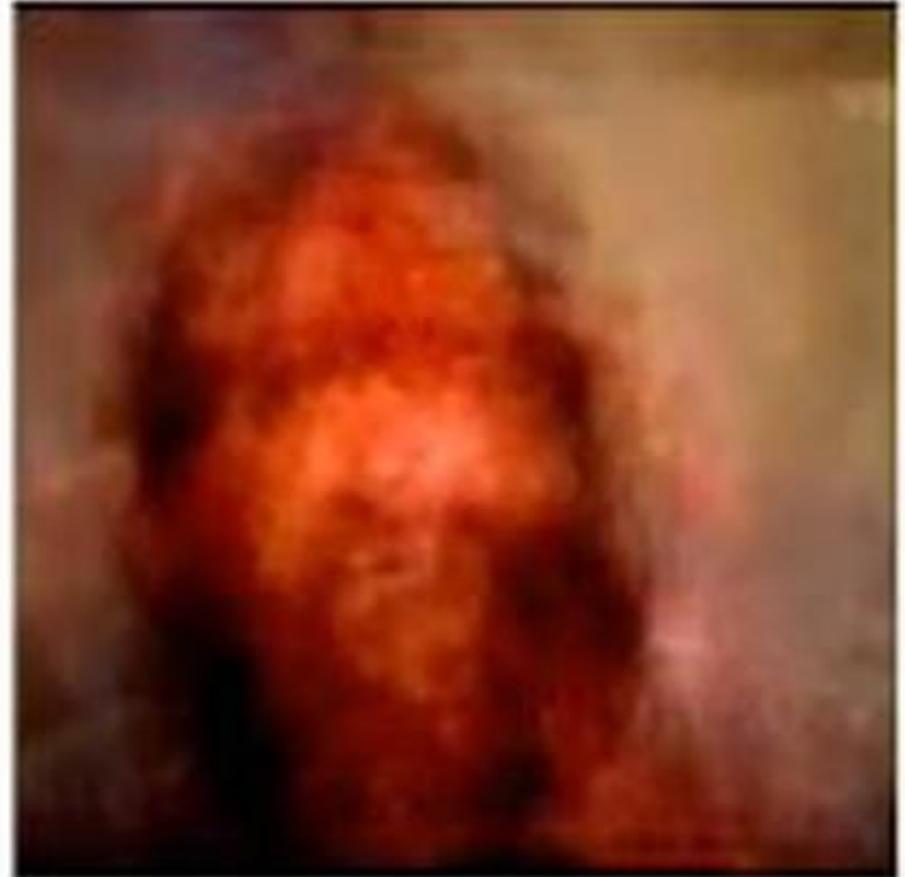
Clip reconstructed
from brain activity



Presented clip



Clip reconstructed from brain activity



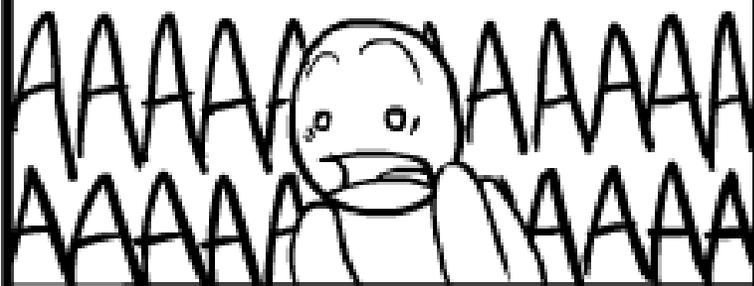
a uc berkeley lab developed a technique to reconstruct witnessed images using brain scans



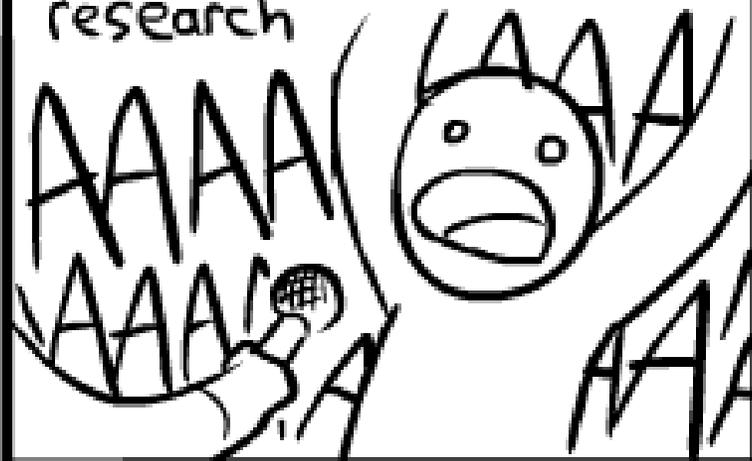
AAAAAAAAAAAA

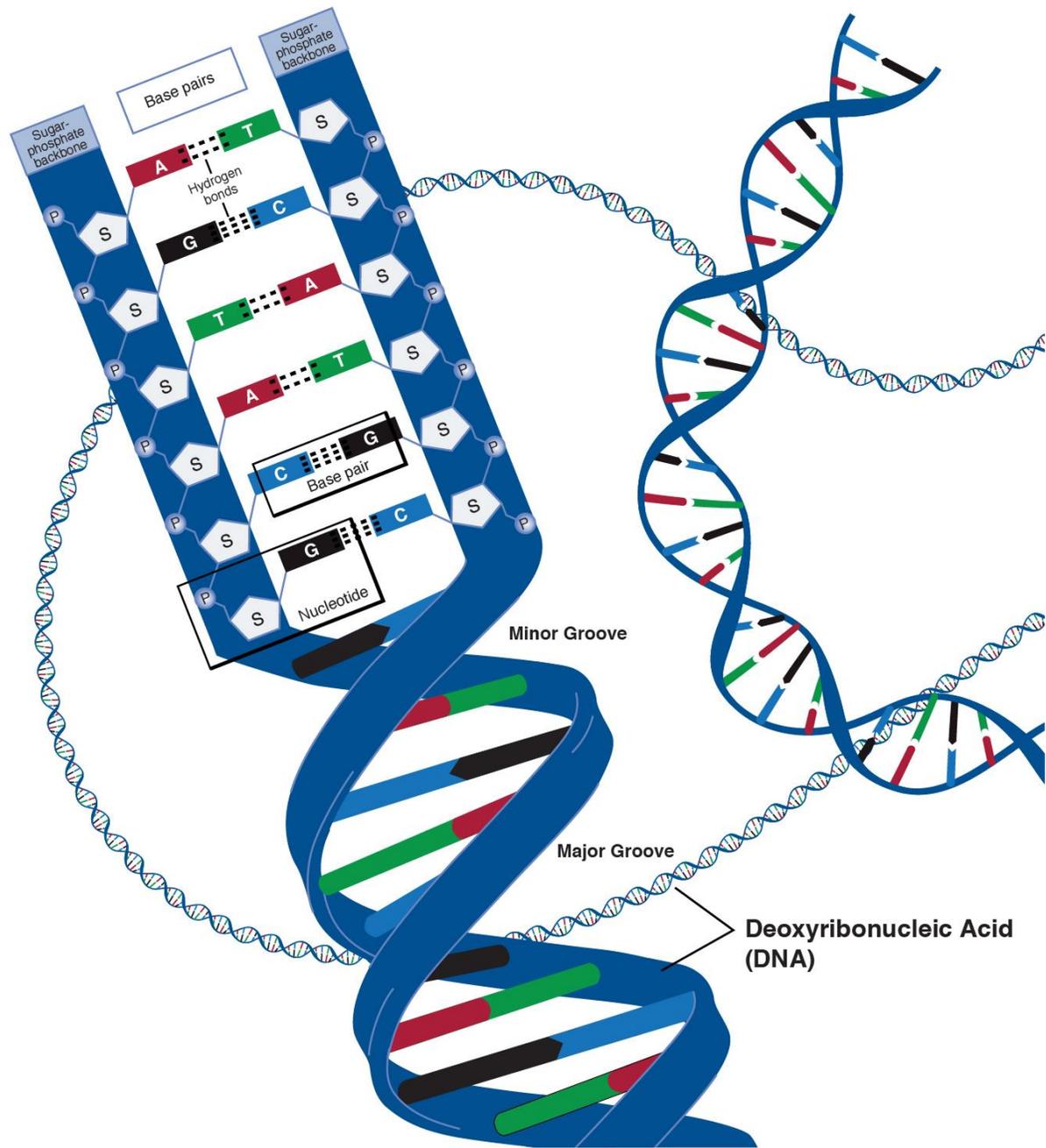


though rudimentary it may pave the way to reconstructing other thought images such as memories or dreams



we asked people on the street how they felt about this amazing research





Golden State Killer
was found through
ancestry sites.



HEALTH INSURANCE

CLAIMANT INFORMATION

1. MEDICARE (Medicare #) MEDICAID (Medicaid #)

2. PATIENT'S NAME (First Name, Middle Initial, Last Name) CHAMPUS/CHAMPVA GROUP HEALTH PLAN (VA File #) (SSN or ID#)

3. PATIENT'S DATE OF BIRTH SEX M F

4. INSURED'S NAME (First Name, Middle Initial, Last Name) OTHER (ID#)

5. INSURED'S ADDRESS (No., Street) CITY STATE ZIP

6. PATIENT'S RELATIONSHIP TO INSURED SELF SPOUSE OTHER

7. INSURED'S ADDRESS (No., Street) CITY STATE ZIP

8. PATIENT STATUS Single Married Divorced Widowed

9. EMPLOYMENT STATUS Employed Unemployed Student Retired

10. IS PATIENT CURRENTLY EMPLOYED? YES NO

11. DATE OF ACCIDENT? YES NO

12. PATIENTS OR AUTHORIZED PERSONS' SIGNATURE I authorize the release of any medical or other information for the purpose of processing this claim. ACCEPTS ASSIGNMENT OF BENEFITS

13. DATE OF CURRENT ILLNESS (First symptom) OR INJURY (Accident) OR PREGNANCY (LMP) DATE

14. DATE OF CURRENT ILLNESS (First symptom) OR INJURY (Accident) OR PREGNANCY (LMP) MM / DD / YY

15. IF PATIENT HAS HAD SAME OR SIMILAR ILLNESS OR INJURY OR PREGNANCY, GIVE FIRST DATE: MM / DD / YY

17a. I.D. NUMBER OF REFERRING PHYSICIAN

17b. I.D. NUMBER OF REFERRING PHYSICIAN

17c. I.D. NUMBER OF REFERRING PHYSICIAN

17d. I.D. NUMBER OF REFERRING PHYSICIAN

17e. I.D. NUMBER OF REFERRING PHYSICIAN

17f. I.D. NUMBER OF REFERRING PHYSICIAN

17g. I.D. NUMBER OF REFERRING PHYSICIAN

17h. I.D. NUMBER OF REFERRING PHYSICIAN

17i. I.D. NUMBER OF REFERRING PHYSICIAN

17j. I.D. NUMBER OF REFERRING PHYSICIAN

17k. I.D. NUMBER OF REFERRING PHYSICIAN

17l. I.D. NUMBER OF REFERRING PHYSICIAN

17m. I.D. NUMBER OF REFERRING PHYSICIAN

17n. I.D. NUMBER OF REFERRING PHYSICIAN

17o. I.D. NUMBER OF REFERRING PHYSICIAN

17p. I.D. NUMBER OF REFERRING PHYSICIAN

17q. I.D. NUMBER OF REFERRING PHYSICIAN

17r. I.D. NUMBER OF REFERRING PHYSICIAN

17s. I.D. NUMBER OF REFERRING PHYSICIAN

17t. I.D. NUMBER OF REFERRING PHYSICIAN

17u. I.D. NUMBER OF REFERRING PHYSICIAN

17v. I.D. NUMBER OF REFERRING PHYSICIAN

17w. I.D. NUMBER OF REFERRING PHYSICIAN

17x. I.D. NUMBER OF REFERRING PHYSICIAN

17y. I.D. NUMBER OF REFERRING PHYSICIAN

17z. I.D. NUMBER OF REFERRING PHYSICIAN

Health Insurance Companies would love this information.

