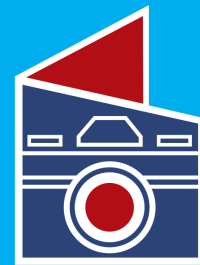


# Madison PhotoPlus the Photo Summit ePHOTO Newsletter



**“Don’t pack up your camera until you’ve left the location.”**

**- Joe McNally**



## Photos

Ever wondered how much information can be extracted from a single snapshot? The following was extracted from [Lifehacker.com](http://Lifehacker.com):

“Today the Wall Street Journal listed all the data Facebook can grab when you upload a photo, based on Facebook’s privacy and data collection policies. The list illustrates what we’ve said before: Facebook doesn’t need to spy on you through your microphone, because you already let it spy on everything else you do.

As the Journal says, Facebook gets your photo, your caption, and which user profiles you tagged. It studies your photos with facial recognition tech to see who’s in them. (That means if you take a photo in public, Facebook might recognize more faces in the shot than you do.) But it also gets a lot more.

By uploading a photo to Facebook, you’re sharing where and when you took the photo, what kind of phone you’re using, what specific phone you’re using (your unique device ID), your mobile provider, nearby Wi-Fi beacons and cell towers

(which can determine your current location), and more. You even share your battery level.

You can strip some of this data by editing the photo’s EXIF data or by changing your camera settings, but some data is shared just by opening the Facebook app. (Most social apps can get all the same data—the difference is whether they promise, or choose, not to.)

Facebook can then cross-reference all this data—so Facebook could theoretically record the location of anyone whose face it recognizes, whether or not you tag them. It can also cross-reference this data with everything it already knows about you. And as we’ve seen, this can make Facebook seem positively psychic.

It’s hard to remember that every time you share a small bit of data with Facebook, it learns so much about you. But as news comes out from Mark Zuckerberg’s Senate testimony, expect to hear a lot more about just what you’ve been sharing.

How Pizza Night Can Cost More in Data Than Dollars (paywall) | WSJ”

(ed. And we all know about security on the internet.)

## Your Favorite Photo

Two questions were recently posed - the first being “What is your favorite photograph and why is it so?”

It’s a really difficult question to answer. It could be any subject - a place, an event, a photo taken by a famous photographer. Some might say the National Geographic cover photo of an Afghan woman. Others might choose a photo taken at Yosemite by Ansel Adams. Another person might say the first photo of their first child.

There has to be a reason - or several reasons - why that particular photo was chosen. What would you choose, and why?

The second question is “What is your favorite photo that **you** have taken and why is it your favorite?”

This is an even harder question for most people to answer. The criteria for answering this question is quite different from the first one, isn’t it. It’s now harder to become less emotionally involved with the circumstances as they were when the photo was taken. Answering this question asks as much about you as it does the photograph itself.

If you would like to share your favorite photo with our readers, please send it to [newsletter@madisonphoto.com](mailto:newsletter@madisonphoto.com). If you want to share it anonymously, we’ll do so - otherwise we’ll include your name and any notes you may wish to share.