



Why Care About Your Privacy?

In today's world, privacy is something that scarcely exists. Privacy and the Internet are two terms that do NOT go hand in hand.

Profiteering

When you provide your personal information to websites, many of them resell your personal information to marketers. This is more than an annoyance, as this information is also fed to dozens of other databases, and statistics about you are recording for background check purposes, marketing information, employment purposes and more. With sophisticated software, people believe they will “know” you through your online interactions, without ever meeting you.

No Expectation of Privacy



When you post information on websites – i.e. Facebook – there is no expectation of privacy. While Facebook has been used to exonerate people wrongly accused of crimes, it has also been used to convict, and even increase the punishment associated with these crimes. They can do this because posting your information on these websites is “publicly available”, and anyone can look into this, despite your “privacy” settings.

Furthermore, employers, licensing agencies and other people frequently use Facebook and other websites to gather information about a person. Even if they cannot find information about you, they might be able to find information about your friends. What your friends do and say is often viewed as you “keeping quiet” to avoid exposing your views, and hiding your personality traits. Therefore, you are often judged by what your “friends” do and who your “friends” are.

Guilt by Association

In recent years, applications and other analysis has been done on Facebook to pinpoint specific personality traits about a person. MIT conducted a study where they believe they could predict who was a homosexual, based upon status updates, friends and other interactions done on the site. The scary thing about these programs is that they can be used to predict many other traits. The problem is that you simply get lumped into these categories. Furthermore, even if you fit into one of these categories, if you intended to keep your personal life – well private – these software packages won't allow you to.

Why is Book.Defy Different?



Simply put, we will never disclose or sell your information – ever. We also do not collect personal information, confidential information, or allow our users to “post” things that will later harm them. We put your safety and security first, and will do whatever we possibly can to protect you.