

End of Third-Party Consumer Data and Surveillance Capitalism Targeting

A European Union ruling against Meta marks the beginning of the end of targeted ads.

Please click on the following link to view a most relevant article: “The Slow Death of Surveillance Capitalism Has Begun” (<https://www.wired.com/story/meta-surveillance-capitalism/>). Major social media sites have been found to propagate an extremely negative and disturbing opiate-like addictive draw for users, which a year-long study has now determined actually changes brain chemistry causing a decrease in empathy toward others and increases frustration, division and hate / distrust in society – extremely dangerous along with being a national security threat of unintended consequences that cannot be corrected through regulation, as this problem is a core element of social media concept software. The only way to arrest this destructive force is to reduce the ad revenue (upwards of 95% for social media entities) presently paying for the non-shopping personally divisive nature of the misrepresentation, conspiracies, videos and hate speech spewed via their platforms.

Important opt-in privacy NOTE: Google is sun setting some of their ad cookies, Apple has required an opt-in over an opt-out policy used by Meta -- costing Meta \$10 billion in annual revenue. Additionally, Meta (considered by Cook of Apple to NOT be the future of tech) is suffering stagnant growth and has been sued by the European Union, citing “surveillance capitalism”, for \$414 million for their privacy issues and now Wired Magazine just announced that a wide range of between 56% to 95% of consumers choose to opt-out of being tracked relative to their private personal info.

In turn, Meta is trying to generate new revenue by offering a new way for retailers to be more efficient in understanding the wants of consumers via a computer generated approach to psychologically track the interests of consumers – ergo enters + CLUB, the subscription-based, free advertising alternative exclusively offering shopping discount opportunities without any of the aforementioned clutter; thereby, reducing the \$100s of billions annually in ad revenue charged to retailers by these greedy sites by bringing their present critical mass of retailers into the + CLUB fold, where they don't have to guess the interests of consumers because of the “Likes” option along with direct-dialogue offerings, both 100% assurance of exactly what the buyers want.

Additionally, while + CLUB will have an opt-in policy relative to tracking, + CLUB only tracks shopping, not personal info and will allow retailers to be aware of the frequency and amount of purchases at their individual stores for the purpose of providing greater instant discounts at the POS, rewarding these higher-valued customers for their patronage. The combination of the above will be profoundly devastatingly for Meta's revenue – it appears to be the beginning of the end of an era.