



USER DATA PROTECTION ON SOCIAL MEDIA IN  
THE FACE OF PROFILING CHALLENGES IN THE  
AGE OF ARTIFICIAL INTELLIGENCE



## Introduction

In today's digital age, social media has become a cornerstone of daily life, enabling global connections and the rapid spread of information. However, the rise of artificial intelligence (AI) and profiling has introduced significant concerns regarding the collection and usage of personal data. Profiling, often driven by commercial interests, can profoundly affect privacy, security, and individual freedoms.



# WHAT IS PROFILING?

## **Profiling:**

Analysis of behaviors and preferences to predict future actions.



## **Role of Artificial Intelligence:**

Leveraging big data.

Using algorithms for recommendations or analyses.



## **Objective:**

Maximize user engagement and personalize services.

# The Use of Artificial Intelligence in the profiling process.

Social media platforms collect vast amounts of data about their users.

With artificial intelligence, this data is used to create detailed profiles (profiling).

This phenomenon raises concerns about:

- Privacy.
- Data security.
- Individual freedoms.

# OBJECTIVES OF PROFILING:

Profiling involves the analysis of user behavior and data to categorize individuals for specific purposes. Common objectives include:

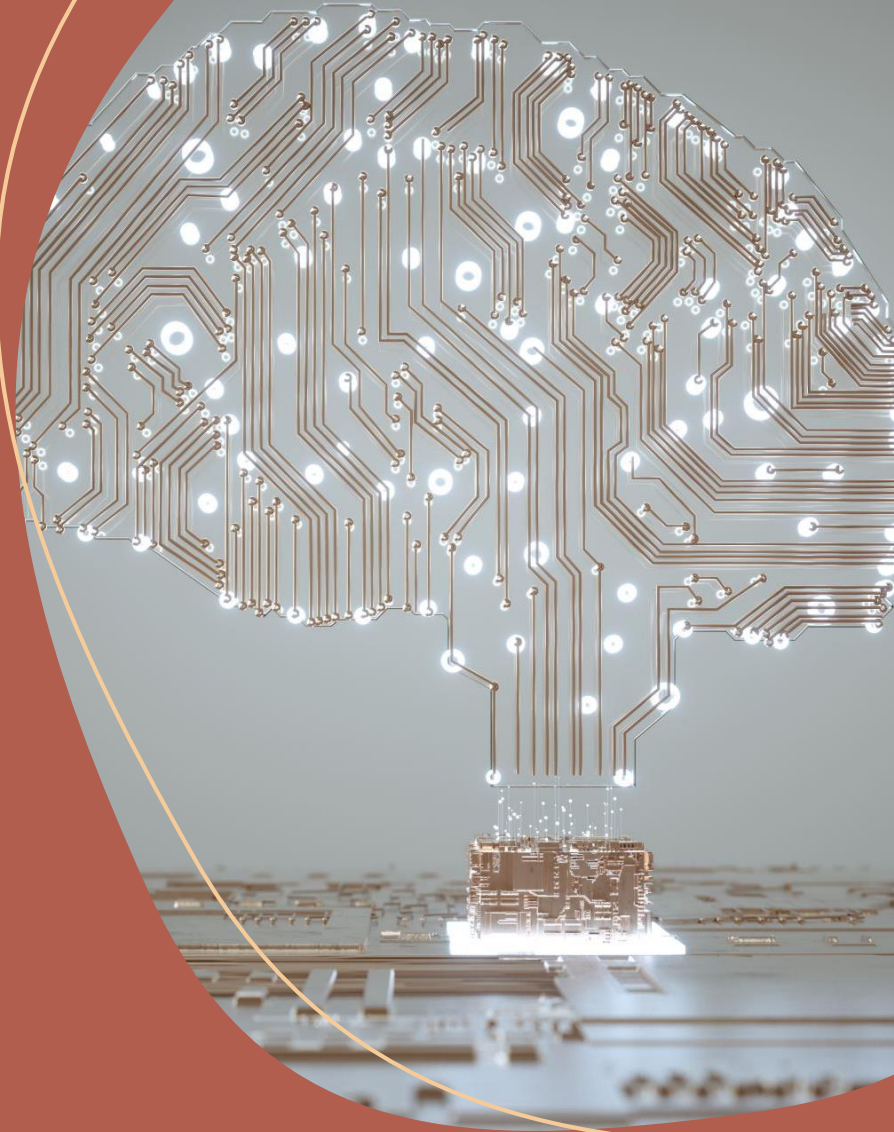
- **Targeted Advertising:** Offering personalized products or services based on online activities.
- **Political Influence:** Crafting tailored messages to shape public opinion, such as during election campaigns.
- **Behavioral Surveillance:** Identifying risky behaviors or trends for external stakeholders like governments.



# THE ROLE OF ETHICAL ARTIFICIAL INTELLIGENCE

To address profiling challenges, ethical AI must focus on:

- **Explainable AI:** Ensuring algorithmic decisions are transparent and understandable.
- **Regular Audits:** Detecting and mitigating biases in AI systems.
- **Protective AI:** Detecting data breaches and preventing misuse.



Every interaction on social media generates personal information.

MASSIVE  
COLLECTION  
OF PERSONAL  
DATA

This data includes:

Clicks, likes,  
and shares.

Browsing  
histories.

Metadata such  
as location.

This  
information is  
used to create  
a detailed  
profile of use



# CHALLENGES POSED BY PROFILING

- **Mass Data Collection:** Social media platforms gather vast amounts of personal information.
- **Abusive Profiling:** Misuse of data can lead to discrimination, unfair treatment, and privacy violations.
- **Psychological Impacts:** Continuous surveillance and targeted messaging can lead to stress, manipulation, cyber bullying and loss of autonomy.





# EXAMPLES OF ABUSIVE PROFILING



## Cambridge Analytica:

Facebook data used to manipulate election outcomes in several countries.

**Consequences:** harm to democracy and freedom of expression.



## TikTok:

Concerns over foreign governments' access to user data.

**Increased risks to digital sovereignty and privacy.**

# PSYCHOLOGICAL IMPACT OF PROFILING



## **Manipulation of choices:**

Hyper-targeted ads exploiting users' emotions and vulnerabilities.



## **Digital isolation:**

Algorithms create filter bubbles, limiting the diversity of opinions and reinforcing biases.



## **Stress and anxiety:**

A feeling of constant surveillance, reducing trust online.



# PRIVACY DATA PROTECTION MEASURES

## Technological Solutions:

- **Anonymization:** Making data untraceable to specific individuals.
- **Encryption:** Securing user communications to prevent interception.
- **Proactive Detection:** Using AI to monitor and flag potential data abuses.

## User Best Practices:

- **Privacy Settings:** Adjusting permissions on platforms to minimize exposure.
- **Tools:** Utilizing VPNs, ad blockers, and encrypted messaging apps.
- **Behavior:** Avoiding oversharing personal information online.

## Platform Accountability Initiatives:

- Implementing stricter data governance measures.
- Promoting ethical design to prioritize user privacy.

# BEST PRACTICES FOR USERS

**Privacy Settings:**

**Disable tracking and  
limit shared data.**

**Protection Tools:**

**VPNs, tracking  
blockers, cookie  
management.**

**Education:**

**Learn to identify online  
risks.**



## CALL TO ACTION

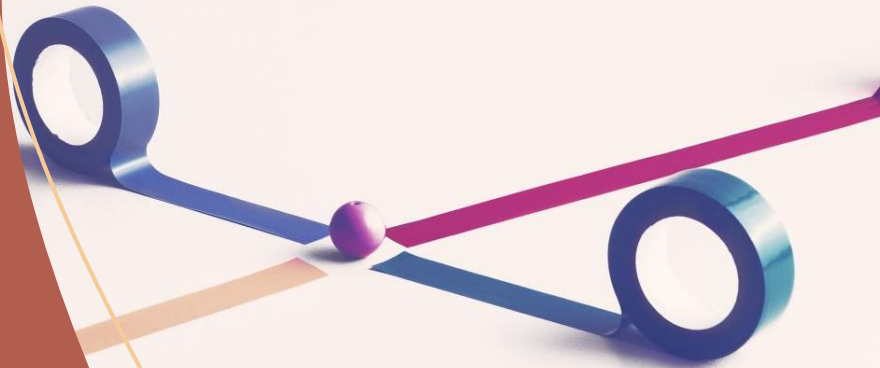
Profiling offers utility for personalized services but poses significant privacy risks. Addressing these risks requires:

- Strengthening regulations around data protection.
- Promoting responsible corporate practices.
- Raising user awareness about risks and available solutions.

# CONCLUSION

Profiling, while useful for certain services, represents a major risk to privacy. It is essential to :

- Strengthen regulations.
- Encourage responsible corporate practices.
- Raise user awareness of risks and solutions.
- Ethical and transparent AI is the key to ensuring a balance between innovation and respect for rights.



# QUESTIONS

