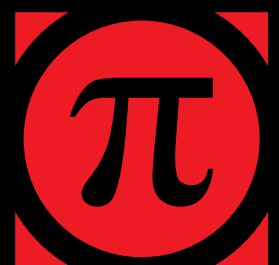


# Google

**FILTERS  
YOUR  
THOUGHTS**

Google filters your search results and YouTube recommendations to analyze your reactions and confine you to its filter bubble

**laquadrature.net**

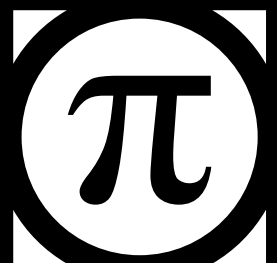


# Apple

**KNOWS  
WHERE YOUR  
MOM  
IS**

If you have an iOS or Android smartphone, Apple and Google track, collect and analyze your location without telling you or giving you a choice

**laquadrature.net**

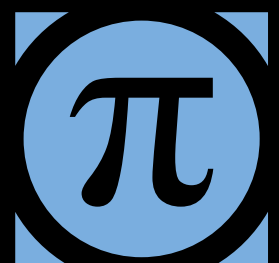


# facebook

# CHOOSES WHAT YOU READ

Facebook selects the contents of your newsfeed to analyze your reactions and confine you to its filter bubble

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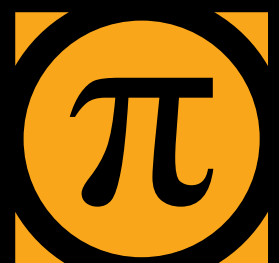


# amazon

**KNOWS  
WHAT PRESENTS  
YOU  
ARE GETTING**

Analyzed on a sufficient scale, behaviours that might seem trivial can reveal a lot about your personality, your expectations and your peers

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# Microsoft

# FORMATS YOUR KIDS

Microsoft is buying its way into schools  
and universities by striking deals to train  
teachers and students

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