

White House Issues Report on Corporate Use of "Big Data"



Washington, May 5 (RHC)-- The White House has issued a report calling for limits on how U.S. companies like Facebook and Google apply the data they collect on users. In particular, the report expresses concern about how so-called big data could be used to entrench racial or gender inequality if people are denied opportunities based on digital snapshots.

The report also calls for the U.S. Congress to amend federal privacy law to "ensure the standard of protection for online, digital content is consistent with that afforded in the physical world." The report does not address massive data collection by the National Security Agency.

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