Does Cambridge Analytica have your info? Here’s how to check

As Facebook CEO Mark Zuckerberg heads to Washington, D.C., to testify before Congress about Cambridge Analytica exploiting user data, the site is now making it easy for users to see if their information was shared with the analytics firm.

The feature is listed in the company’s help center. Doing a search for “Cambridge” or “Cambridge Analytica” on the help center search bar will display the following page: “How can I

tell if my info was shared with Cambridge Analytica?”

If you are logged into your Facebook account, the page will automatically tell you if your data was given to Cambridge Analytics via the “This is your digital life” app.

Since suspending Cambridge Analytica for exploiting user data, Facebook been on constant crisis-control for its negligent management of user information.

[Read the full article on Marketing Land.]

About The Author

Amy Gesenhues is Third Door Media’s General Assignment Reporter, covering the latest news and updates for Search Engine Land and Marketing Land. From 2009 to 2012, she was an award-winning syndicated columnist for a number of daily newspapers from New York to Texas. With more than ten years of marketing management experience, she has contributed to a variety of traditional and online publications, including MarketingProfs.com, SoftwareCEO.com, and Sales and Marketing Management Magazine. Read more of Amy’s articles.
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