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THE GENERAL DATA PROTECTION REGULATION WILL COME INTO FORCE FROM MAY 25 IN THE EUROPEAN UNION "ALTERNATIVES TO "FACEBOOK" OFFER DATA PROTECTION"



By : M.S.Yatnatti Editor and Video Journalist Bengaluru : The General Data Protection Regulation or the GDPR is a new law that will come into force in the European Union later this month from May 25 . GDPR enshrines data protection and privacy rights for European users, and holds companies handling their data, wherever they may be, liable for violations. The penalties run into hefty fines — highest being 20 million euros or 4% of annual turnover — whichever is greater. Facebook has sprung into action to redistribute its data-handling operations. Microsoft-owned LinkedIn has done the same. Twitter has updated its privacy policy too. Indian tech, publishing and e-commerce companies will also have to review how they handle, store and erase data. The EU law comes into force on May 25, and decrees that consumers or "data subjects" have right to erasure of their data and a right to port their data from one place to another. It also places a premium on the data subjects' consent to collection and processing of data. Although the law is being introduced in the EU, its ramifications extend the world over. That is because it is not focused on regulatory measures for tech companies, but rather on the protection of EU citizens and their data. Since internet and tech companies the world over handle data from across the globe, the consequences of breaking the law extend to them. The law was introduced in 2016, with data controllers and processors the worldover given two years, until this year's May deadline to comply. Indians will continue to use online products and services the way you did. The EU law is not designed to protect citizens outside of it. Indian businesses handling EU user data, however, will have to take another look at the way they collect and use data or face massive fines. Industry bodies in India are attempting to handhold companies through the regulatory maze. Nasscom and the Data Security Council of India held familiarisation workshops in March in Delhi, Mumbai and Bengaluru. "Nasscom has also launched a GDPR Helpdesk for member companies to have their questions resolved,

According to reports Facebook has been and remains the undisputed king of the social network market. Granted, in some regions of the world, like Russia or China for example, there is a more level playing field with the success of popular alternatives to Facebook who take an equal market share. But for the most part, Facebook is the worldwide leader when it comes to social interaction online. If you're using the platform, you've got no choice but to accept the network's settings on privacy and data protection and live with them. If you don't want to do this, then you'll have to find a good and conservative alternative to Facebook – and either convince all of your friends, family, colleagues, and acquaintances to join you, or be prepared for the fact that your online friendship circle will be significantly reduced (to begin with at least). If you on the hunt for a conservative Facebook alternative? While it may seem like a daunting task, you can rest assured you're not alone. Whether it's because of hidden terms and conditions, data protection issues, or platform rules and regulations – the reasons for finding an alternative to Facebook are common and more and more users are looking to avoid the Californian social media giant. The market for similar networks is massive, and there's a large selection of platforms ready to accept Facebook's digital refugees. In our guide, we've already introduced some of the biggest and most important social media platforms around. But regardless of whether you're using Twitter, Instagram, or Google+: Awareness and consideration about privacy and data protection are also important factors in choosing to use any of the other social media giants. One common complaint targeted specifically at Facebook is that that Facebook Newsfeed algorithms decide exactly what you do and don't see. Another problem is personalized advertising, which is of course only possible through accessing and interpreting personal user data. As you can see: the list of criticisms for the social network market leader is long. So it's good news that there are a few other alternatives to Facebook on the market. Some of these Facebook alternatives are more conservative, offer less advertising, others offer improved data protection, and some even offer extended functions and features that aren't currently available for Facebook customers.

Diaspora: The platform [Diaspora](#) reportedly is a social world online that puts your data back in your own hands, according to its own slogan. Its range of functions is similar to those of Facebook. Users can publish status updates, share posts and images, and comment on other people's posts. And just like on Facebook, you can control who gets to see your own posts as well. Diaspora uses hashtags to order posts, meaning that you can use these to find like-minded people who share your interests. Linking Diaspora to your Facebook profile is also possible, and the software has its own chat function. Diaspora is also an open source project. One of the main features that Diaspora prides itself on is its decentralization. This is to do with its technical background: the platform consists of many different networks, known as pods. User data isn't collected and stored centrally by the provider, instead the infrastructure is distributed by users themselves, with data carried by these so-called pods. If you have good technical know-how, you can actually operate your own pod, which essentially functions as a server. This means that you can be certain that your private data remains private and in your own hands. Less technically gifted users can use 'open pods' in the network instead. With around 50,000 new users joining in the past 6 months, Diaspora is certainly only a very small drop in the ocean compared to Facebook. But its decentralized system and the control over your own data that comes with it makes Diaspora a definite option for users concerned about data protection. Lastly, Diaspora is completely ad-free.

Ello: Reportedly since its founding in 2012, the operators of [Ello](#) have taken on a challenging task: they want to establish Ello as the leading, ad-free alternative to Facebook and other social platforms. This means that they'll avoid personalized advertising at all costs. With Ello, there's absolutely no forwarding of user data for advertising purposes and that isn't likely to change. The platform is financed by a freemium model that involves the exchange of individual functions for small payments. There's no official data about the number of users currently on the Ello network, but various sources range from 1.5 million to 4 million registered users, although the number of active users is assumed to be relatively low. When it comes to searching for additional sources of income to finance the project, Ello's creators are rather creative: they have plans to begin generating revenue through user transactions carried out on their network – so by taking a commission on CD sales, for example. One of Ello's principles is that its users aren't obliged to use their real names, which had previously been the case at Facebook and caused outrage. When it first started out, Ello was a closed network, only accessible through an invitation to join from a registered user. This has since been relaxed, and today Ello is available for all interested parties. Critics of the site claim that Ello can't really be considered a true Facebook alternative because it's lacking many of the basic functions required to compete. For example, private communication between users via a chat box function is currently not possible. Ello's focus instead is on high-quality content for all to see, making it an excellent environment for artists and photographers. Users from creative backgrounds are often attracted by Ello's simple, minimalistic design, leaving lots of space for user posts to shine.

EyeEm: Reportedly The photo application from [EyeEm](#), a startup based in Berlin, is less of a direct Facebook alternative. But its clear focus on images makes it a definite alternative to Facebook-owned Instagram and other networks that feature a lot of visual content. The photo app is available for [iOS](#) and [Android](#) and can also be accessed via your browser. According to sources at the company, the app currently has around 22 million users (Figures accurate as of April 2017). The platform is growing, collecting big investments and extending its functions and features on a regular basis. Its basic idea is the same as Instagram's: EyeEm is a platform made for sharing photos. Snapshots and professional images can be uploaded and then shared with the community on EyeEm and other linked networks – with a range of different filters and editing tools to add that extra star quality. One feature that's specific to the business model for EyeEm is that users can offer their own photos voluntarily on the startup's marketplace. EyeEm sells these images with stock licenses to Getty Images and other purchasers. Users then receive a share of the revenue generated. This means that EyeEm isn't just a platform for displaying images – you can make money from them too. And it's not just an incentive for the user to post as high-quality photographic content as possible: the social network itself requires this in order to finance its business through advertising. As a Berlin startup, EyeEm has to follow German data protection laws, which are stricter than those in the USA. And the user-friendly presentation of data protection information on the network has also received great praise: Users have access to the full terms and conditions of the data uploaded to the site and how it will/won't be used, but they also receive a simple, comprehensible summary of this.

Path: [Path](#) is reportedly a good Facebook alternative for users who care less about a large community and instead place far more value on having a selective friendship group to keep in contact with. At first, the number of friends per profile on the platform was actually limited to 150 contacts (though this has since been lifted). The app is available for [iOS](#) and [Android](#). The basic functions on Path are pretty similar to those on Facebook: you can share posts, photos, and videos. You can also show your friends the music you're currently listening to, the TV series you're following and of course your current mood. You can also exchange private messages with friends. Path is often thought of as an intimate, personal network. But unfortunately, it has had some struggles with data protection issues in the past. The most recent of these was an unfortunate incident in 2013 when the company was found to have stored data belonging to minors. Since then, the Path has been forced to have its privacy policy checked every two years and has recently promised users that it will no longer store any personal data on its servers. Path works via a form of freemium model: users can unlock different filters and stickers on Path Premium for a small fee. With around four million users, the majority of the Path community comes from Indonesia. In 2015, Path was taken over by Daum Kakao, and the company now operates many of its features, including its leading messaging service, from South Korea.

Vero: Reportedly an exciting Facebook alternative that was released in 2015, but has only recently seen a huge influx of new users, is the social network, [Vero](#). At the beginning of March 2018, for example, CEO Ayman Harari, worth billions of euros, announced an increase of more than three million users, after Vero had previously been a relatively niche app with around 200,000 active members. Not only effective influencer campaigns played an important role, but also the current offer of free lifetime membership won users over. The app, which is available for [iOS](#), and [Android](#), might only be available with a paid annual subscription in the future. However, the offer has been initially extended until further notice. The annual fee, however, is intended to help out the developing company, Vero Labs, by being its main source of income. The idea is for the platform to remain free of advertising in the long run and not to share any user information to make a profit. In addition, the company wants to generate revenue through transaction fees that merchants have to pay when selling products through Vero and implementing the 'buy now' button. [Although Vero is similar in many respects to competitors](#) such as Facebook and Instagram (profile, structure, timeline, news feed), the platform offers some interesting unique selling points: The messages in the timeline are not pre-filtered by an algorithm, but appear in chronological order. Contacts can also be divided into four categories: 'followers', 'acquaintances', 'friends', and 'close friends'. These groups can then be selected or deselected as the target group when a post is published, so that only the desired audience is informed. To create and verify a Vero account, a private telephone number has to be entered

Founded in	Users	Advertising	Data protection
Facebook 2004	Around 2.1 billion active users	Personalized advertising	Facebook's constant troubles with data protection and claims to a lack of paid tax have damaged its reputation greatly in recent years. It openly admits to using user information to run targeted advertising campaigns, and it gives users the option to hand their Facebook data on to other third parties in exchange for faster registration on external sites
Diaspora 2010	Around 50,000 active users	Ad-free	Data can be hosted externally and privately on a private server
Ello 2014	No official data figures, estimates of between 1.5 and 4	Ad-free	No personal data is given to ad operators



Founded in	Users	Advertising	Data protection
	million registered users		
EyeEM 2011	Around 22 million users	Ad-free. Users can (voluntarily) offer their own photos on the site's stock photo marketplace for a share in the revenue	Terms and conditions of data protection conform to stricter German laws because the startup is based in Germany
Path 2010	Around 4 million users	Personalized advertising	Recurring issues with data protection have left Path heavily criticized in the public eye. New policies promise to change this
Vero 2015	Over 3 million registered users	Ad-free	No personal data is passed onto third parties; Private telephone number required

Social media marketing is an important component of every marketing strategy in web 3.0. That's why it's so important for companies to have a solid answer to the following questions: which social media channels should be used? Is a company Facebook page enough? Or should other platforms like Twitter, Instagram, and Google+ play a role as well? And which other social media platforms are attractive for business use? From professional social networks and platforms for finding images to options for bloggers and social video networks, you're sure to find something that matches your needs. When choosing the right channels, marketing experts can help deliver an overview on the social media platforms with the widest reach. How to delete your Facebook account: a step-by-step guide :Facebook serves users all over the globe as a platform for connecting and interacting with both their friends and their communities. The social media giant has grown to represent not just individuals, but also businesses and political campaigns, among other things. By allowing its users to tailor their experience to suit their needs, though, Facebook is collecting a lot of data on each and every one of them – and it's not always very responsible with handling it. Recent alleged scandals regarding the misuse of data and issues with Facebook's data privacy policy have led many users to turn away from the social network in order to protect their privacy. Deleting your Facebook account is one way to protect your information from potential mining or unauthorized use. In this guide, we'll show you how to delete your Facebook page.

Note: Facebook recommends saving a copy of your data before permanently deleting your account. This can be done under "General Account Settings" and will serve as the only copy of your account information after its removal from Facebook's servers. Access Facebook's deletion page by typing www.facebook.com/help/delete_account into the address bar of your web browser. Make sure you're logged in to your account. Click on "Delete My Account." To confirm the process, Facebook will ask you to enter your password once again. To avoid any accidental or automatic deletions, it also requests a CAPTCHA code. Write the code into the box below and click "OK" to continue. You also have the option to request a new code or an audio code, if necessary. Account deactivation :If deleting your account is too permanent, you can choose to just deactivate it instead. This disables your profile and removes your name and photos from most posts – though some information will remain visible, such as your name in connection with friend lists and messages. Deactivation can be reversed at any time, and no data is actually lost from the Facebook servers. This is a less permanent way to protect your privacy than deleting your Facebook page, and may be preferred by some users. Here's how to deactivate your account.

1. From the Facebook homepage, navigate to your account settings by clicking the small arrow in the upper-right corner and selecting "Settings" from the drop-down menu.
2. Under "General Account Settings" on the next page, click on "Edit" in the "Manage Account" item at the bottom of the list. This opens options for setting a legacy contact or deactivating your account.
3. Clicking on "Deactivate your account" will bring you to a new page where you must enter your login password once again.
4. After successfully entering your password, you'll reach the final stage of the account deactivation process. Facebook requires that you select a reason for your deactivation, and offers you the option to opt out from future e-mails from Facebook mentioning invitations or notifications – since even deactivated accounts can still be interacted with.
5. Once you've successfully completed the deactivation form, your account will no longer be active. This doesn't mean that any previously entered information is no longer accessible, though. Facebook doesn't delete any content from deactivated accounts, as you have the option to reactivate at any time. The only way to permanently remove your data from Facebook is through a permanent delete.

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