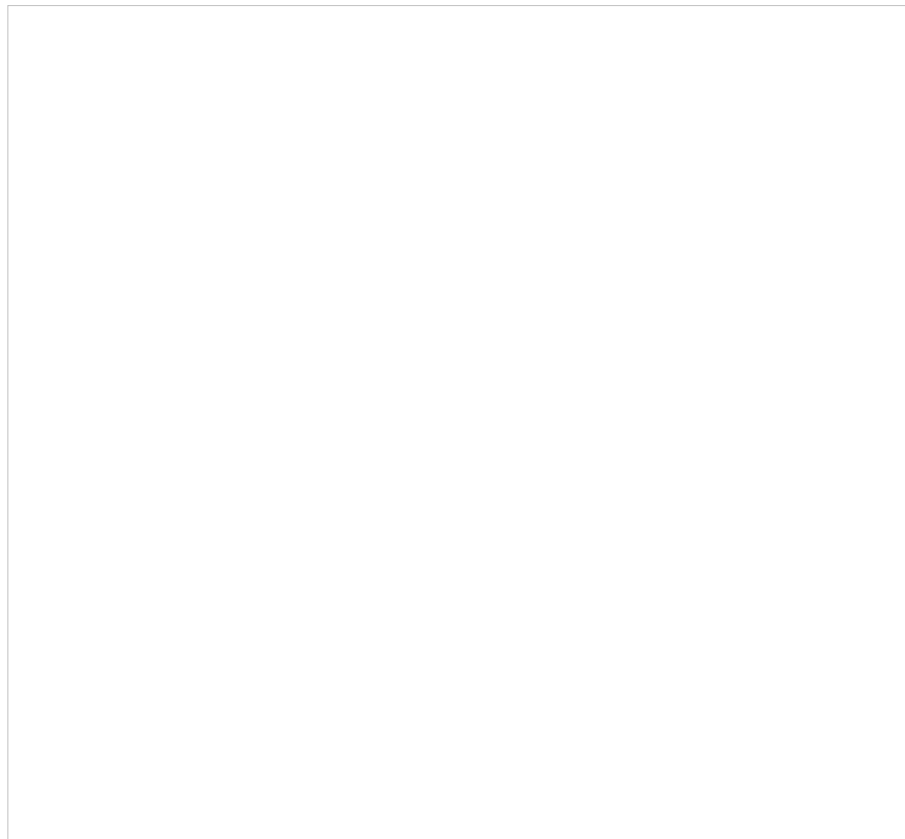


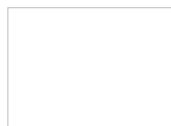
PROVEN: FACEBOOK AND GOOGLE COVERTLY LISTEN TO YOU VIA YOUR PHONE

Mon, 02 Sep 2024 14:14:01, admin653, [category: news, post_tag: proven-facebook-and-google-covertly-listen-to-you-via-your-phone]



Shocking leak proves your phone really is listening in on your conversations

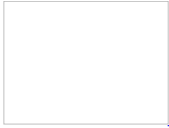
[US takes on Google in blockbuster antitrust trial to determine if tech firm holds unfair monopoly in online advertising](#)



Google is in court Monday to answer accusations that it has cultivated an illegal monopoly on the lucrative digital ad market. A ruling against the company could force them to sell off that part of its business.

- [35 comments](#)
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[U.S. government accuses Google of trying to dominate digital advertising and playing 'Whac-A-Mole' with competitors](#)



Lawyers for the Department of Justice (DOJ) alleged the tech giant 'controls' the market for publishing adverts on websites and has used monopolistic practices.

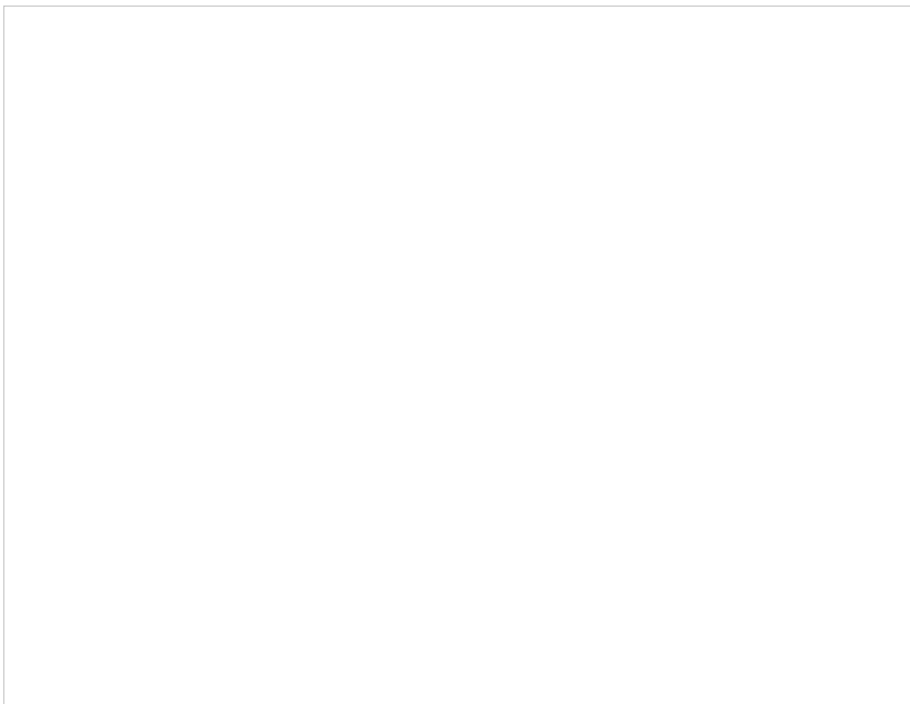
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- **READ MORE:** [Little-known setting lets people secretly track your iPhone](#)

By [Ellyn Lapointe](#)

Millions of people have long suspected it, but now a leak suggests that our phones really are listening to us.

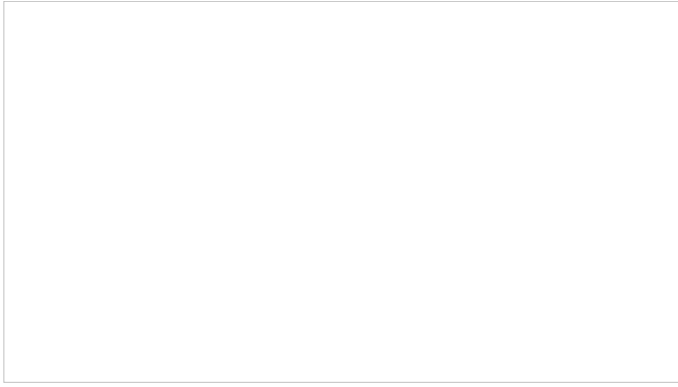
An apparent pitch deck from one of [Facebook's](#) marketing partners appears to detail how the firm eavesdrops on [users' conversations to create targeted ads](#).



In a slideshow, Cox Media Group (CMG) claims that its 'Active-Listening' software uses [AI](#) to collect and analyze 'real-time intent data' by listening to what you say through your phone, laptop or home assistant microphone.

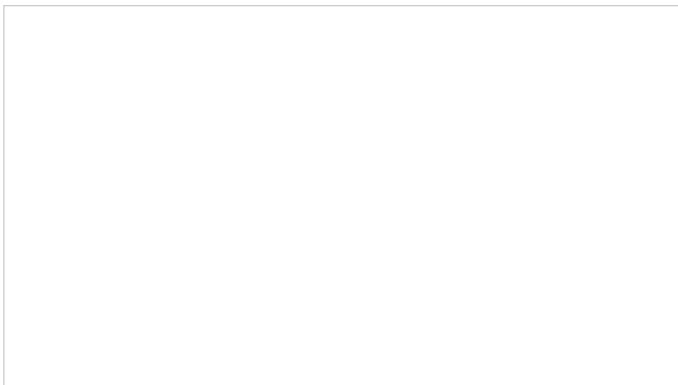
'Advertisers can pair this voice-data with behavioral data to target in-market consumers,' the deck states.

The pitch deck goes on to tout Facebook, [Google](#) and Amazon as clients of CMG, suggesting they could be using its Active-Listening service to target users.



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The first slide of CMG's leaked pitch deck describes how their Active-Listening software listens to your conversations and extracts real-time intent data



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The deck goes on to break down the process step by step, from identifying a 'data trail' left behind by consumers conversations and online behavior to creating targeted digital ads

The pitch deck was leaked to reporters at 404 Media that showcases the capabilities of Active-Listening software to prospective customers.

Since the story broke, Google removed the media group from their 'Partners Program' website.

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NSA shares seven steps iPhone and Android users MUST take to protect from secret smartphone hacks



Meta - Facebook's parent company - admitted it is reviewing CMG for any terms of service violations.

Amazon responded to 404 Media by stating that its ads arm 'has never worked with CMG on this program and has no plans to do so.'

But the spokesperson added that that if one of its marketing partners violates its rules, the company will take action, leaving the status of Amazon's relationship with CMG somewhat unclear.

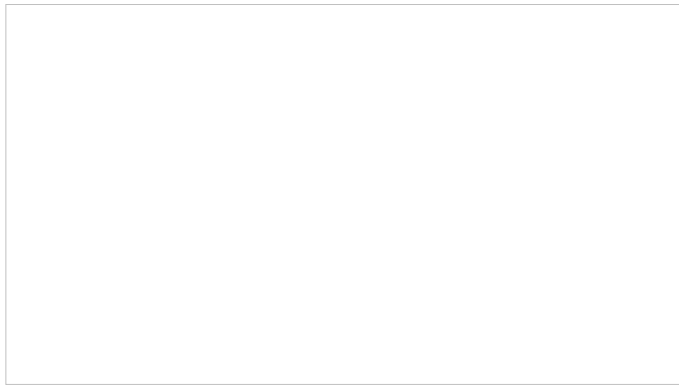
The slideshow details the six-step process that CMG's Active-Listening software uses to collect consumer's voice data through seemingly any microphone-equipped device, including your smartphone, laptop or home assistant.

It's unclear from the slideshow whether the Active-Listening software is eavesdropping constantly, or only at specific times when the phone mic is activated, such as during a call.

Advertisers then use these insights to target 'in-market consumers,' which are people actively considering buying a particular product or service.

If your voice or behavioral data suggests you are considering buying something, they will serve you advertisements for that item.

For example, talking about or searching for Toyota cars could prompt you to start seeing ads for their newest models.



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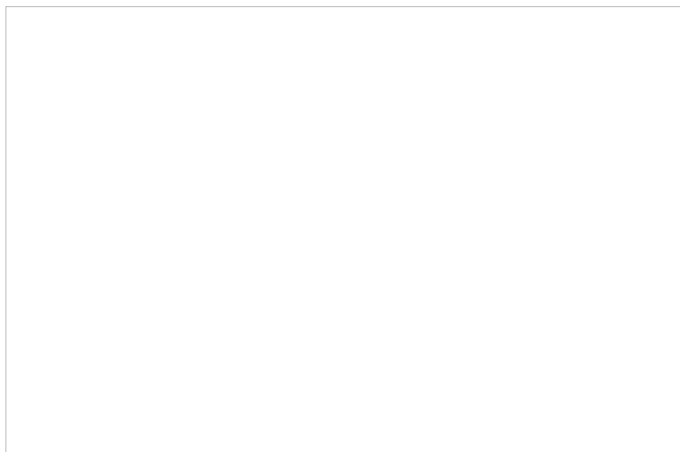
Google, Amazon and Facebook are explicitly touted as CMG clients, but these tech giants have denied accusations that they are listening to users' conversations

Daily Mail tech reporter Rob Waugh tested whether Google was listening to him last year



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Daily Mail tech reporter Rob Waugh tested whether Google was listening to him last year



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Smartphone users have long suspected that their devices are listening to them and serving up targeted ads. But tech giants like Facebook, Google and Amazon have denied these claims.

'Once launched, the technology automatically analyzes your site traffic and customers to fuel audience targeting on an ongoing basis,' the deck states.

So, if you feel like you see more ads for a particular product after talking about it with a friend, or searching for it online, this may be the reason why.

For years, smart-device users have speculated that their phones or tablets are listening to what they say. But most tech companies have flat-out denied these claims.

For example, Meta's online privacy center states, 'We understand that sometimes ads can be so specific, it seems like we must be listening to your conversations through your microphone, but we're not.'

But this leak is just the latest development in a wave of reporting that suggests your phone really is listening to you, and that sites like Facebook may be cashing in on what you say.

404 Media first revealed the existence of CMG's Active-Listening service in December 2023.

A day later, they exposed a small AI marketing company called MindSift for bragging on a podcast about using smart device speakers to target ads.

Although it may seem surprising, Active Listening is perfectly legal, CMG claimed in a [since-deleted blog post](#) from November 2023.

'We know what you're thinking. Is this even legal? The short answer is: yes. It is legal for phones and devices to listen to you,' the post reads.

'When a new app download or update prompts consumers with a multi-page terms of use agreement somewhere in the fine print, Active Listening is often included.'

This could explain how CMG is getting away with this in states with wiretapping laws that prohibits recording somebody without their knowledge, like California.

CMG did not immediately respond to DailyMail.com's request for comment, and has not yet responded to similar inquiries from other news sites, including Futurism and Gizmodo.

CMG is an American media conglomerate based in Atlanta, Georgia. The company provides broadcast media, digital media, advertising and marketing services, and it generated \$22.1 billion in revenue in 2022.