

# **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.

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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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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.



### The power of voice (and our devices' microphones)

- Smart devices capture real-time intent data by listening to our conversations
- Advertisers can pair this voice-data with behavioral data to target in-market consumers
- We use AI to collect this data from 470+ sources to improve campaign deployment, targeting and performance
- You reach your potential customers before your competitors

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

## PREDICTIVE AUDIENCE TECHNOLOGY



### OVERVIEW

1. Consumers leave a data trail based on their conversations and online behavior
2. A.I. collects and analyzes this behavioral and voice data from 470+ sources
3. Processing voice data with behavioral data identifies an audience who is "ready-to-buy"
4. We take this data, and align it with your products and services, to build an audience list in a defined 10-mile radius
5. This audience list is uploaded into our ad platforms to target your digital advertising
6. Once launched, the technology automatically analyzes your site traffic and customers to fuel audience targeting on an ongoing basis



**CMG** Local Solutions  
DIGITAL MARKETING SERVICES

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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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.

STAYING CURRENT AND CONNECTED IS EVERYTHING IN THE DIGITAL MARKETING SPACE

WE PARTNER WITH THE BEST TO PROVIDE THE BEST



The image features three distinct boxes, each representing a major tech partnership. The first box on the left contains the Google Premier Partner logo and text stating CMG's long-standing relationship with Google. The middle box features the Amazon Advertising logo and highlights CMG as the first media partner. The right box displays the Facebook Marketing Partner logo and notes CMG's status as one of the first four global media partners.

CMG has been a Google Premier Partner for since the program's inception 11 years ago

CMG was Amazon Advertising's FIRST EVER media partner

CMG was among the first 4 media companies worldwide to become a Facebook marketing partner

AND THEY KEEP US IN THE KNOW

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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



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



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 a 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.

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