

The Aisles Have Eyes How Retailers Track Your Shopping Strip Your Privacy And Define Your Power

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Joseph Turow's most recent book, The Aisles Have Eyes, brings to the foreground a much neglected topic in privacy scholarship: some of the ways in which

retailers are using technologies for surveillance of shoppers who pass through their doors. As Turow remarks, once we understand both “how and why” commercial surveillance has become a key strategy for high street retailers (p. 3), we can engage constructively with the profound implications of data-driven marketing in the retail space:

~~The Aisles Have Eyes: How Retailers Track Your Shopping ...~~

The Aisles Have Eyes (Book Summary) April 1, 2020 April 1, 2020 aarifbillah143 aarifbillah143 0 Comments. Table of Contents. ... If a phone carries the store’s app and activates Wi-Fi or Bluetooth, the store can follow that phone through its aisles. The retailer records how long an individual shopper remains in the store and, by tracking ...

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The aisles have eyes indeed. But given consumer-empowering mobile technology, so will we.”—Mike Boland, Chief Analyst, BIA/Kelsey "A must-read to understand the opaque, pervasive world of data-driven marketing.

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Turow is the author of the new book "The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, And Define Your Power." His previous book was about how the advertisers track you...

~~'Aisles Have Eyes' Warns That Brick And Mortar Stores Are ...~~

For its part, Joseph Turow’s “The Aisles Have Eyes” focuses on surveillance conducted by retail stores. What you need to know is: In an effort to build and maintain relationships with customers, brick-and-mortar retailers are gathering or purchasing information about the backgrounds and activities of shoppers, largely without their permission or knowledge.

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