

# **ANOTHER SHOE DROPPED: CAMBRIDGE ANALYTICA USED ITS OWN KOMPROMAT**

I confess, I did NOT see this coming, a perfect example of blindness based in preconceived notions about technology companies.

UK's Channel 4 just aired a report in which Cambridge Analytica executives were secretly filmed discussing the creation and use of compromising material in campaigns. Some of the acts described violate UK Bribery Act and the US Foreign Corrupt Practices Act.

Watch:

Last evening there had been teasers revealing Cambridge Analytica had used actual Facebook users' account information while demonstrating their psychographic profiling product, without masking the users' personal information. This is ugly on its own, violating users' privacy without permission.

But the creation and use of *kompromat*...wow.

This is an open thread. Have at it.