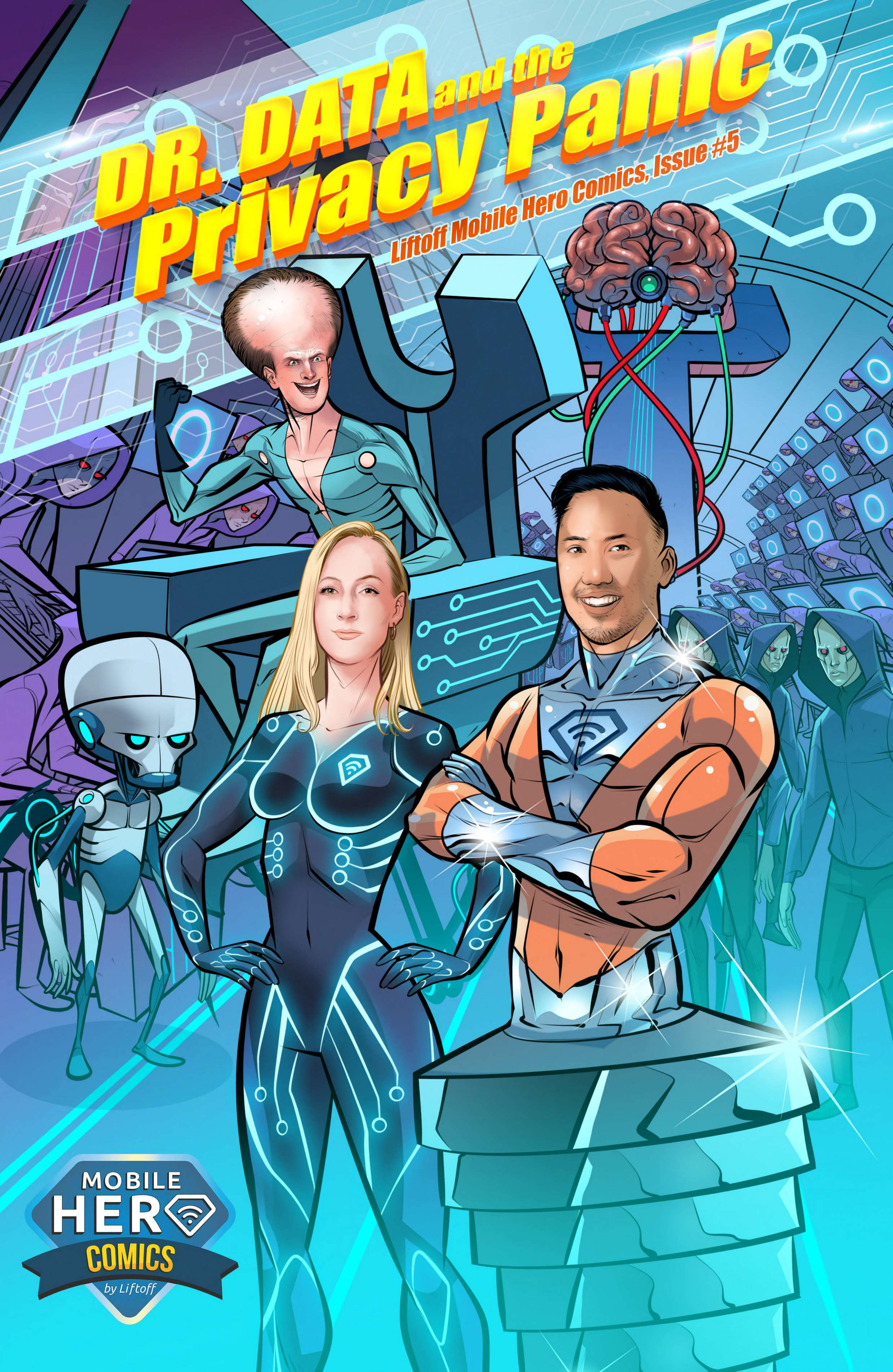
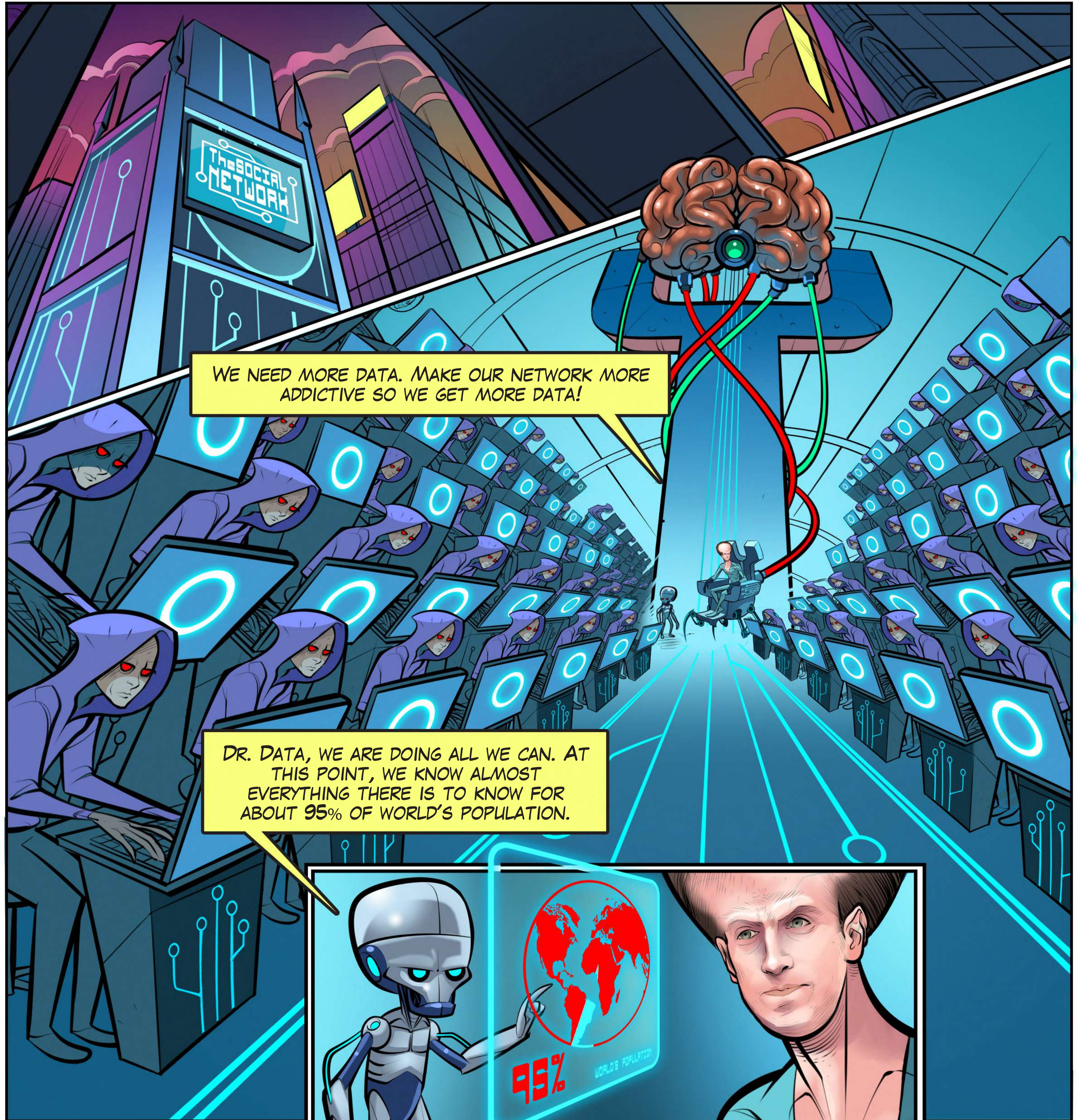


# DR. DATA and the Privacy Panic

Liftoff Mobile Hero Comics, Issue #5



MOBILE  
**HERO**   
COMICS  
by Liftoff



WE NEED MORE DATA. MAKE OUR NETWORK MORE ADDICTIVE SO WE GET MORE DATA!

DR. DATA, WE ARE DOING ALL WE CAN. AT THIS POINT, WE KNOW ALMOST EVERYTHING THERE IS TO KNOW FOR ABOUT 95% OF WORLD'S POPULATION.



BUMP THAT UP TO 100%. DATA IS OUR LIFEBLOOD. WORK HARDER!

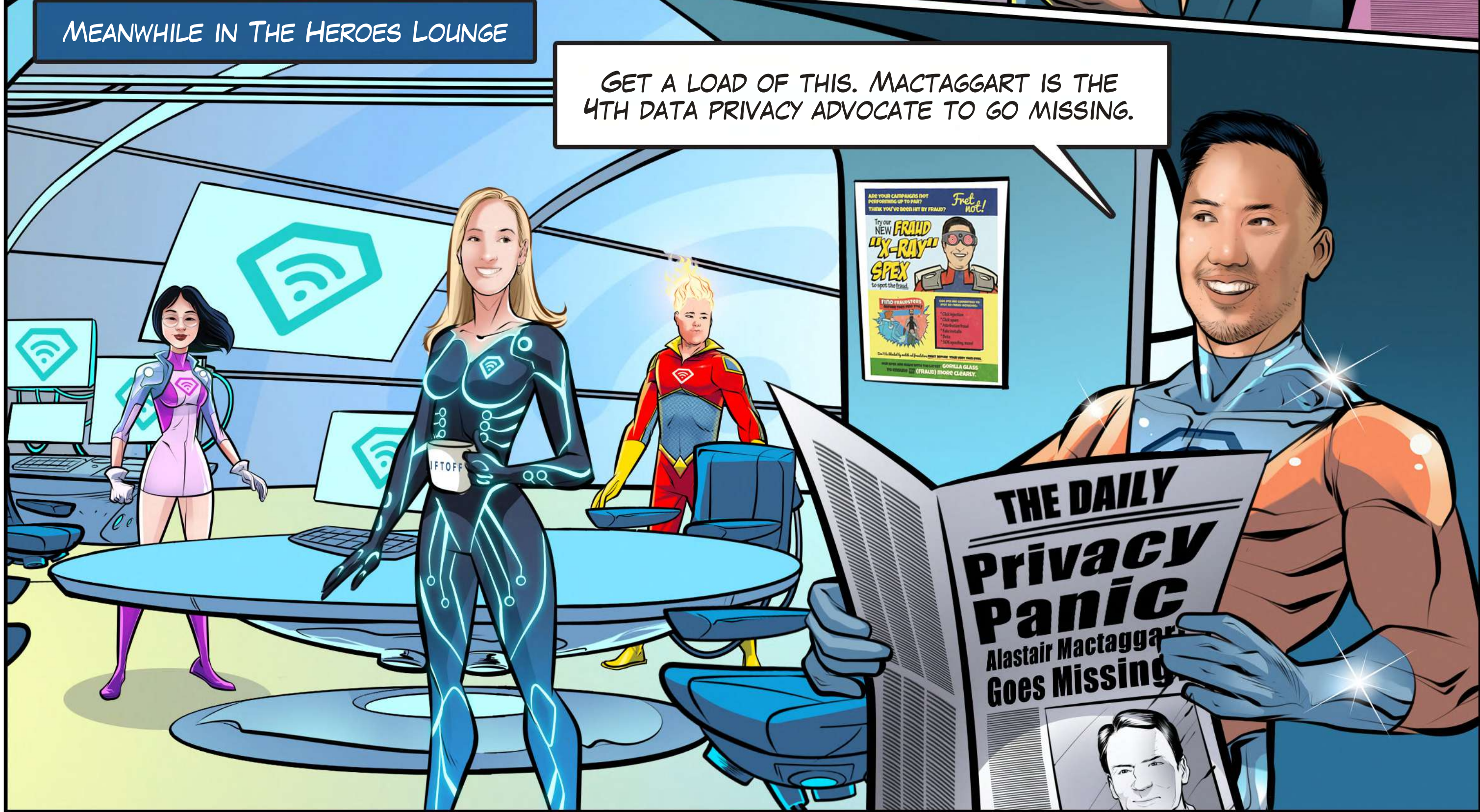




DATA. GET YOUR DATA HERE.

USER PROFILES FOR SALE.

LOOKALIKE TARGETING, RIGHT HERE.



MEANWHILE IN THE HEROES LOUNGE

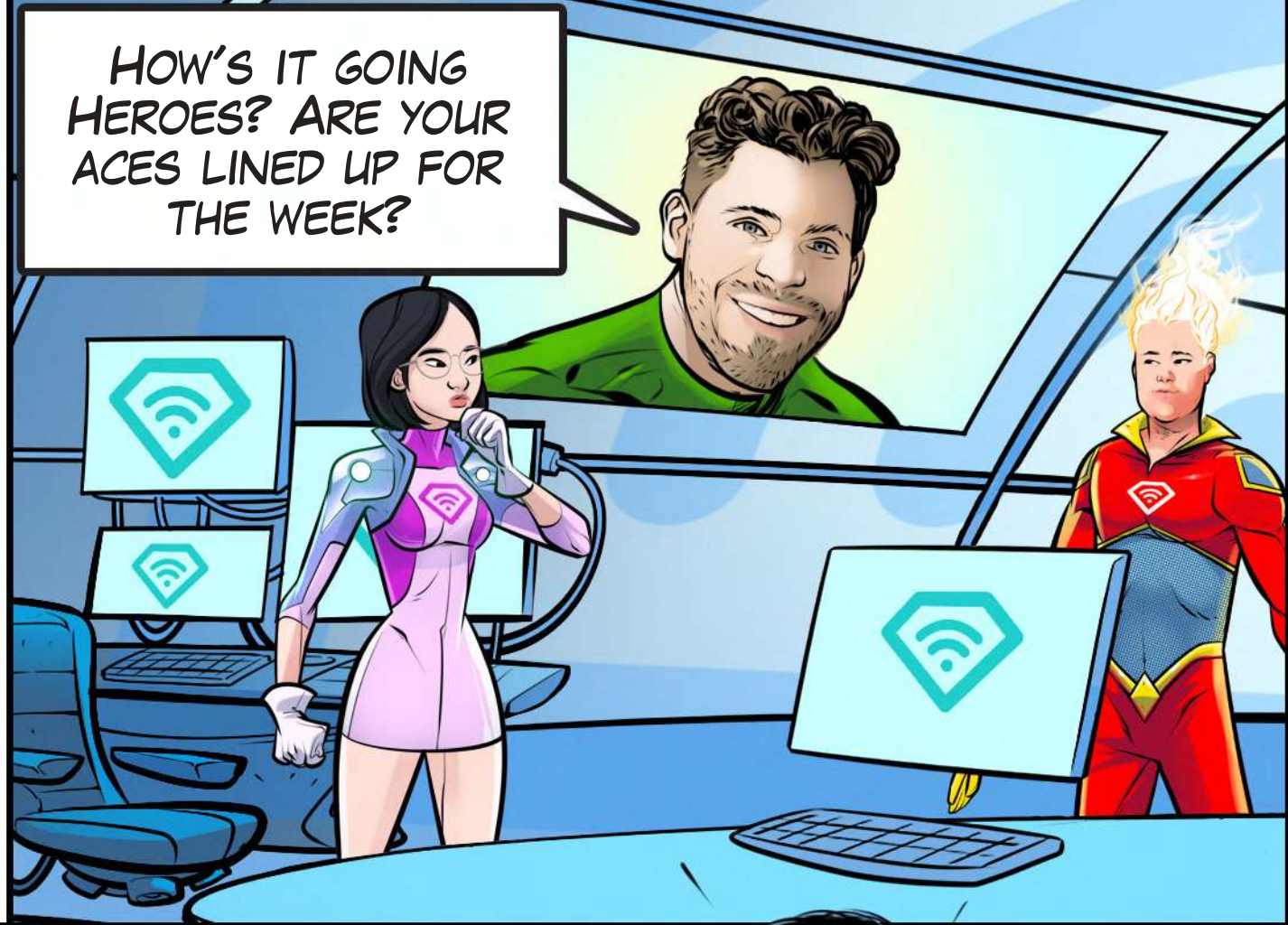
GET A LOAD OF THIS. MACTAGGART IS THE 4TH DATA PRIVACY ADVOCATE TO GO MISSING.



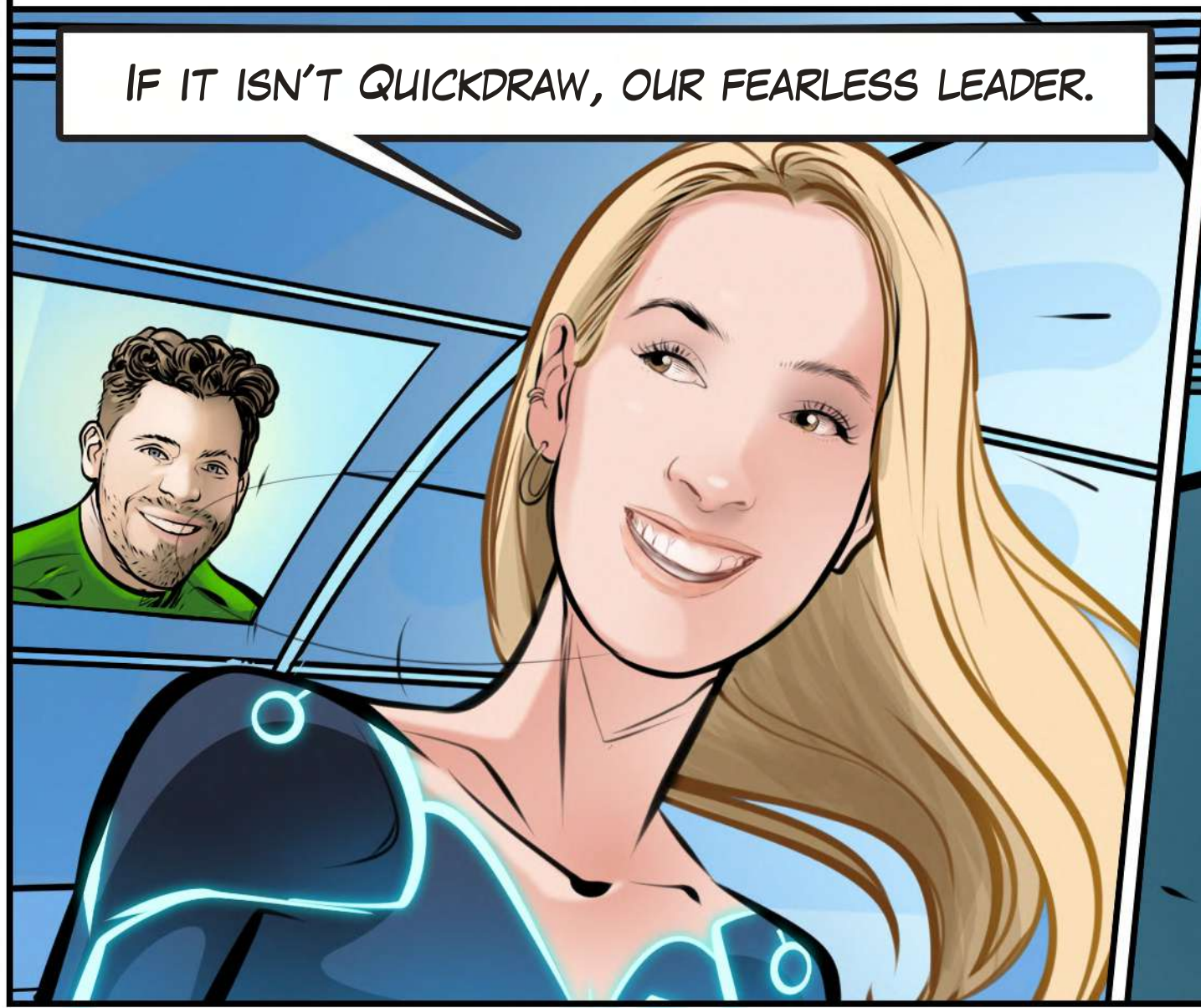
**THE DAILY**  
**Privacy Panic**  
Alastair Mactaggart  
Goes Missing



**THE DAILY**  
**Privacy Panic**  
Alastair Mactaggart  
Goes Missing!



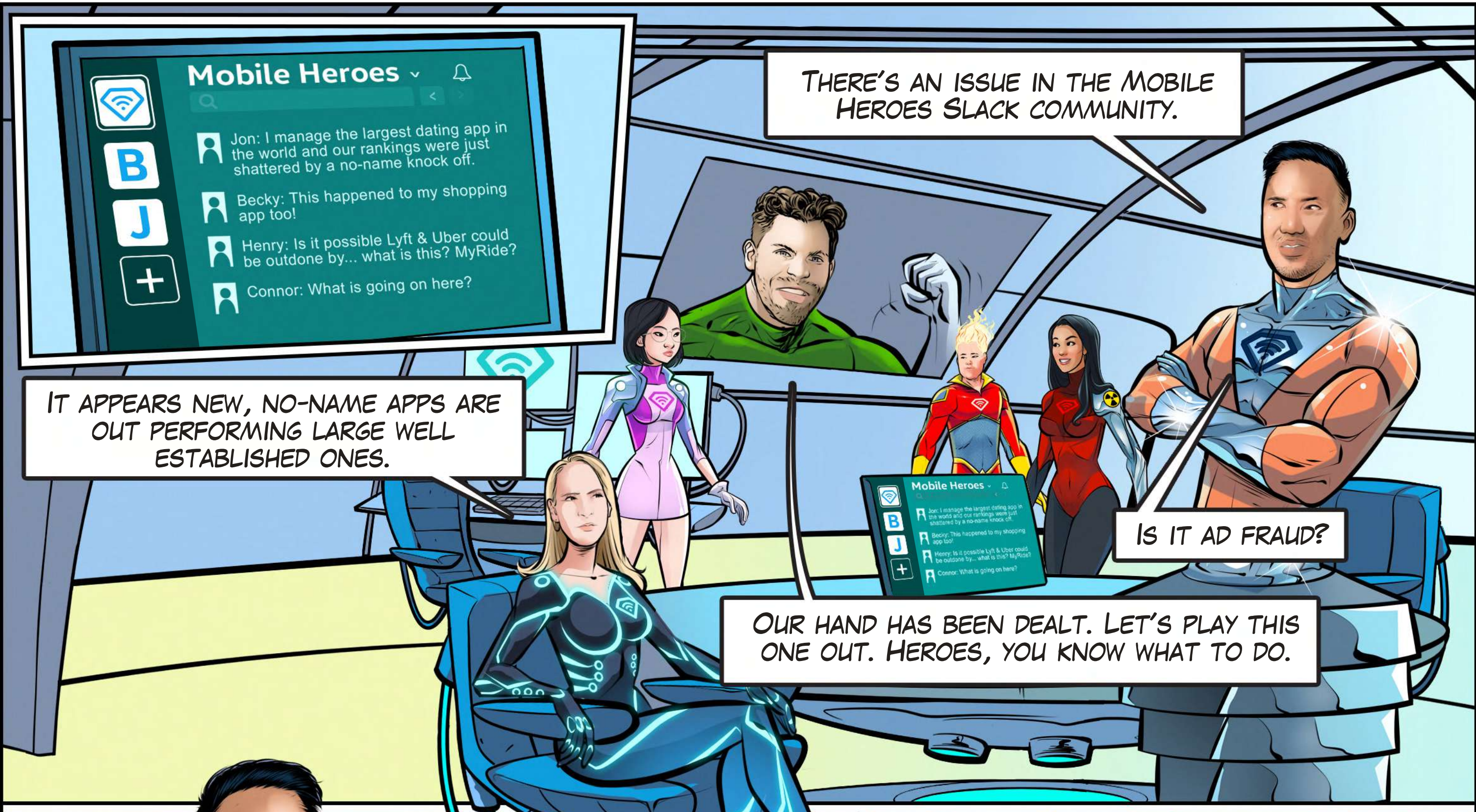
HOW'S IT GOING HEROES? ARE YOUR ACES LINED UP FOR THE WEEK?



IF IT ISN'T QUICKDRAW, OUR FEARLESS LEADER.



LOOK AT THIS - THERE IS A DISTURBANCE IN THE FORCE.

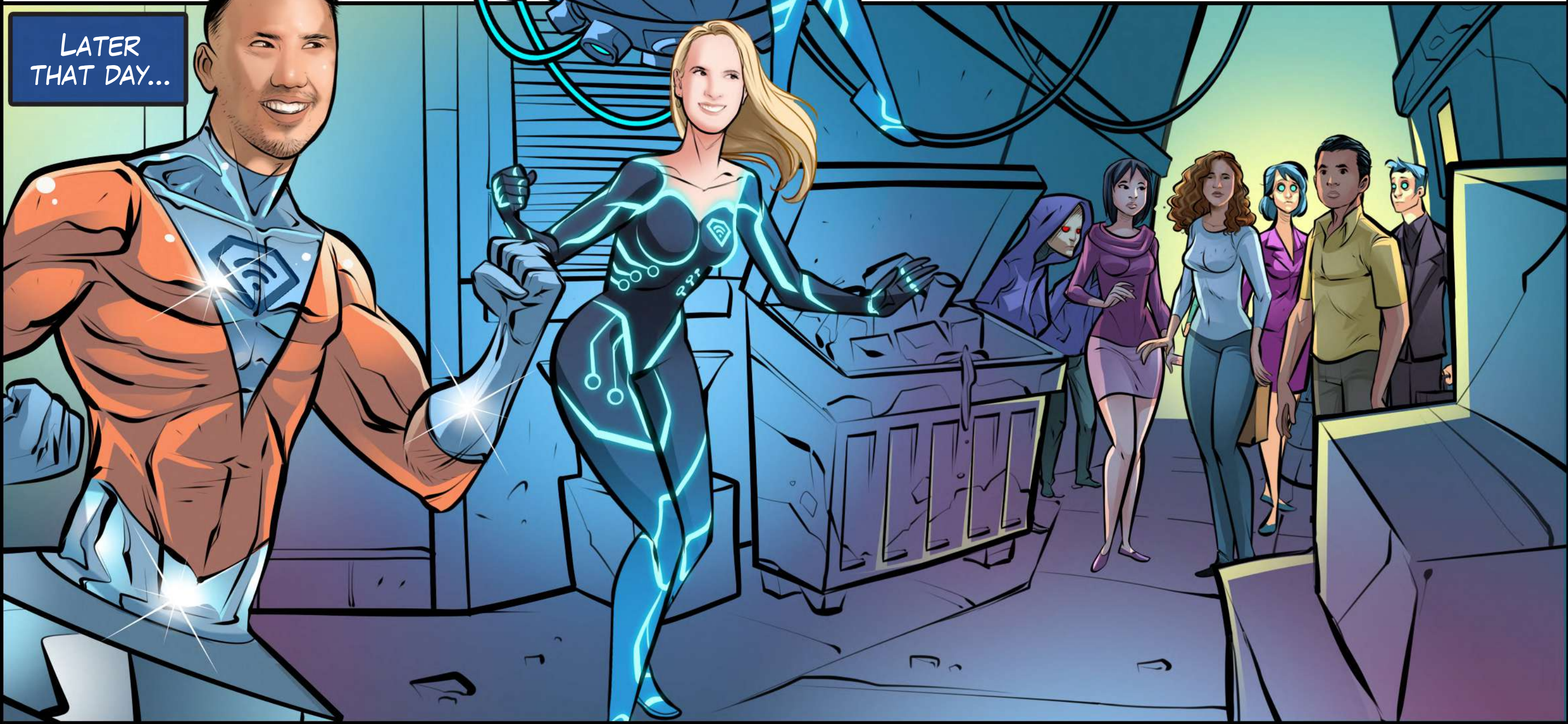


THERE'S AN ISSUE IN THE MOBILE HEROES SLACK COMMUNITY.

IT APPEARS NEW, NO-NAME APPS ARE OUT PERFORMING LARGE WELL ESTABLISHED ONES.

IS IT AD FRAUD?

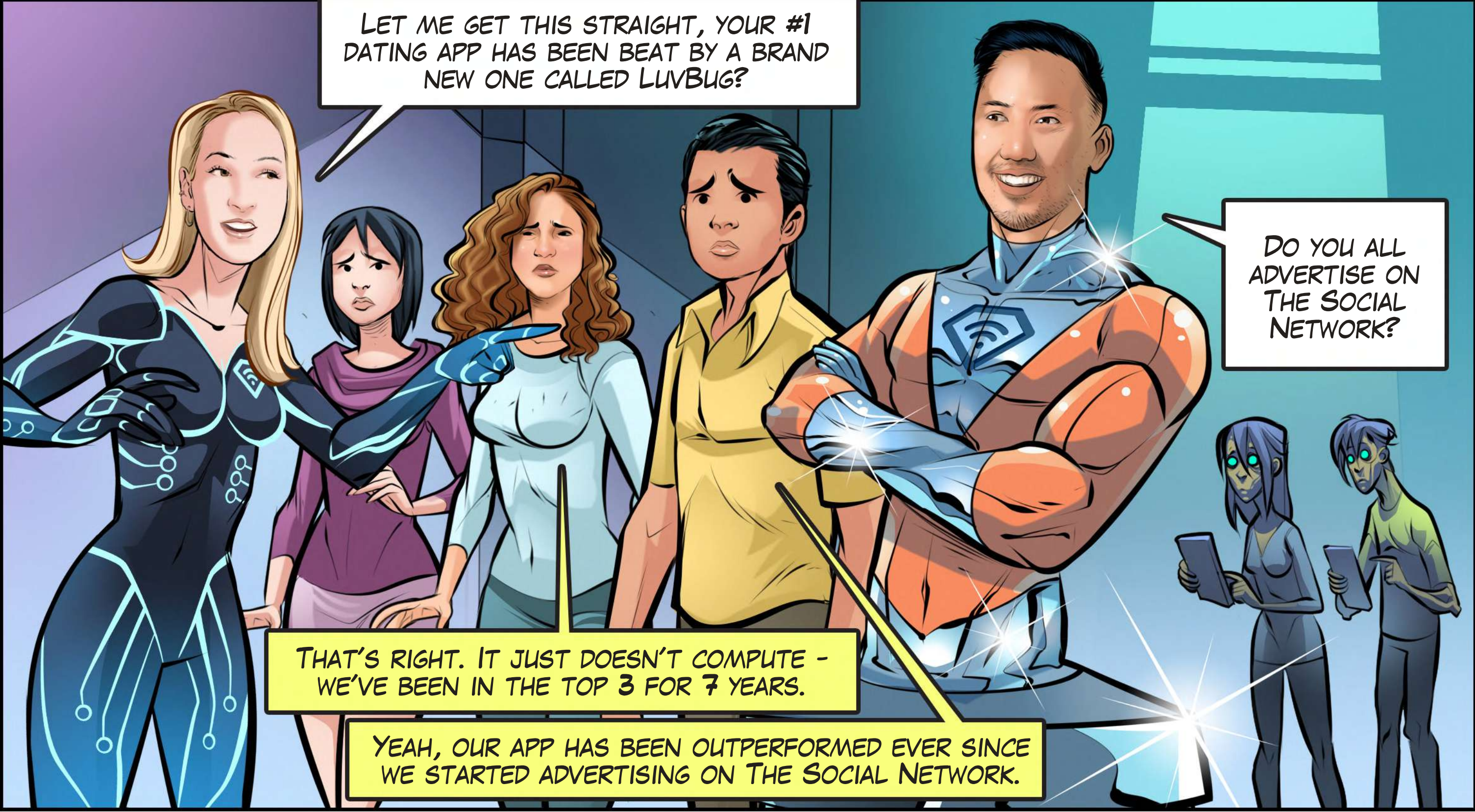
OUR HAND HAS BEEN DEALT. LET'S PLAY THIS ONE OUT. HEROES, YOU KNOW WHAT TO DO.



LATER THAT DAY...

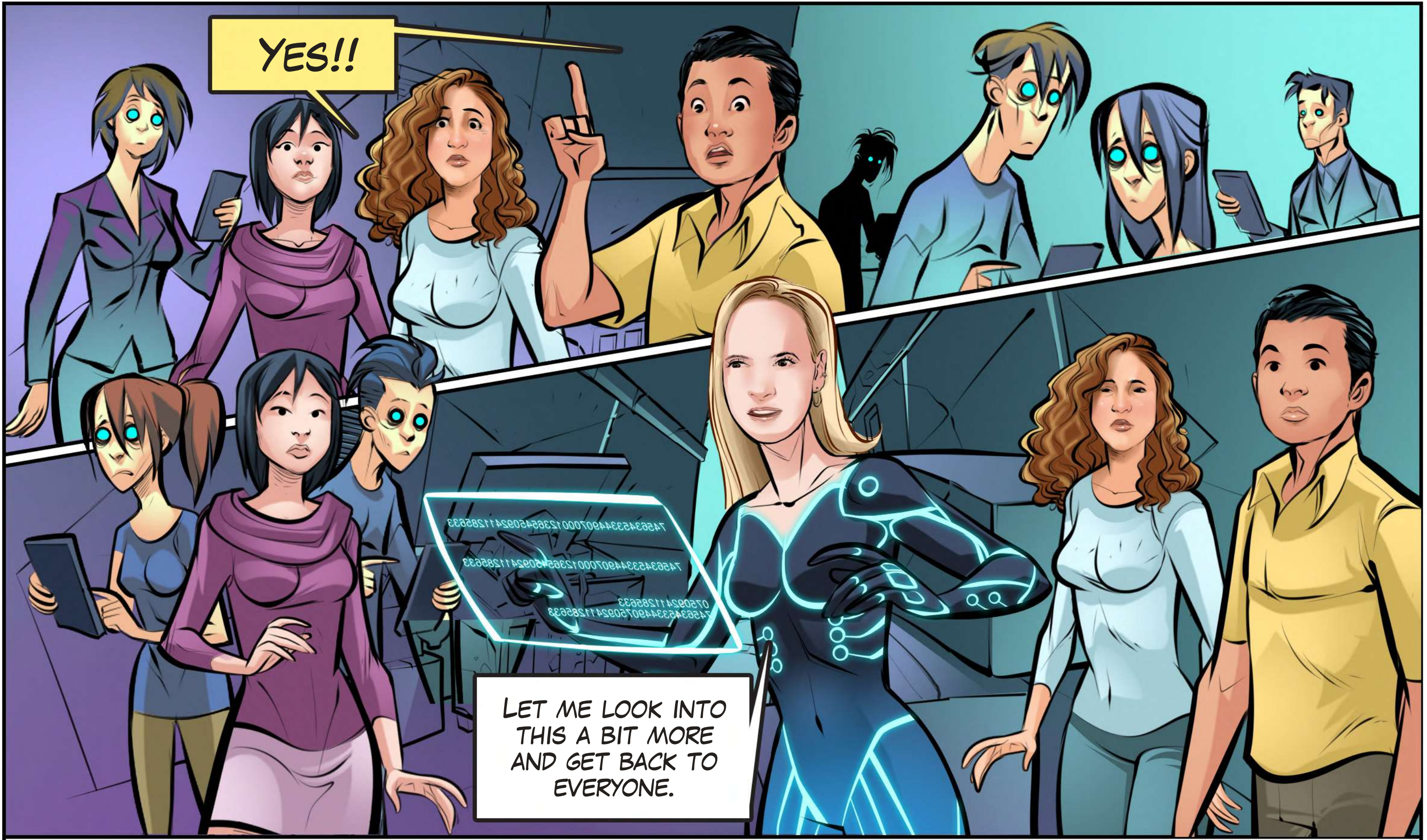
LET ME GET THIS STRAIGHT, YOUR #1 DATING APP HAS BEEN BEAT BY A BRAND NEW ONE CALLED LUVBUG?

DO YOU ALL ADVERTISE ON THE SOCIAL NETWORK?



THAT'S RIGHT. IT JUST DOESN'T COMPUTE - WE'VE BEEN IN THE TOP 3 FOR 7 YEARS.

YEAH, OUR APP HAS BEEN OUTPERFORMED EVER SINCE WE STARTED ADVERTISING ON THE SOCIAL NETWORK.



YES!!

LET ME LOOK INTO THIS A BIT MORE AND GET BACK TO EVERYONE.



MEANWHILE IN THE SOCIAL NETWORK'S BASEMENT...

DR. DATA, LOOK WHAT WE'VE DEVISED. WE ARE EXTRACTING DATA DIRECTLY FROM PEOPLE'S MINDS.

The Social Network

NO NEED TO WAIT UNTIL USERS VOLUNTEER IT WITHIN THE NETWORK!

BBBBTTTTT...  
BBBBTTTTT...  
BBBBTTTTT...

YES! YES! YES! NOW WE ARE ON TO SOMETHING.

**AARGHHH!**

NOW WE'VE REALLY GOT LOOKALIKE TARGETING. WE OWN THEIR SOULS!

WHO ARE THEY?

THE FIRST BATCH OF USERS TO EXTRACT DATA FROM. WE ARE HASHING OUT THE BUGS.

THERE'S A SMALL SIDE EFFECT - ONCE EXTRACTION IS COMPLETE PEOPLE ARE NOTICEABLY LEFT EMPTY LIKE ZOMBIES.

A FEW DAYS LATER BACK IN THE HEROES LOUNGE...

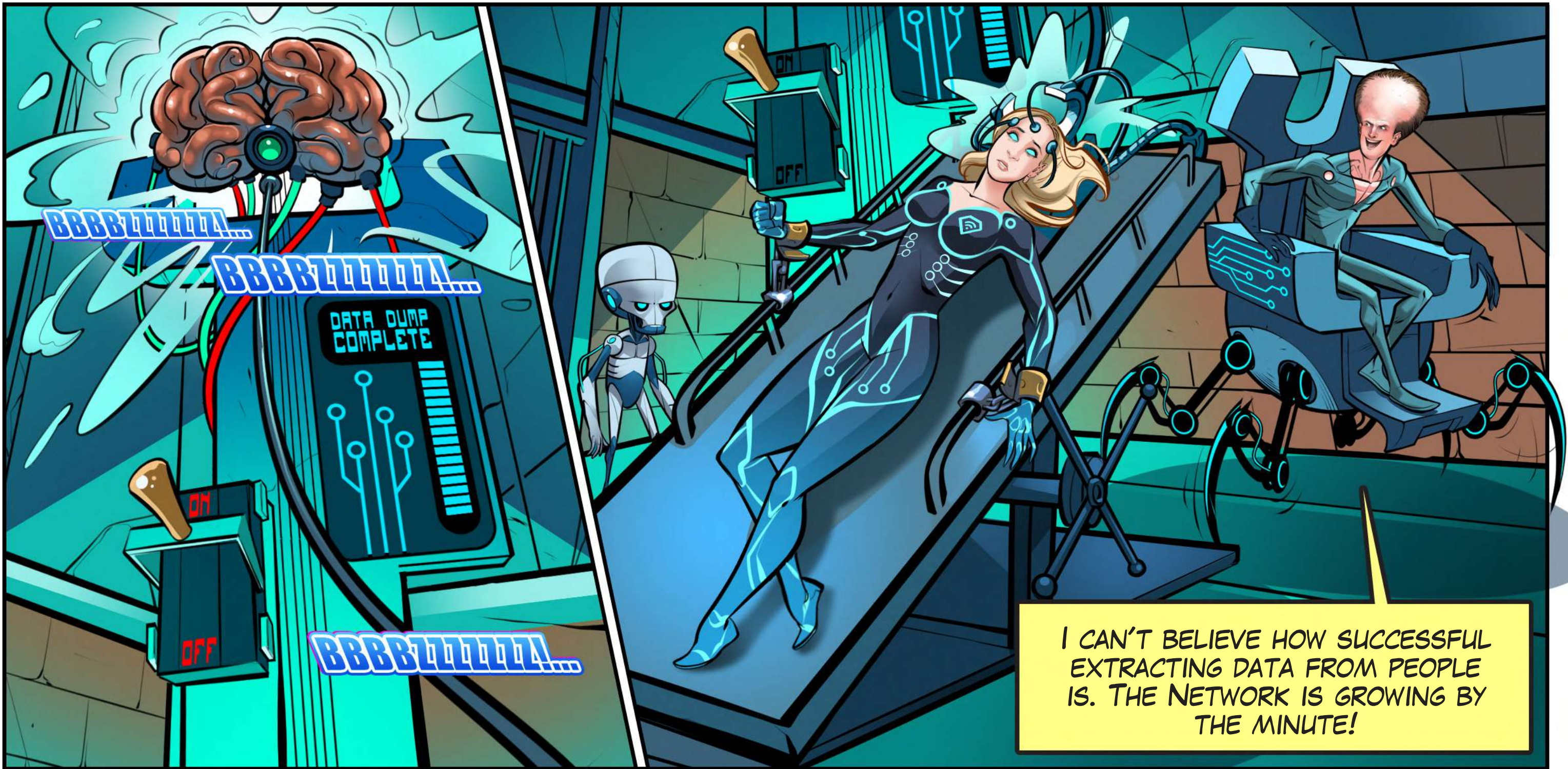
WHAT'S GOING ON? YOU BETTER ANTE UP.

ALL THE UPSET MARKETERS HAD ONE THING IN COMMON: ADVERTISING ON THE SOCIAL NETWORK.

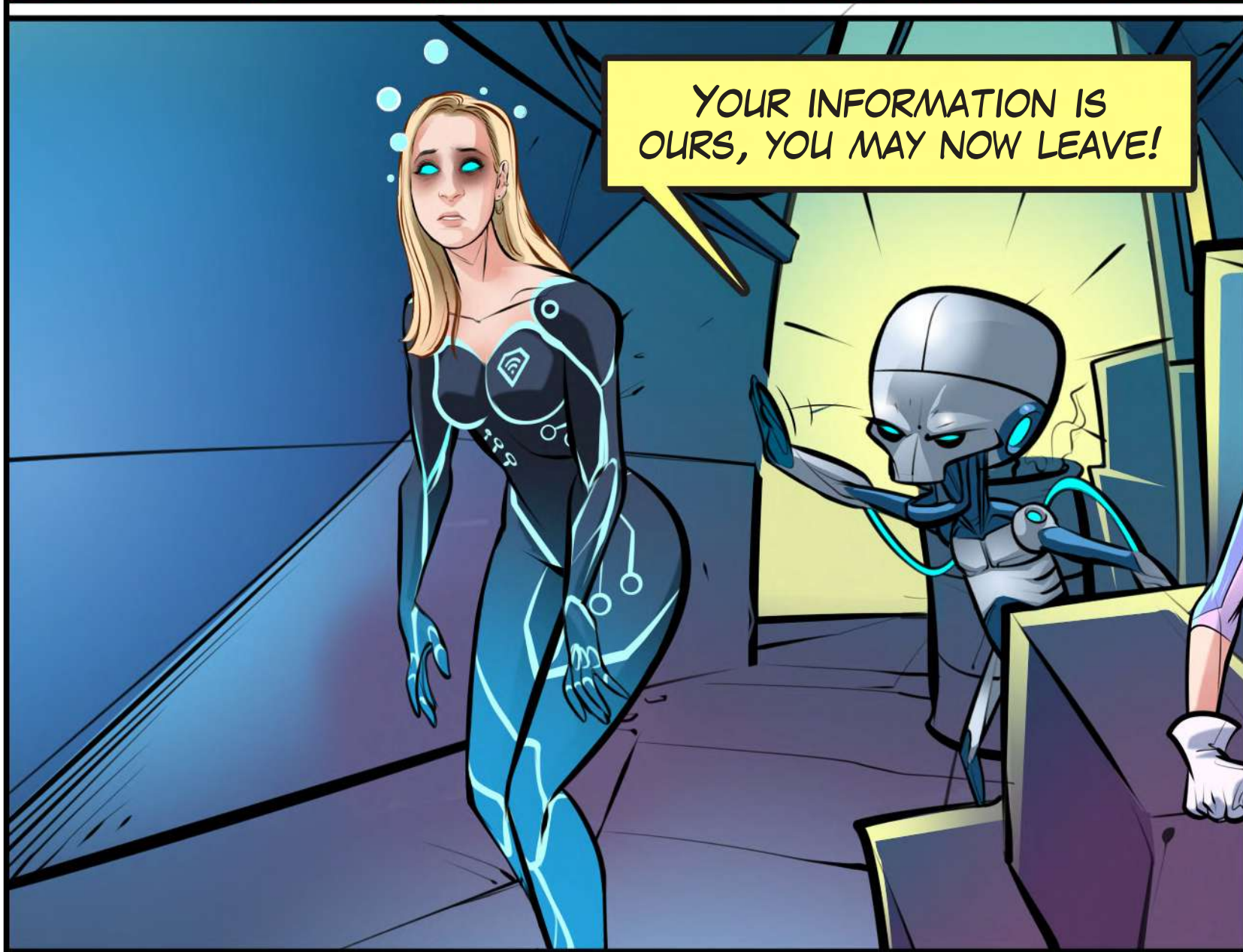
YOU MEAN THE ADDICTIVE SOCIAL PLATFORM THAT RIVALS FORTNITE FOR USER ATTENTION? THEY ARE THE ROYAL FLUSH OF SOCIAL NETWORKS.

PROFESSOR PORTAL IS INVESTIGATING. SHE'S USING HER PROMINENT PORTAL POWERS TO GO IN THE NETWORK AND WILL REPORT BACK SOON.

IT'S BEEN A FEW DAYS, YOU SURE SHE'S OK?



I CAN'T BELIEVE HOW SUCCESSFUL EXTRACTING DATA FROM PEOPLE IS. THE NETWORK IS GROWING BY THE MINUTE!



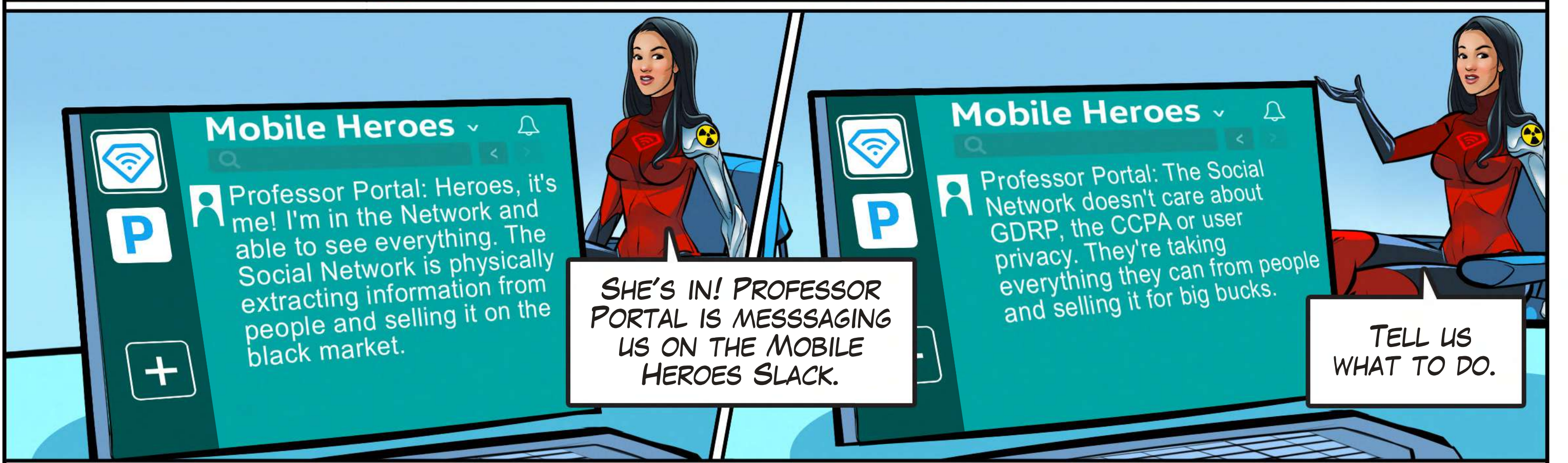
YOUR INFORMATION IS OURS, YOU MAY NOW LEAVE!



BACK IN THE HEROES LOUNGE... NERVOUSNESS...

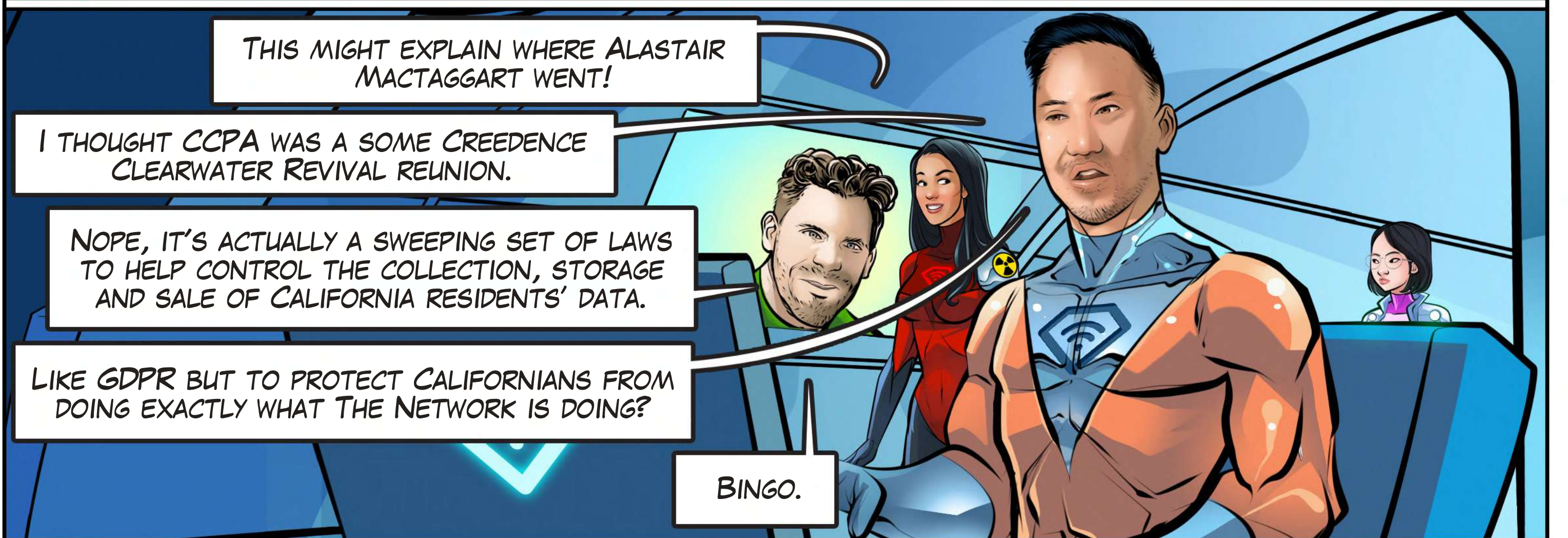
IT'S BEEN TOO LONG, WE SHOULD HAVE HEARD FROM PROFESSOR PORTAL BY NOW.

DO YOU THINK SHE'S OK?



SHE'S IN! PROFESSOR PORTAL IS MESSAGING US ON THE MOBILE HEROES SLACK.

TELL US WHAT TO DO.



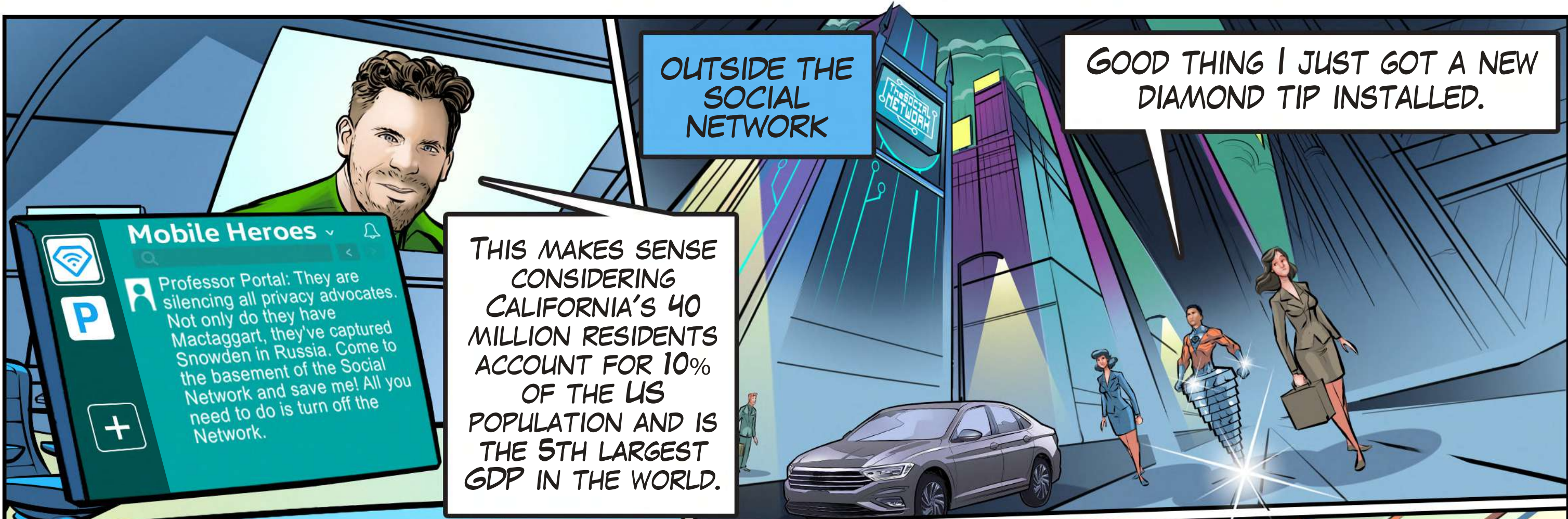
THIS MIGHT EXPLAIN WHERE ALASTAIR MACTAGGART WENT!

I THOUGHT CCPA WAS A SOME CREEDENCE CLEARWATER REVIVAL REUNION.

NOPE, IT'S ACTUALLY A SWEEPING SET OF LAWS TO HELP CONTROL THE COLLECTION, STORAGE AND SALE OF CALIFORNIA RESIDENTS' DATA.

LIKE GDPR BUT TO PROTECT CALIFORNIANS FROM DOING EXACTLY WHAT THE NETWORK IS DOING?

BINGO.

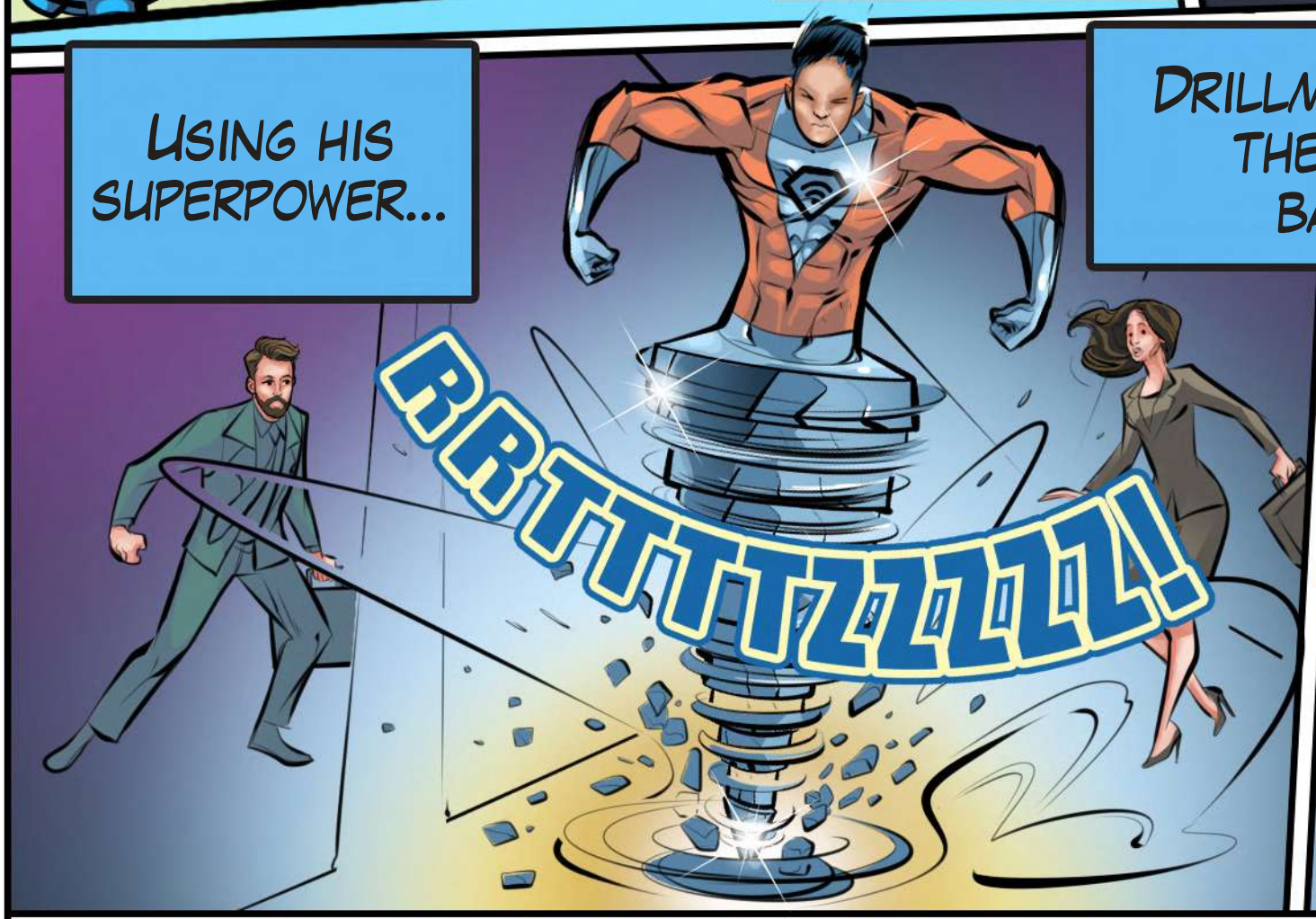


OUTSIDE THE SOCIAL NETWORK

GOOD THING I JUST GOT A NEW DIAMOND TIP INSTALLED.

**Mobile Heroes**  
Professor Portal: They are silencing all privacy advocates. Not only do they have Mactaggart, they've captured Snowden in Russia. Come to the basement of the Social Network and save me! All you need to do is turn off the Network.

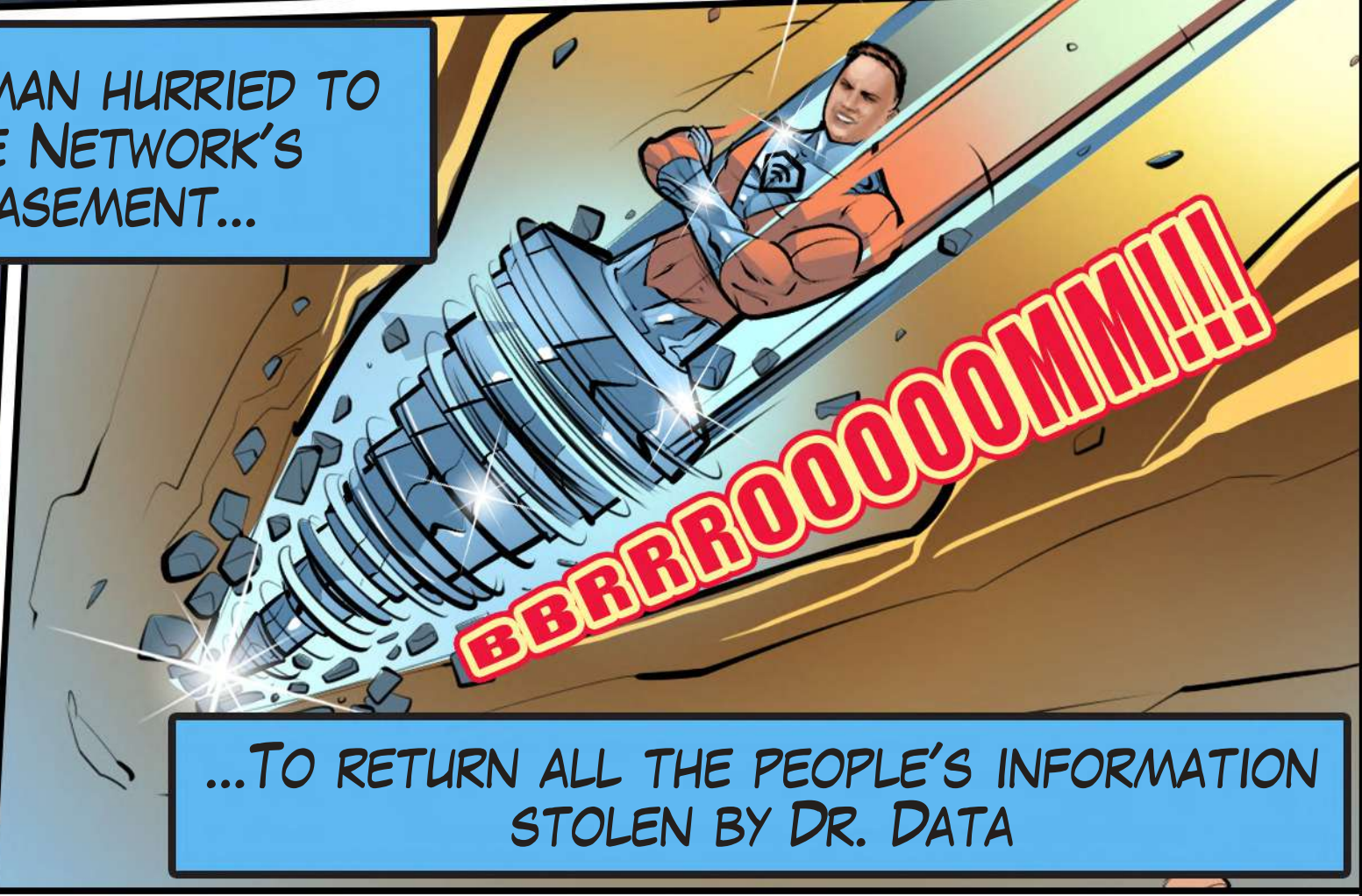
THIS MAKES SENSE CONSIDERING CALIFORNIA'S 40 MILLION RESIDENTS ACCOUNT FOR 10% OF THE US POPULATION AND IS THE 5TH LARGEST GDP IN THE WORLD.



USING HIS SUPERPOWER...

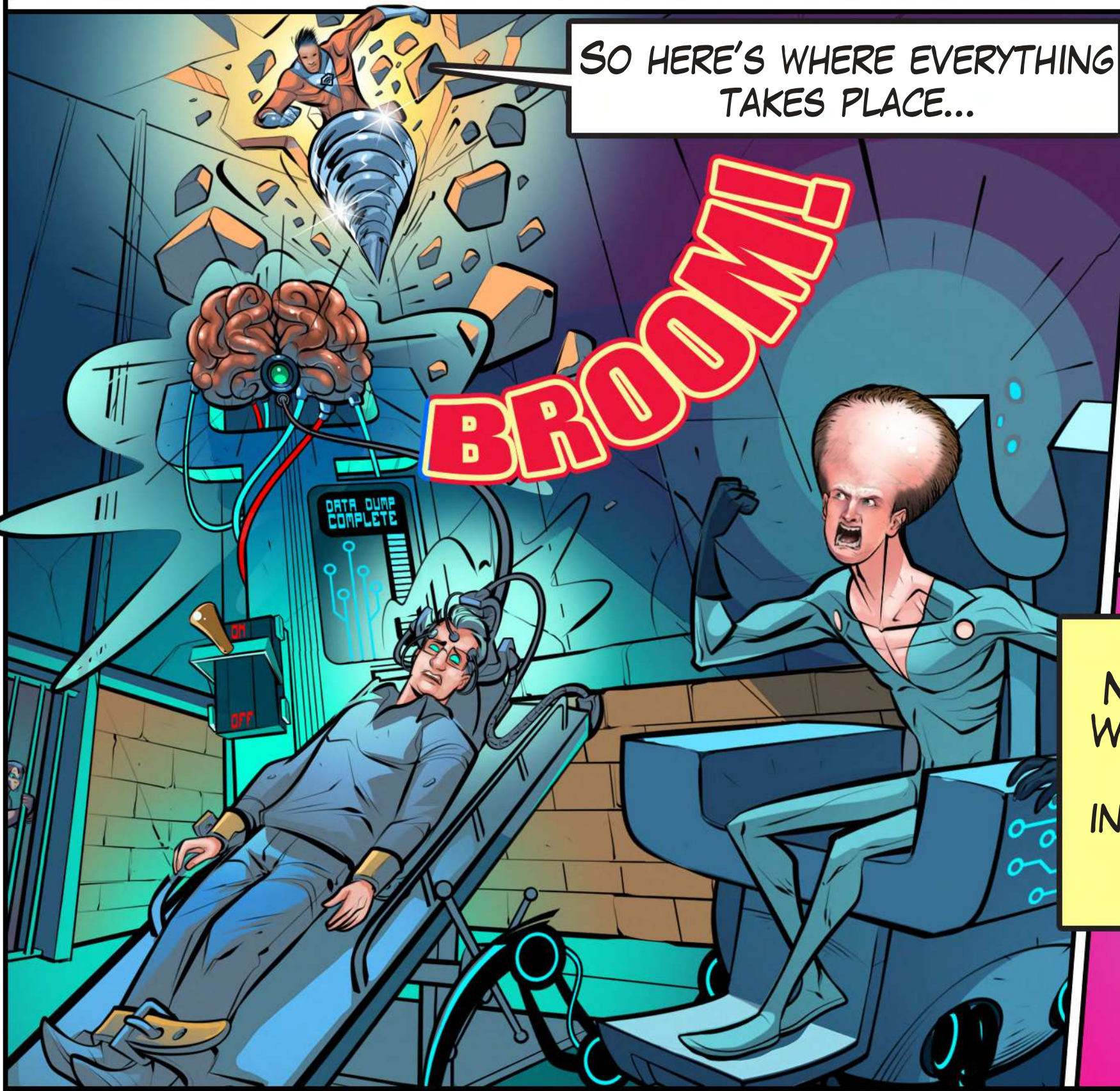
DRILLMAN HURRIED TO THE NETWORK'S BASEMENT...

**BRTTTZZZZ!**



**BBRRROOOOMM!!!**

...TO RETURN ALL THE PEOPLE'S INFORMATION STOLEN BY DR. DATA



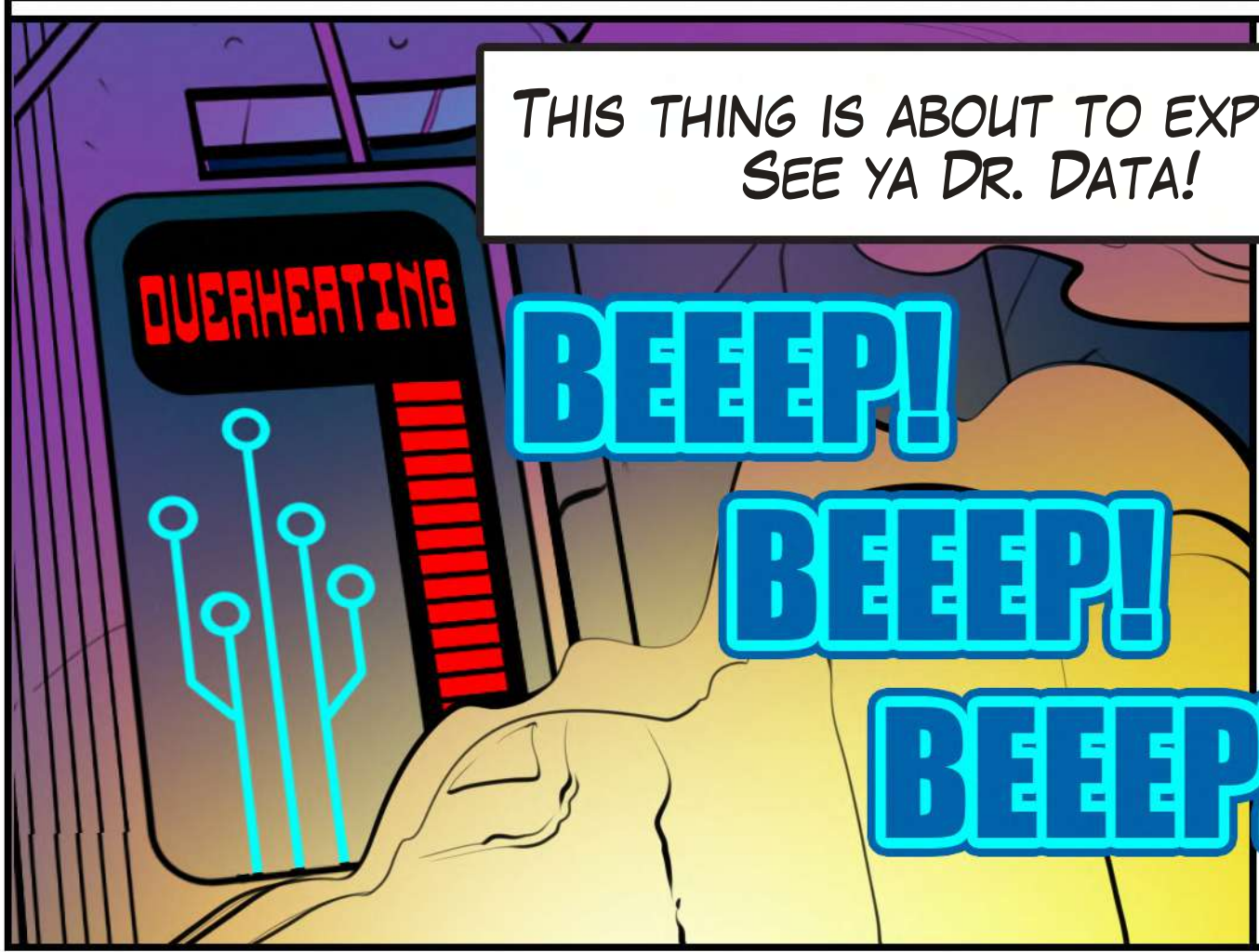
SO HERE'S WHERE EVERYTHING TAKES PLACE...

**BROOM!**



WELL... NOT ANYMORE!

NOOOOOOOO! WHAT HAVE YOU DONE!! OUR INFORMATION IS LOST!



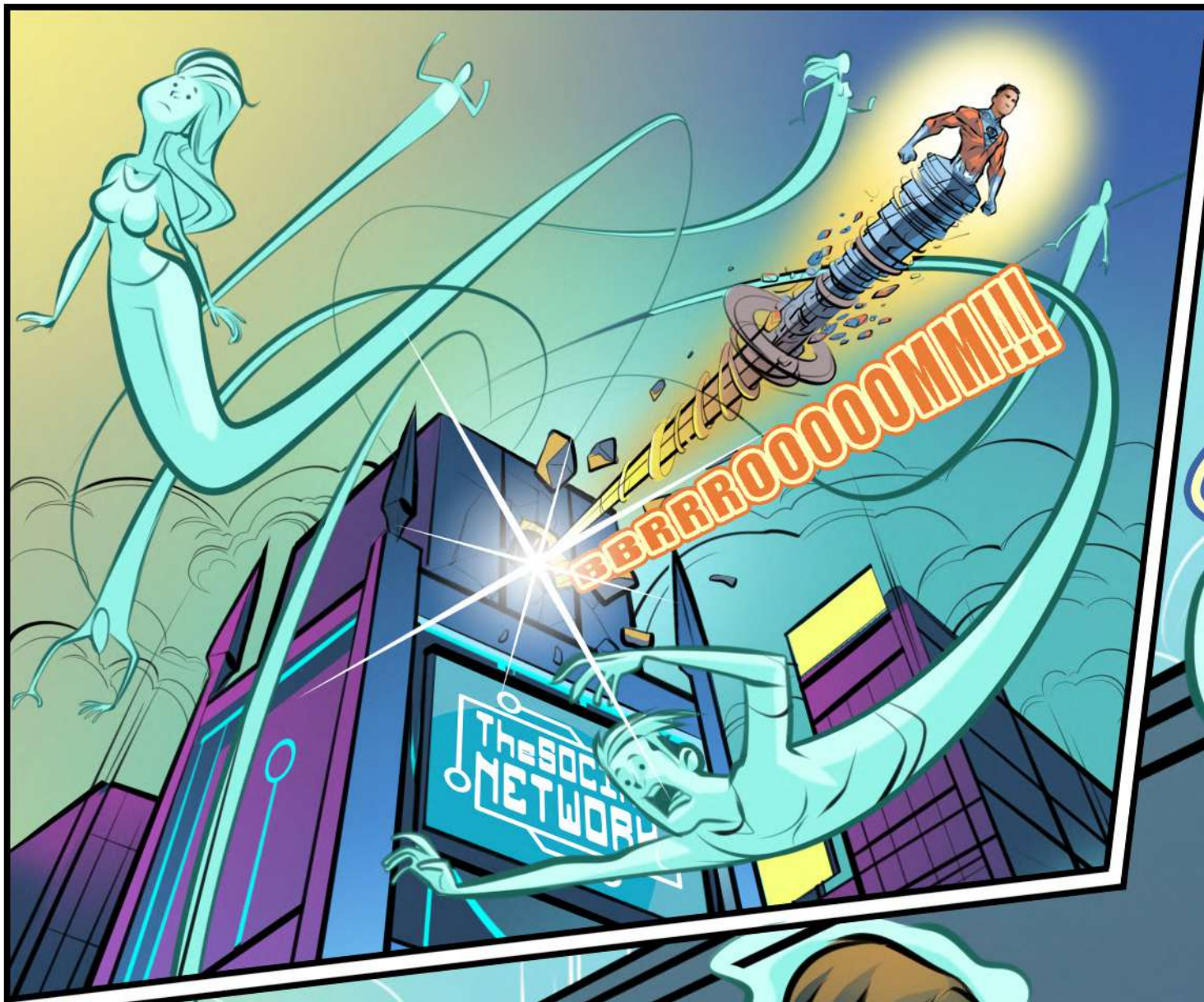
THIS THING IS ABOUT TO EXPLODE... SEE YA DR. DATA!

**BEEP!  
BEEP!  
BEEP!**



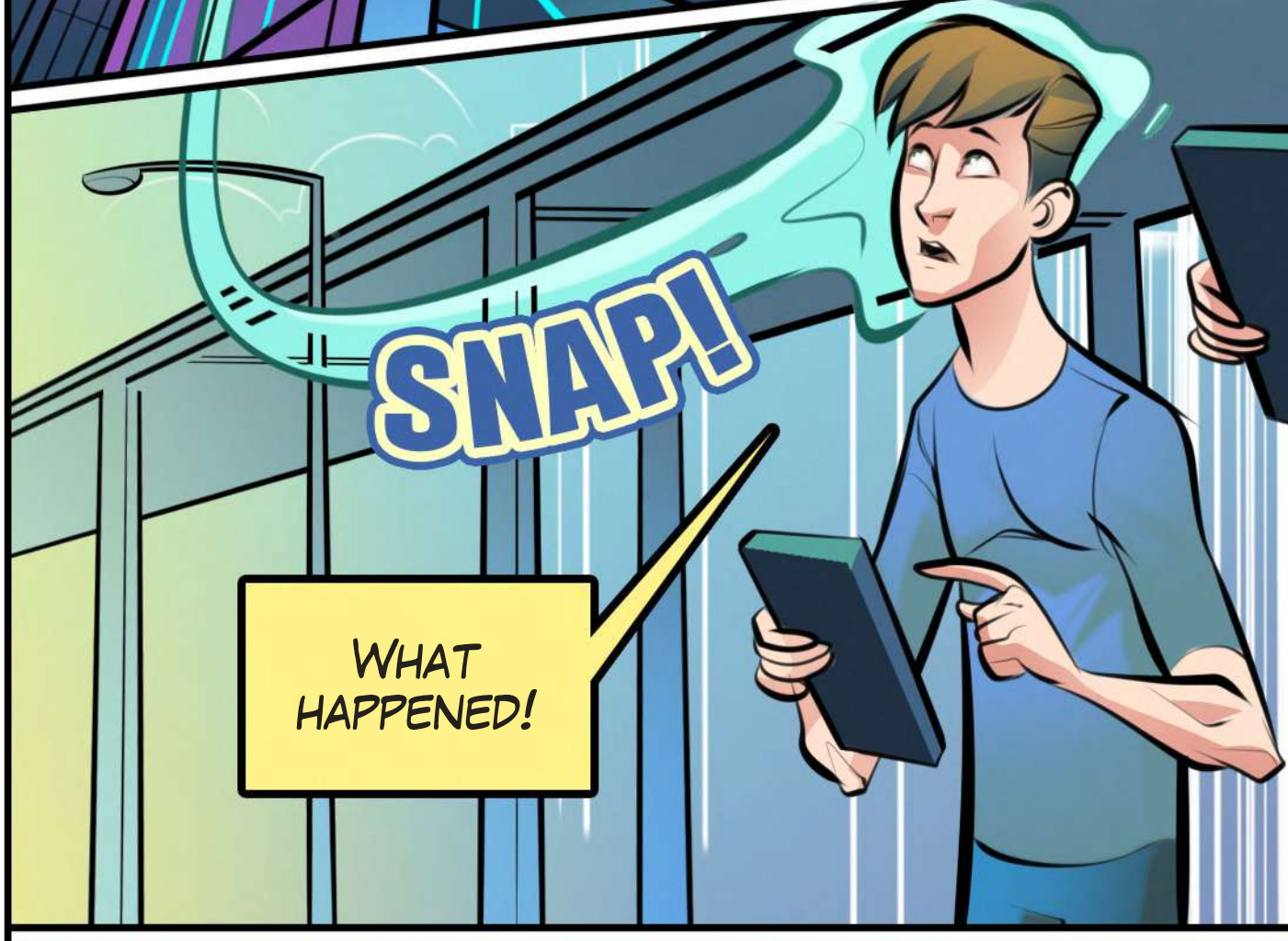
OVERHEATING



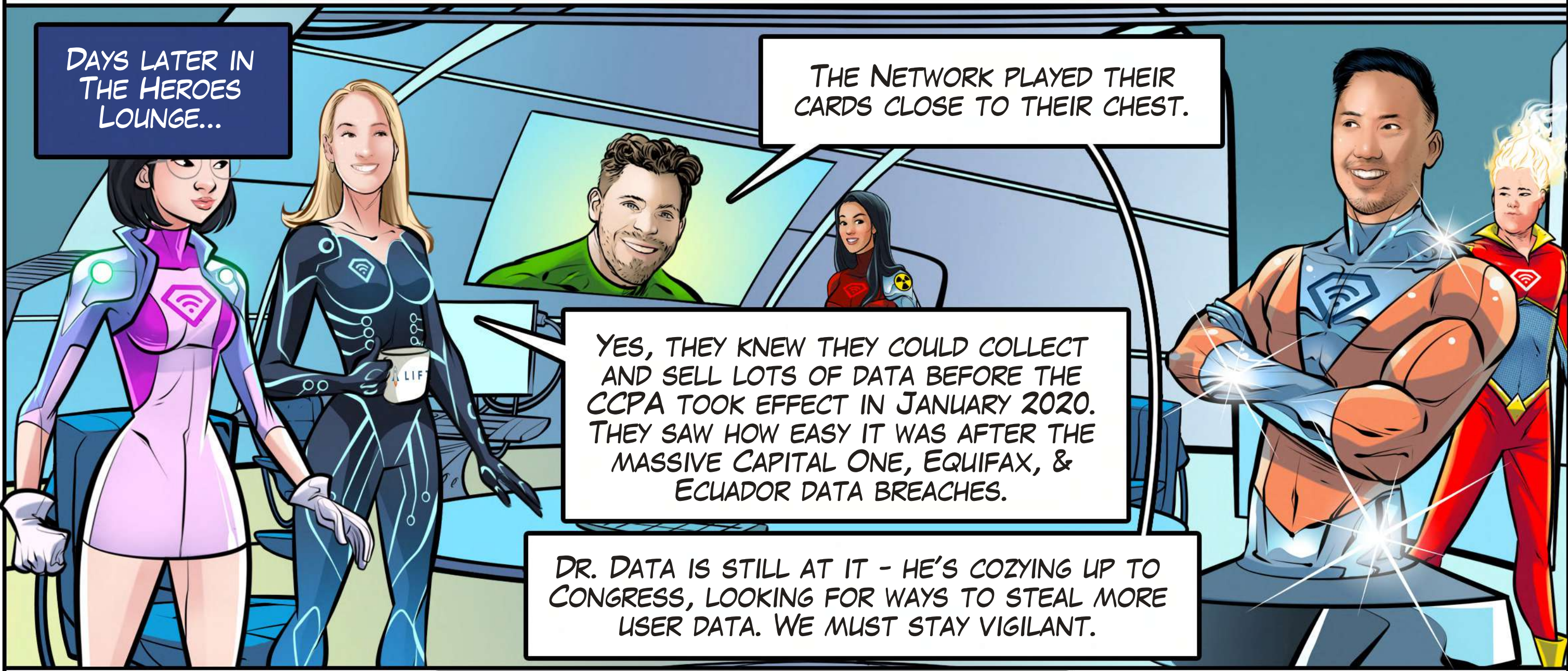


**SNAP!**

MY INFORMATION IS BACK!



WHAT HAPPENED!

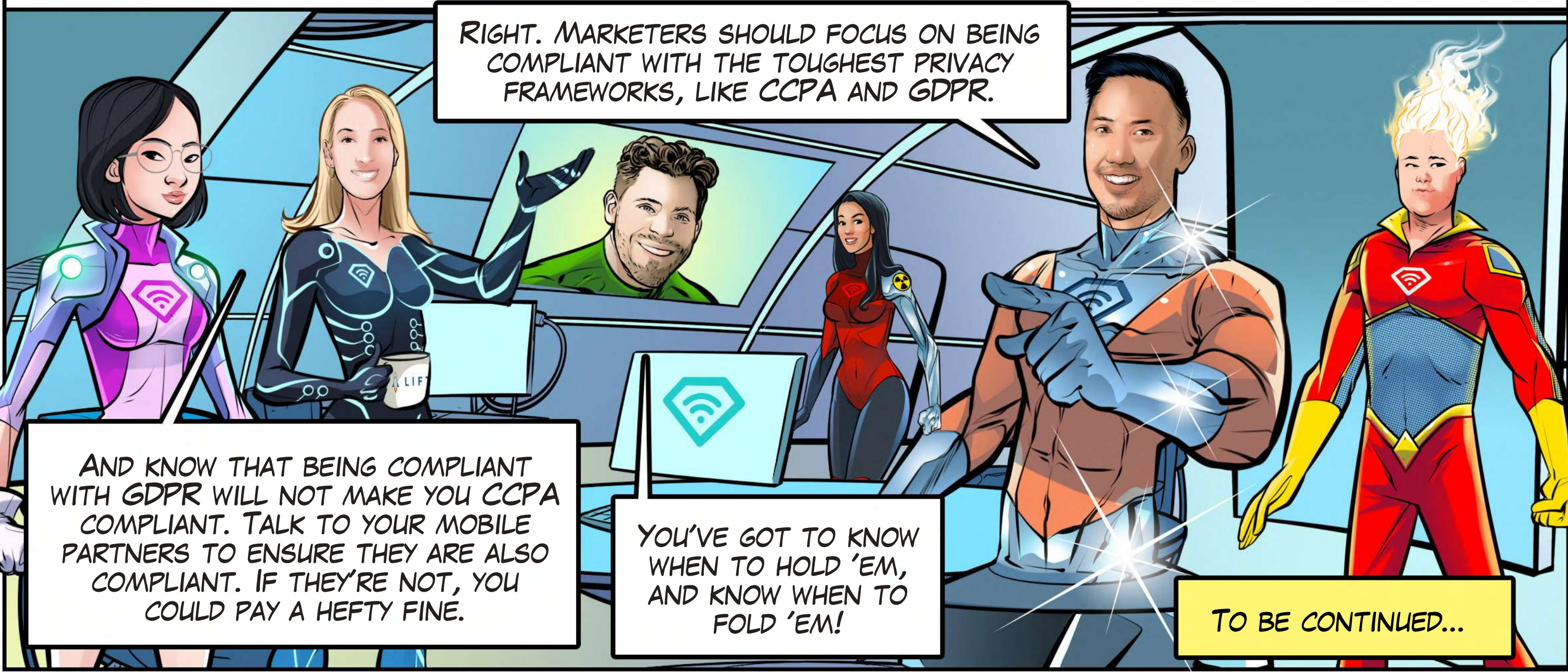


DAYS LATER IN THE HEROES LOUNGE...

THE NETWORK PLAYED THEIR CARDS CLOSE TO THEIR CHEST.

YES, THEY KNEW THEY COULD COLLECT AND SELL LOTS OF DATA BEFORE THE CCPA TOOK EFFECT IN JANUARY 2020. THEY SAW HOW EASY IT WAS AFTER THE MASSIVE CAPITAL ONE, EQUIFAX, & ECUADOR DATA BREACHES.

DR. DATA IS STILL AT IT - HE'S COZYING UP TO CONGRESS, LOOKING FOR WAYS TO STEAL MORE USER DATA. WE MUST STAY VIGILANT.



RIGHT. MARKETERS SHOULD FOCUS ON BEING COMPLIANT WITH THE TOUGHEST PRIVACY FRAMEWORKS, LIKE CCPA AND GDPR.

AND KNOW THAT BEING COMPLIANT WITH GDPR WILL NOT MAKE YOU CCPA COMPLIANT. TALK TO YOUR MOBILE PARTNERS TO ENSURE THEY ARE ALSO COMPLIANT. IF THEY'RE NOT, YOU COULD PAY A HEFTY FINE.

YOU'VE GOT TO KNOW WHEN TO HOLD 'EM, AND KNOW WHEN TO FOLD 'EM!

TO BE CONTINUED...