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# Facebook Rigged The Elections For Obama So Mercer Used Their Own Weapon Against Them

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# Facebook Helped the Obama Campaign Harvest and Exploit Your Personal Data

March 19, 2018 at 8:56 pm

Written by [Tyler Durden](#)

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**(ZHE)** — The recent controversy and escalating scandal over Facebook's decision to ban Trump-linked political data firm Cambridge Analytica over the use of data harvested through a personality app under the guise of academic research has opened a veritable Pandora's box of scandal for the Silicon Valley social media giant.

Carol Davidsen, who served as Obama's **director of integration** and media analytics during his 2012 campaign (in her **LinkedIn profile** she was responsible for "The Optimizer" & "Narwhal" big data analytics platforms), claims – with evidence, that Facebook found out about

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they were conducting to "suck out" target potential voters. After Facebook ordered them to continue doing it **because of the campaign.**

hackers who signed up for the [Facebook] permission to look at their Facebook

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young voters. **Roughly 85% of those without a listed phone number could be found in the uploaded friend lists. What's more, Facebook offered an ideal way to reach them,"** [reads an article](#) Davidsen posted as a prelude to her postings.

In a series of Sunday night tweets, Davidsen explained how the Obama campaign was able to use Facebook data to "append to our email lists"

**Carol Davidsen**  @cld276

18 Mar

An article written in 2012 about a project code named tãrgus [swampland.time.com/2012/11/20/fri...](http://swampland.time.com/2012/11/20/fri...)

**Carol Davidsen** 



@cld276

An example of how we used that data to append to our email lists. [pic.twitter.com/VHhSukvXDY](http://pic.twitter.com/VHhSukvXDY)

7:53 PM - Mar 18, 2018

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When Facebook found out about the **data mining for political pur**  
– **the same thing they just banned Cambridge Analytica for**  
**doing, they “didn’t stop us.”**

**Carol Davidsen**  @cld276 18 Mar  
Replying to @cld276  
An example of how we used that data to append to our email lists. [pic.twitter.com/VHhSukvXDY](http://pic.twitter.com/VHhSukvXDY)

---


**Carol Davidsen**    
@cld276

Facebook was surprised we were able to suck out the whole social graph, but they didn’t stop us once they realized that was what we were doing.

8:02 PM - Mar 18, 2018


 686  782 people are talking about this 

Facebook even “came to office in the days following election recru  
were very candid that they allowed us to do things they wouldn’t h  
allowed someone else to do **because they were on our side.**”

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able to suck out the whole  
s once they realized that



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They came to office in the days following election recruiting & were very candid that they allowed us to do things they wouldn't have allowed someone else to do because they were on our side.

8:02 PM - Mar 18, 2018

 692  758 people are talking about this

**Carol Davidsen**  @cld276

18 Mar

Replying to @cld276

Facebook was surprised we were able to suck out the whole social graph, but they didn't stop us once they realized that was what we were doing.

**Carol Davidsen** 

@cld276



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ata to append to our email



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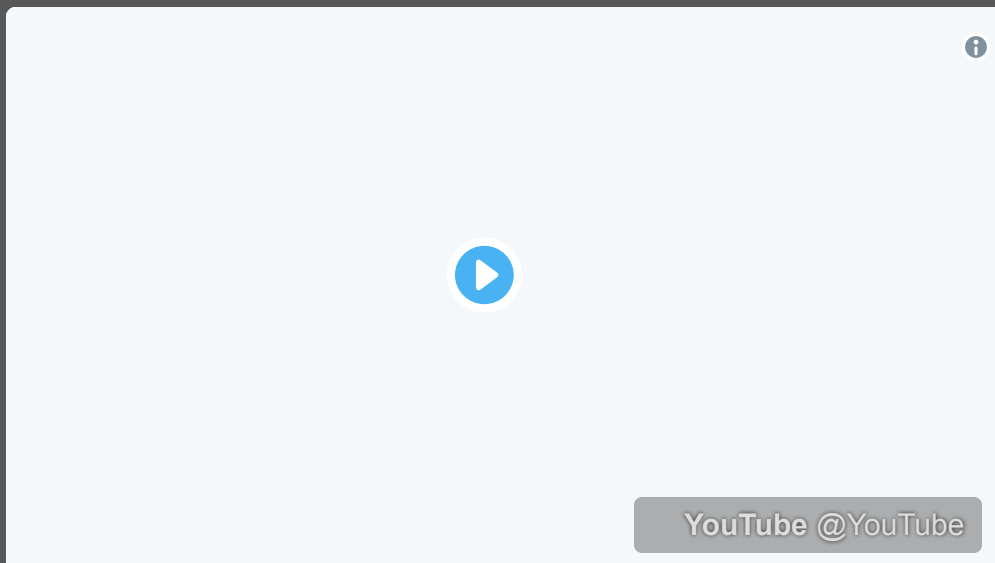
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I worked on all of the data integration projects at OFA. This was the only one that felt creepy, even though we played by the rules, and didn't do anything I felt was ugly, with the data.

8:06 PM - Mar 18, 2018

55 65 people are talking about this

So – it seems that Facebook has selective standards when it comes their data collection policy.



Wikileaks



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ama campaign's  
rats sucked out "the  
, kept the data and  
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about this

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Cambridge Analytica bought data harvested using a personality app called "thisisyourdigitallife," created by two psychology profes  
When CA was asked to stop and delete all of the harvested data, th  
– however Facebook banned Cambridge Analytics and their parent  
company SCL after an anonymous source which Facebook won't di  
reported that not all of the data had been deleted.


So the 2012 Obama campaign was scraping data from Facebook, g  
caught, **and was specifically told they were allowed to do things  
wouldn't have allowed someone else to do *because they were o  
side.***"

Davidson then tweeted "I am also 100% positive that Facebook act  
recruits and staffs people that are on the other side."


**Carol Davidson**  @cld276 18 Mar  
Replying to @cld276  
They came to office in the days following election recruiting &  
were very candid that they allowed us to do things they  
wouldn't have allowed someone else to do because they were  
on our side.

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Facebook activity  
are on the other side.

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Funny she should say that!

Turns out one of the two founding directors of Global Science Res (GSR), which sold the data to Cambridge Analytics, is **employed by Facebook!**

*The Guardian*

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