



Cordial World

Media Fact Sheet

Data privacy and social media

- In 2018, it was reported that [Statistics Canada had earned \\$113 million](#) from packaging and selling people's data to private businesses.
- It is estimated that [Facebook makes up to US\\$900 per user each year](#) – or [\\$55.8 billion](#) – by selling access to users' personal information.
- [From PwC Canada](#): Privacy concerns are at an all-time high. However, 86% of respondents were happy to share their data so long as they have control over it and there is organizational transparency.
- [The Facebook papers](#) – published by the Wall Street Journal in September 2021 – revealed the company's knowledge of its negative influences on political extremism, young people's mental health, and hate speech.
- Experts such as York University professor Natasha Tusikov are [calling for a fundamental rethink](#) of how companies' online practices are regulated.
- Twitter are to pay a [\\$150million fine](#) for six years of improper collection and sale of users' personal data; they said the data was collected for security purposes, but it was then shared with advertisers for targeted advertising.

Cordial World

- Founded on April 21, 2021 and registered as a U.K. private limited company on March 2, 2022.
- Cordial has a [small startup team](#) of 20 professional and experienced staff and advisors based around the globe.
- In November 2021, Cordial World was [named as an Impact Startup by Web Summit](#), for its work towards meeting the United Nations Sustainable Development Goals.
- Existing partners include [London South Bank University](#), [Crystalisr](#), [Sightline Innovation](#), and [Orchard](#).

An [informational article on Web3 technologies](#) and how they enable data ownership is available.

Cordial World CEO Chris MacGregor is available for media interviews, by contacting him [here](#).