



**MORT MEISNER ASSOCIATES**

**For Immediate Release:**

**APPLE MADE IT EASIER FOR YOU TO GO ON A “DATA DIET”, NOW GOOGLE IS DOING THE SAME, AND PRIVACY EXPERTS SAY THAT’S A WIN FOR CONSUMERS**

How many times have you read the terms and conditions when you installed an app, before clicking accept? The answer for most of us is probably rarely or never. But that’s where privacy policies are “hidden”, and clicking accept could send loads of your data, everywhere.

Soon Google will follow Apple’s lead, requiring app developers to provide “privacy nutrition labels”, similar to food nutrition labels. Basically, they show you how your data is being harvested and sold, so you can choose to opt in or out.

Jared Coseglia (kuh-say-lee-uh), Founder and CEO of TRU Staffing Partners, a company representing talent in the fields of data privacy and cyber security, says it’s all about a battle for your information. “Some apps look innocent enough on the surface, but underneath they share a wealth of information with their tech giant owner.”

Jared is available for interviews and can provide a wealth of information about this to your viewers, including but not limited to:

- What information is being collected by some of the most common apps we use, including WhatsApp, which is owned by Facebook?
- What specific data is used to track you?
- Who your data is being sold to?
- What are those third-party companies are doing with your information?
- Does “opting out” really mean your data is kept private?

Jared is a sought-out analyst and trend spotter on many issues related to the data privacy and cyber security, and labor market trends in general, and will always teach your viewers something new! He has a bi-monthly TV franchise, [“Jared the Job Whisperer”](#) on a network affiliate, and has made many appearances on TV and radio, including NYC, Chicago, Detroit, Cleveland, OTT channels, and other markets. [Hit control and click to see a sampling.](#)

**Jared is available for live or prerecorded interviews via Zoom, Facetime, or most other live teleconferencing options.**

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