

# Facebook's Zuckerberg Sorry For 'Breach Of Trust'

NEW YORK: Breaking five days of silence, Facebook CEO Mark Zuckerberg on Thursday apologized for a "major breach of trust," admitted mistakes and outlined steps to protect user data in light of a privacy scandal involving a Trump-connected data-mining firm.

"I am really sorry that happened," Zuckerberg said of the scandal involving data mining firm Cambridge Analytica. Facebook has a "responsibility" to protect its users' data, he said in a Wednesday interview on CNN. If it fails, he said, "we don't deserve to have the opportunity to serve people."

Zuckerberg and Facebook's No. 2 executive, Sheryl Sandberg, had been quiet since news broke Friday that Cambridge may have used data improperly obtained from roughly 50 million Facebook users to try to sway elections. Cambridge's clients included Donald Trump's general-election campaign.



Facebook shares have dropped some 8 per cent, lopping about \$46 billion off the company's market value, since the revelations were first published.

In the CNN interview, Zuckerberg offered equivocal and carefully hedged answers to two other questions. He said, for instance, that he would be "happy" to testify before Congress, but only if

it was "the right thing to do." He went on to note that many other Facebook officials might be more appropriate witnesses.

Even before the scandal broke, Facebook has already taken the most important steps to prevent a recurrence, Zuckerberg said. For example, in 2014, it reduced access outside apps had to user data. However, some of the mea-

sures didn't take effect until a year later, allowing Cambridge to access the data in the intervening months.

In his post, Zuckerberg said it will ban developers who don't agree to an audit. An app's developer will no longer have access to data from people who haven't used that app in three months. Data will also be generally limited to user names, profile photos and email, unless the developer signs a contract with Facebook and gets user approval.

The company said it was "building a way" for people to know if their data was accessed by "This Is Your Digital Life," the psychological-profiling quiz app that researcher Aleksandr Kogan created and paid about 270,000 people to take part in. Cambridge Analytica later obtained information from the app for about 50 million Facebook users, as the app also vacuumed up data on people's friends - including those who never downloaded the app or

gave explicit consent.

Chris Wylie, a Cambridge co-founder who left in 2014, has said one of the firm's goals was to influence people's perceptions by injecting content, some misleading or false, all around them. It's not clear whether Facebook would be able to tell users whether they had seen such content.

Cambridge has shifted the blame to Kogan, which the firm described as a contractor. Kogan described himself as a scapegoat.

Kogan, a psychology researcher at Cambridge University, told the BBC that both Facebook and Cambridge Analytica have tried to place the blame on him, even though the firm ensured him that everything he did was legal.

"My motivation was to get a dataset I could do research on," he said. "I have never profited from this in any way personally." Authorities in the US, Britain, Israel, India and Europe are investigating. Pic: (AP Photo/Steven Senne, File)

## India Leading The Way in Global Fight To End TB

OTTAWA: The Prime Minister of India, Narendra Modi, opened the Delhi End TB Summit this week where he announced that India will end TB by 2025, five years ahead of UN global targets.

"This is the Indian story everyone should be talking about. This is bold leadership. Tuberculosis is the number one infectious killer in the world and almost 1/3 of the 1.7 million global deaths occur in India," Taryn Russell, Campaigns Director, RESULTS Canada, said in a communique from Ottawa.

"If India can conquer TB millions of lives will be saved. In a workforce of India's size, the TB burden has significant economic implications both domestically and in the global marketplace."

A recent report from the Global TB Caucus estimates that TB will cost the global economy \$1 trillion by 2030 if business as usual continues.

India's new National TB Strategy will require significant funding but if successful, will prove a sound investment in the health system and health of his people.

This leadership brings hope to millions of patients and communities around the world suffering from TB. The TB community hopes that Modi's announcement will spur real global commitments from heads of state around the world and make 2018 a turning point in the global fight against TB. The United Nations will be hosting a High-Level

Meeting on Tuberculosis on September 26, 2018 in New York—a rare occurrence for health and a first for tuberculosis. This meeting is a sign of the severity of the TB crisis and need to garner political commitments at the highest level across the world.

"Prime Minister Modi has thrown down the gauntlet for global leadership in fighting TB and the rest of the world needs to pick it up. It's a great sign of the momentum that's building in lead up to the High-Level Meeting on TB in September.

"As a recognized leader in global health, we look forward to seeing Canada work with countries like India to end TB once and for all." Russell said.

## Data Breach: Congress Denies Link, Slams BJP For Lying

NEW DELHI: The Congress on Wednesday denied links to a political data analytics firm that has been accused of stealing data to influence electoral process while accusing the BJP of having availed its services in 2010.

"The Congress or its President have never used or hired the services of Cambridge Analytica," said Congress communications incharge Randeep Singh Surjewala, hours after Law Minister Ravi Shankar Prasad accused the party of compromising national security by roping in the firm to run its 2019 election campaign.

"This is fake agenda, a white lie being dished out on fake facts by the Law Minister. And this has become a daily order with Prasad," he added.

Surjewala alleged it was the

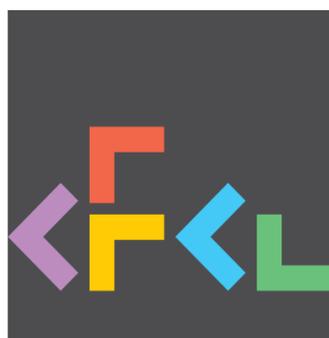
Bharatiya Janata Party (BJP) and its ally Janata Dal-United which used the services of Cambridge Analytica in 2010.

He cited from the firm's website that it "was contracted to undertake an indepth electoral analysis for Bihar assembly elections in 2010".

"If the company does manipulation, why were the BJP and the JD-U using it. But in his pack of lies, he forgot to tell the truth," the Congress leader said.

He accused the BJP of seeking to divert attention from urgent issues through "fake news".

"The BJP's factory of fake news has produced one more fake product today to divert attention of the people from questions about the 39 Indians killed in Mosul, Iraq," he alleged.



**CANADAWIDE FINANCIAL CORPORATION LIMITED**

**ADVISORY | FINANCING | CONSULTING**

Canadawide Financial is a dynamic business partner, providing progressive consulting, financing, and optimization solutions.

From initiation to expansion, we're here to help our clients with every step of their business journey.

**WE OFFER: Boutique Service**

Personalized, flexible service of a boutique practice with corporate reach.

**Experience & Innovation**

Consultants with 20+ years track record, with specific expertise.

**Flexibility and Sustainability**

Solution options that put the needs of our clients first; and our passion about transferring our capabilities to clients.

**Our Values**

Integrity, simplicity, partnership, dedication, and work ethic.

**AT CFCL, WE ARE DIFFERENT. AND WE LIKE IT.**

CANADAWIDE FINANCIAL CORPORATION LIMITED  
**TORONTO DALLAS NEW DELHI**

### BRIDGING VOLUNTEER EXPERIENCE AND CAREER DEVELOPMENT

We are looking for Interns and Volunteers to become involved in our program in a variety of ways. Some of the benefits of being involved in the program:

- ▶ Increase your own skills and professional development
- ▶ Promote yourself
- ▶ Personal growth
- ▶ Develop professional networks
- ▶ Explore different career and job opportunities



**Wide Spectrum of Involvement Levels**



\* The opportunities are generally aimed at, but not limited to, recent graduates, foreign students, and new immigrants with prior background.

\* Good communication and organizational skills are required.

\* Small pocket and conveyance allowance would be available for volunteers chosen.

**Roles and Projects you could contribute in:**

- ADMINISTRATION
- ACCOUNTING
- PUBLIC RELATIONS
- GRAPHICS AND DESIGN
- DATA RESEARCH
- SOCIAL MEDIA
- MARKETING/OUTREACH



You may email your application or your interest to discuss how to contribute your talents, knowledge, and experience to **volunteers@canadawidefinancial.ca**

**Corporate Office:**  
 420 Britannia Road E.,  
 Suite 204  
 Mississauga, ON L4Z 3L5

[www.canadawidefinancial.ca](http://www.canadawidefinancial.ca)