



PRESS RELEASE

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Worldwebforum Announces Cambridge Analytica Whistleblower, Brittany Kaiser As A Main Stage Speaker

Zurich, Switzerland (October 24, 2019) Worldwebforum today announced the inclusion of Brittany Kaiser on their main stage lineup for its 8th annual meeting on January 16th and 17th, 2020. Kaiser was the subject of Netflix documentary “The Great Hack” and is now launching her explosive memoir “*Targeted: My Inside Story of Cambridge Analytica and how Trump and Facebook Broke Democracy.*”

Targeted pulls back the curtain on the wild west culture of the multi-billion-dollar data industry, revealing the unsettling truth about how personal data is being monetized, how companies are profiting from private information, how Cambridge Analytica exploited these weaknesses to help elect Donald Trump—and how it is on course to happen again in 2020.

On the Worldwebforum stage, Kaiser will share with conference guests the dramatic and disturbing story of her time at Cambridge Analytica detailing the truth about how the company exploited Facebook’s business practices and lax U.S. data and privacy laws to manipulate voters. Kaiser will explain how Cambridge Analytica influenced people’s online behavior by weaponizing their data against them to spread fear-based messaging, affecting the controversial outcomes of both Donald Trump’s presidential election and Brexit, leading her to testify against Facebook, Brexiteers and others before the “Fake News” committee of British parliament.

At Worldwebforum, Kaiser will bring to light the ethical questions for influential business executives in attendance if they choose to enter the shadow economy of the data trade, making the case that action to regulate the data industry is not only justifiable, it is essential to ensuring the long-term safety of our democracy.

Worldwebforum CEO Fabian Hediger comments, "Since Brittany shared her story in the Netflix documentary "The Great Hack" and brought to light the practices of Cambridge Analytica, data trading and privacy have become highly topical issues that will surely affect the next generation. The consequences of decisions made today will have radical impact across all industries and society. We look forward to having Brittany join the Worldwebforum community and discussing ideas on the main stage and smaller workshops about how to make data an asset we can use sustainably and responsibly in the future."

ABOUT BRITTANY KAISER:

A native of Chicago, Illinois, Brittany Kaiser became an impassioned advocate for politics at a young age, spending most of her career working for progressive political campaigns and human rights organizations. She holds degrees in human rights law and international relations from The University of Edinburgh in Scotland, The University of London's Birkbeck College, and London's Middlesex University. Brittany worked for Cambridge Analytica in the UK and the U.S. for three and a half years before blowing the whistle on her former employer and unethical business practices of the global data industry. She is the primary subject of the Netflix Original documentary, "*The Great Hack*", which premiered at the Sundance Film Festival. Brittany is the co-Founder of the Digital Asset Trade Association (DATA) and, with the fundamental belief that data rights are human rights, is focused on using her expertise to advance legislative reform to protect the rights of individuals to control their own digital assets, such as personal data and blockchain tokens.

ABOUT WORLDWEBFORUM:

Over the past seven years, Worldwebforum in Zurich has developed into a meeting place for decision-makers who create sustainable value in entrepreneurially managed companies. Thanks to close relationships with leaders in Silicon Valley, China, Europe and top academics globally, Worldwebforum brings together the most progressive minds with the aim of empowering radical change in the world. The annual meeting in Zurich convenes influential speakers such as Steve Wozniak, Co-founder of Apple, Jay Simons, President of Atlassian, Tim Berners-Lee, Inventor of the World Wide Web, Ed Catmull, Founder of Pixar, Marian Goodell, CEO of Burning Man, David Sable, Global CEO of Young & Rubicam and Bill Wyman, Co-Founder and Former Bassist of The Rolling Stones. In 2020, Lars Ulrich, Co-founder and Drummer for Metallica will join the list of acclaimed headlining speakers.

Facts & Figures

- 1,500 attendees
- 75% executives
- 570'000 live-stream viewers
- 100 media representatives

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