MEDIA RELEASE
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Brittany Kaiser releases new evidence at Worldwebforum 2020

Cambridge Analytica whistleblower releases email that implicates Facebook for not doing enough to protect user privacy. Kaiser advocates for blockchain-based solutions to protect people from data monopolies.

January 20, Zurich – At the Worldwebforum Zurich, Brittany Kaiser, the Cambridge Analytica political consultant turned whistleblower has been on an evangelical mission ever since the ill-fated Cambridge Analytica data leak came to light in 2018.

Her vulnerability on the big screen, in "The Great Hack" has garnered her both global fandom and critics alike, earning her some Oscar buzz along the way. Her most vociferous critics argue that she was at the center of the storm that caused the controversy in the first place, while others see a person earnestly making amends for her role and trying to right the systemic abuses that led to the controversial and historic U.S presidential elections of 2016.

In her bid to advance the conversation on Data Rights and facilitate better governance of this digital asset, Brittany has found herself adopting the blockchain movement and has become a timely advocate for its adoption.

Brittany urged her European counterparts to call upon their lawmakers, "Your legislators work for you. If you pick up the phone and call them, they'll be able to act on your behalf to secure your rights for you".

In another exchange with Mike Butcher, Editor-at-large at TechCrunch, Brittany remarked that she had urged Cambridge Analytica to hire a Data Officer, but the request had fallen on deaf ears. Cambridge Analytica is just one between the millions of companies that hold your data, because Facebook didn't do the due diligence to protect their users' data."

Brittany later disclosed an email, that incidentally was the only artifact used by Facebook to determine if Cambridge Analytica had in fact deleted its data. Her controversial remarks have not put Facebook on the defensive again as the 2020 election looms.

Brittany continues to advocate for data rights with the #ownyourdata campaign.

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ABOUT Worldwebforum

Over the past eight years, the 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, Cofounder 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; Roger Hallam, co-founder Extinction Rebellion; Brittany Kaiser, Cambridge Analytica Whistleblower and Sepp Blatter, former FIFA President joined the list of acclaimed headlining speakers.

Facts & Figures
- 1,500 attendees
- 75% executives
- 570'000 live-stream viewers

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