**Listening Exercise 171**

Technology

USA Spanish accent

Guidelines:

1. Review the questions.
2. Listen to the audio twice (click the icon). (If link does not work from email, save to computer and then open).
3. Answer the questions. If unable to answer from the audio, refer to the transcript.
4. Consult the transcript, vocabulary, translation and answers to confirm correct responses and gauge understanding.



**Questions**

1. According to the speaker, which of the following places distinct value on internet user preferences?
   1. Global market place
   2. Individual web surfer
   3. Organized crime groups
   4. U.S. security agencies
2. Internet browsing histories are now considered as:
   1. Commodity
   2. Entertainment
   3. Intelligence
   4. Private
3. Who is responsible for this situation?
   1. Foreign computer hackers
   2. Individual web surfers
   3. Internet service providers
   4. U.S. intelligence agencies
4. Which two of the following are part of the negative impact of this matter?
   1. Economy, politics
   2. Gaming, movies
   3. Privacy, crime
   4. Terrorism, immigration
5. What is recommended for protection?
   1. Mobile Digital Software
   2. Public Virtual Server
   3. Virtual Private Network
   4. Voice Data Downlink
6. Which is more sensitive than personal contact information?
   1. Credit card accounts
   2. Date of birth
   3. Family member names
   4. IP address

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| Para el mercado global, los datos sobre preferencias del internauta representan un producto muy codiciado. Ahora, los hábitos de navigación que queden fijados en su conección de internet podrían ser comercializados por las empresas que proveen su servicio en Estados Unidos. | For the global market, data on the preferences of internet users represents a very coveted product. Now, browsing habits in your internet connection could be commercialized by companies that provide service in the United States. |
| *“Si eso lo alarma, tiene que dejar de usar Facebook, tiene que dejar de usar el Google Chrome, porque acabe que si usted se usa el navegador de Chrome ellos registran a todas las páginas que vamos. Así que, practicamente, eso es lo que va a hacer Comcast, AT&T, Verizon, practicamente lo mismo que hace Facebook y Google. Así que, lo va a poner a competir entre ellos.”* | *"If that alarms you, you have to stop using Facebook, you have to stop using Google Chrome, because if you use the Chrome browser they register all of the pages that we go to. So that, practically, that's what Comcast, AT & T, Verizon will do, pretty much the same thing that Facebook and Google do. So, it's going to put each in competition with the other."* |
| Vicente Pimienta es consultor en servicios de internet y estima que ahora esa gran carga de información está a la mano de empresas de mercadeo ávidas por conocer nuestras preferencias. | Vicente Pimienta is a consultant in internet services and estimates that now this great amount of information is at hand for marketing companies hungry to know our preferences. |
| *“Aquí, los culpables somos nosotros mismos. Toda esta información que estamos poniendo, la pusimos nosotros voluntariamente. Así que, practicamente nuestro comportamiento nos va a, va a cambiar. Algunas personas van a cambiar para no ser detectados, otros no les van a importar nada.”* | *"Here, we ourselves are the culprits. All of this information we are putting in, we voluntarily put in. So, practically our behavior is going to, is going to change, some people are going to change to not to be detected, others are not going to care about anything. "* |
| Otros analistas no solo advierten sobre la posible violación de privaciad de algunos usuarios, sino también que existe el riesgo de que esta valiosa información caiga en manos inescrupulosas como los piratas digitales. | Other analysts not only warn about the possible breach of privacy of some users, but also that there is a risk that this valuable information will fall into unscrupulous hands, like digital pirates. |
| Según el experto en medios digitales, Fernando Núñes Noda, es momento de visitar páginas con seguridad garantizada y hasta navegar a través de una red privada virtual, mejor conocida como VPN, para cuidar los datos que sean suministrados. | According to the expert in digital media, Fernando Núñes Noda, it is time to visit pages with guaranteed security and even browse through a virtual private network, better known as VPN, to take care of the data being furnished. |
| *“Como su nombre, su. . eh. . sus teléfono, este. . . eh. . y su Email, sus datos de contacto, pero también cosa incluso mucho más sensible, que tarjeta de crédito te utiliza.”* | *"Like your name, your. . eh. . your phone, this . . . eh. . . and your Email, your contact details, but also something even more sensitive, which credit card you use."* |

**Vocabulary**

datos data, information

internauta internet user

mercadeo marketing

ávidas hungry

inescrupulosas unscrupulous

red privada virtual Virtual Private Network

suministrar provide, supply

codiciado coveted

hábitos de navigación browsing habits