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Joseph Turow ' s most recent book, The Aisles Have Eyes, brings to the foreground a much neglected topic in privacy scholarship: some of the ways in which retailers are using technologies for surveillance of shoppers who pass through their doors. As Turow remarks, once we understand both “ how and why ”

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commercial surveillance has become a key strategy for high street retailers (p. 3), we can engage constructively with the profound implications of data-driven marketing in the retail space:

~~The Aisles Have Eyes: How Retailers Track Your Shopping ...~~

The Aisles Have Eyes (Book Summary) April 1, 2020 April 1, 2020 aarifbillah143 aarifbillah143 0 Comments. Table of Contents. ... If a phone carries the store ' s app and activates Wi-Fi or Bluetooth, the store can follow that phone through its aisles. The retailer records how long an individual shopper remains in the store and, by tracking ...

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Turow is the author of the new book "The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, And Define Your Power." His previous book was about how the advertisers track you...

~~'Aisles Have Eyes' Warns That Brick-And-Mortar Stores Are ...~~

For its part, Joseph Turow ' s " The Aisles Have Eyes " focuses on surveillance conducted by retail stores. What you need to know is: In an effort to build and maintain relationships with customers, brick-and-mortar retailers are gathering or purchasing information about the backgrounds and activities of shoppers, largely without their permission or knowledge.

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