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# The Memory Map

Canton Alliance Massillon Computer Users Group



Volume 41, Issue 11

November 2021

## Next CAMUG Meeting, November 15, 2021 Both Zoom and In Person!

- Join us in person at Holy Cross Lutheran Church, 7707 Market Ave. in North Canton, Ohio.
- OR use the Zoom link that Dennis has emailed.

### Program

**6:30 PM:** Q & A and chit-chat

**7:00 PM Meeting:** Nominations for next year's club officers will followed by a Round Table Discussion and Q&A. Possible topics include a free internet phone, buying a new TV, cell phone upgrade frustrations, and using a digital TV antenna. Members are encouraged to contribute their topics and questions.



## Do You *Pay* for a Product? If Not, YOU are the Product.

By David Kretchmar, Hardware Technician  
Sun City Summerlin Computer Club

<https://www.scsccl.com> dkretch (at) gmail.com

Maybe not always, but hopefully, we know there is no such thing as a free lunch by this point in our lives. Advertising is something we have come to accept or at least ignore for most of our lives. We expect commercials on television, the radio, newspapers, magazines, and movies and accept this advertising knowing that the revenue generated pays for or subsidizes the entertainment and information we want.

The Internet takes advertising to a new, more personal level. We see ads directed to us as individuals rather than generic advertising. The first time we see ads based on a recent search, we know advertising has reached a new level of personalization. The entity selling ads is obviously using information about us to direct advertising to our eyes.

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## Facebook

In early April, yet another personal data breach was recently disclosed. Since some time in 2019, the personal data of over 533 million Facebook users was compromised via their phone number. In this case, Facebook users became more of a "product" than most users had ever anticipated. Many Facebook users only recently realized that Facebook is an advertising entity that collects a lot of data on each user.



Free (with advertising) has been a successful business model for a long time. However, the recent Facebook disclosure (along with other accidental and deliberate data breaches) causes some to wonder if this is evidence that consumers have been treated poorly by this business model.

### **Aren't you always the product?**

And just because you pay doesn't mean you're not the product. Cable and satellite television companies take our money PLUS sell us (via advertising) to the various sponsors. Magazines take our money and still sell ads; banks and credit cards can charge us money for the service of having and helping us manage our money.

Any business that has a "loyalty card" takes our money for products, services, and entertainment but gives us a discount or other benefit in exchange for the ability to monitor what we are doing. In other words, we routinely become "the product" even when we're already paying.

All businesses treat their customers with varying levels of respect and provide different levels of value to us. There is often no direct correlation between how much money we pay and the value of the service we receive.

For example, someone might pay a couple of dollars a week for online, or a little more for delivered paper subscriptions, to *The New York Times* or *The Wall Street Journal* or the local newspaper, or some other publication.



Yet this same information is available to people who read these papers at their local library or coffee shop at no charge. So, in effect, we are not paying for the product; we pay for getting the product in a way we find much more convenient.

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This example is much more complicated than the black and white "you're the product" logic allows. For instance, some users get the service virtually for "free" in an airplane, using accumulated points or a "bump" coupon. Other travelers pay big bucks for the benefit of being transported to the same destination! So, who or what is the product?

### **Individual responsibility**

Many entities whose services you pay for treat their users well, and others treat users poorly. There are all sorts of business models online. Some work in some cases, others work in other cases. But to argue that "free" services mean you're "the product" and thus not treated as well isn't true. In the online world, each of us must decide if the value of the product we receive is worth the inevitable compromise in our privacy that takes place.

Suppose we accept the privacy compromise inherent in most online experiences. In that case, it is incumbent on each of us to understand, compromise, and share only as much information as necessary.

## **CAMUG October 2021 Meeting Minutes**



The meeting was held in person at Holy Cross Lutheran Church, and it was also held on Zoom. We used a Zoom account provided by APCUG, and Dennis Smith was host.

President Dennis Smith presided over the 457<sup>th</sup> meeting of CAMUG on Monday, October 18, 2021, starting at 6:30 PM with general chit-chat. Topics discussed included Windows 10 and Windows 11, choosing a Medicare provider, and the Polycon Obi200 device for putting a Google phone number on the Internet.

Dennis welcomed everyone present including new member, Jesse Girt. There were fifteen people present representing fourteen member families. Eleven people were at the church and four attended via Zoom. Since that is more than 15% of the membership, the meeting was declared valid.

Dennis introduced the Board members and mentioned the credit of \$5 toward your membership dues for each new member you bring in.

Cheryl Krantz was the winner of the on-time drawing.

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The Board meeting will be held next week on Zoom. Dennis will not be present, so Senior Director Carol Joliat will conduct the meeting. All members are welcome to attend; just email Dennis for the link.

Survey: Jan Bredon sent a Google online survey about the club Christmas party to members, and nine people responded. Those responding prefer that this year the club not have a potluck dinner, but instead have an in-person and Zoom meeting. They also prefer that the club not have the \$100 (\$50, \$35, \$10) raffle at the Christmas party. The Board will discuss this at their meeting next week.

**Program:** "Safety for Seniors" an APCUG Video by Lt Kim Lopez, Cleveland County, Oklahoma, Sheriff Department. The video is primarily about safe shopping. A summary is below:

- It's important to have a plan and the tools to implement the plan.
- All parking lots are hot spots for targeting, especially 24-hour parking lots, hospital parking lots, and parking lots where you feel comfortable.
- Have a fake set of car keys (bait keys) and a binder clip with two one-dollar bills (bait money) ready to throw away from yourself if accosted. Use a carabiner and wrist strap to keep real car keys and metal whistle on your wrist.
- Walk with confidence, purse away from moving cars, checking behind you.
- Always have your cell phone with you and turned on.
- Purses: Avoid cross-body purses and two-strap purses. Use a lanyard wallet for your phone, money, ID, and credit cards.
- Men, never carry a wallet in your back pocket.
- Decide the method of payment before you leave home and get method of payment ready before checking out. Credit cards are preferred to debit cards.
- Carry a wallet medication card.
- Checks are not a preferred method of payment. If you do write a check, use a gel pen so the check can't be "washed" by a thief.
- If you must enter a pin, use your car key, gel pen, or stylus; or you can warm all the keys before walking away. Thieves can use a small heat-sensitive camera to capture the pin.

There was much more to the presentation, and those present really enjoyed it. Lt. Lopez has other presentations, and in the future APCUG will have her talk about other topics such as home safety and vehicle safety.

Dennis will send the handouts to club members, and they will be posted on the club website. This presentation was originally presented as an APCUG Wednesday Workshop and is called "Safety for Seniors, Lt. Kim Lopez, APCUG Wednesday Workshop 9-22-21"; the link is: <https://youtu.be/5be1r0LktrE>.

**50-50 Raffle:** Jan Bredon was the winner of tonight's drawing. Since ticket sales were less than \$20, just one prize was awarded.

**Adjournment:** Liz Milford moved to adjourn the meeting. Jim Albright seconded the motion. The meeting was adjourned at 9:00 PM.

Respectfully submitted,  
Liz Milford, Secretary



## **CAMUG Board Meeting 10/26/2021**

Senior Director Carol Joliat called the CAMUG Board meeting to order about 7:30 PM on Tuesday, October 26, 2021, using Zoom. Six of the seven Board members were present; therefore, the meeting was declared valid. The meeting was scheduled to start at 7:00 PM but the members had difficulty getting into Zoom without Dennis. They finally succeeded when Jan Bredon started another meeting and sent the link to the Board.

President		Dennis Smith	<a href="mailto:president@camug.com">president@camug.com</a>
Secretary	Present	Liz Milford	<a href="mailto:secretary@camug.com">secretary@camug.com</a>
Treasurer	Present	Tim Elder	<a href="mailto:treasurer@camug.com">treasurer@camug.com</a>
Senior Director	Present	Carol Joliat	<a href="mailto:directors@camug.com">directors@camug.com</a>
Director	Present	Bruce Klipec	
Director	Present	Jan Bredon	
Director at Large	Present	Jim Albright	
Web Page	Present	Dennis Smith	<a href="mailto:webmaster@camug.com">webmaster@camug.com</a>
Software and Book Review	Present	Jan Bredon	
Membership	Present	Carol Joliat	<a href="mailto:membership@camug.com">membership@camug.com</a>
Newsletter	Present	Liz Milford	<a href="mailto:newsletter@camug.com">newsletter@camug.com</a>
Computer 101	Present	Carol Joliat	
Ways and Means	Present	Jan Bredon	
Others Present			

### **Approval of Minutes:**

**October Regular Meeting:** Bruce Klipec moved to accept the October 18, 2021, Meeting Minutes which had been emailed to the Board. Jan Bredon seconded the motion, and the minutes were approved.

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**September Board Meeting:** Jan Bredon moved to accept the September 28, 2021, Board Meeting Minutes as printed in the October newsletter. Tim Elder seconded the motion, and the minutes were approved.

**Reports:**

**Treasurer's Report:** Tim Elder had emailed the October Treasurer's Report to Board members. Jan Bredon moved to accept the October Treasurer's Report. Bruce Klipec seconded the motion, and the report was approved.

**Membership Report:** Carol Joliat had emailed a current membership list to the Board. The club currently has 22 members.

**Meeting Topics:**

**November 15th Meeting will be held in-person and on Zoom.**

**6:30 PM:** Q & A and chit-chat

**7:00 PM Meeting:** Nominations for next year's club officers will followed by a Round Table Discussion and Q&A. Possible topics include a free internet phone, buying a new TV, cell phone upgrade frustrations, and using a digital TV antenna. Members are encouraged to contribute their topics and questions.

**Old Business:**

Christmas Meeting: At the December meeting, further nominations will be accepted, and the election will be held. Jan had sent a survey to club members about the format of the Christmas meeting to see whether, in addition to elections, we would hold our usual potluck and raffle. In accordance with the survey results, Liz Milford moved that the December meeting be held in person and on Zoom without the potluck and without the big raffle and prizes. Jim Albright seconded the motion and the motion passed.

**New Business:**

Microphone problems: We have been using a wireless microphone for our meetings. It is difficult for Zoom attendees to hear people in the room speaking unless they are near the mike; carrying the mike around the room is awkward. Jan Bredon has purchased an omnidirectional microphone and is trying it out at home. He will bring it to the November meeting to try it out. If it works, the club will have the opportunity to purchase it.

**Motion to Adjourn:**

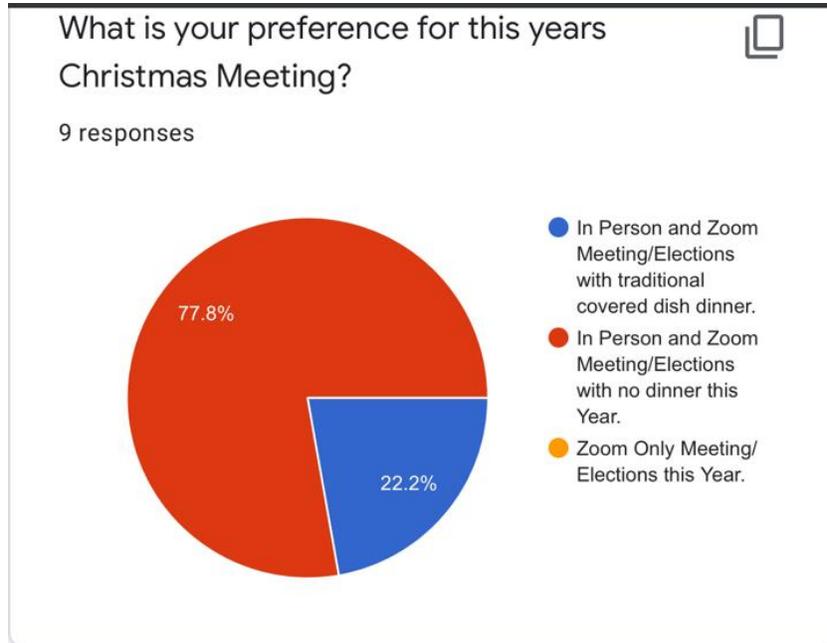
At 7:56 PM, Jim Albright moved to adjourn. Jan Bredon seconded the motion, and the meeting was adjourned.

Submitted pending Board approval,  
Liz Milford, Secretary

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# Christmas Party Survey

Jan Bredon sent a Google survey to CAMUG members. Below are the results:



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## About CAMUG

Our club is open to anyone with an interest in computers and technology. A household membership is only \$20 per year, and a visitor can attend two meetings free without any obligation.

Normally, monthly meetings are held the third Monday of the month at Holy Cross Lutheran Church, 7707 Market Ave. in North Canton, Ohio and also on Zoom. Informal chat begins at 6:30 PM and the regular meeting begins at 7:00 PM. At every meeting, we cover topics ranging from cell phones to computers and from software to the internet and networking. Board meetings are held the fourth Tuesday of the month at 7:00 PM using Zoom. Members are encouraged to attend the Board meeting although only Board members can vote; members can email Dennis Smith ([denniss@camug.com](mailto:denniss@camug.com)) to get the Zoom link to the Board meeting.

The club mailing address is CAMUG, PO BOX 80192, Canton, OH 44708. The web site is at <http://www.camug.com>. CAMUG has a Facebook page called CAMUG Users Group at <https://www.facebook.com/CAMUG-Users-Group-100732168306718>. CAMUG also has a blog at <https://camugoh.blogspot.com>.

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CAMUG is a member of the Association of Personal Computer User Groups. APCUG is a worldwide organization that helps groups devoted to the world of technology by facilitating communications between member groups and industry. It offers the Virtual Technology Conferences, provides newsletter articles, and has a list of speakers for club programs. Explore the APCUG website at <https://www.apcug2.org>, and the APCUG Facebook page at <https://www.facebook.com/APCUG>.



## Membership Report

October 2021

by Carol Joliat



Renewals: None

Total Family Memberships – 20



### CAMUG Monthly Summary

Tim W. Elder, Treasurer 10/18/21

	Cash	Checking	Total
<b>Start Balances</b>	\$60.00	\$1335.46	\$1195.46
Total Income	\$12.50	\$20.00	\$32.50
Total Expenses	\$5.00	\$25.00	\$30.00
Transfer	-\$7.50	\$7.50	\$0.00
<b>End Balances</b>	\$60.00	\$1137.96	\$1197.96

### CAMUG Officers

President: Dennis Smith 330-477-5893

Secretary: Liz Milford 330-896-4284

Treasurer: Tim Elder 330-875-2323

Senior. Director: Carol Joliat

Director: Bruce Klipec

Director: Jan Bredon

234-564-0045

Director at Large: Jim Albright

Membership: Carol Joliat

Asst. Membership: Alice Lungociu

Web Page:

Newsletter: Liz Milford 330-620-5178

Tim Elder 330-875-2323

Computer 101: Carol Joliat

Ways and Means: Jan Bredon

## List of Members

Name	E-Mail
Albright, Jim	jima
Bohm, David	davidb
Bredon, Jan	janb
Brugger, Bruce	bruceb
Chapman, Lila	lilac
Dingman, Morris	morrisd
Elder, Tim	time
Girt, Jesse	jesseg
Joliat, Carol	carolj
Klipec, Bruce	brucek
Kramer, Cecelia	ceceliak
Krantz, Cheryl	cherylk
Lungociu, Alice	alichel
McCoy, Myra	myram
Milford, Elizabeth	elizabethm
Newsome, Bernard	bernardn
Parker, Cherie	cheriep
Ponzani, Doris	dorisp
Schaefer, Gerald	geralds
Smith, Dennis	denniss

To email members, use the email name above followed by @camug.com

### Visit our Home Page:

<http://www.camug.com>

### Our Facebook Page:

CAMUG Users Group

### Our Blog:

<https://camugoh.blogspot.com>

**Need help  
with your electronic gadgets?**



Canton Alliance Massillon Users Group  
Computer Users Group

## **Assistance for users of all ages and skill levels**

When: 3<sup>rd</sup> Monday each month

Where: Holy Cross Lutheran Church  
7707 Market Ave. N  
North Canton, OH

*Currently, we are also meeting via Zoom*  
Email us for a Zoom invitation!

Time: 6:30pm Social Time, Q&A  
7:00pm Main Meeting

Ongoing topics include:

Computers	Tablets	Digital
Photography	Smart phones	eBooks
Toys & Gadgets		

[info@camug.com](mailto:info@camug.com)

[www.camug.com](http://www.camug.com)