

### Unjumble the words to fill in the gaps:

Imagine sharing your secrets with a close friend, only to find out they've been telling everyone. That's what happened when **Facebook**, the social media giant, we all thought was keeping our secrets safe, was mishandling our personal information.



Facebook found itself in this **mire** after a **blohti-wselwer** 1)\_\_\_\_\_ had revealed to the Observer that a Cambridge University researcher, Aleksander Kogan, developed an app – “Personality Quiz” – that **arevhtesd** 2)\_\_\_\_\_ millions of people's user data including personal details, likes, friend lists, what the users buy online, what sites are looked at and even how long a cursor hovers over a certain link. The worst part was that the data was **defilper** 3)\_\_\_\_\_ to create psychological profiles on millions of Americans and then target those users with political ads designed to influence their votes. Among Cambridge Analytica's board members then was Steve Bannon, the one-time chief strategist to now-President Donald Trump.

The scandal raised concerns about user privacy and sparked a global conversation about the responsibilities of tech companies. Facebook's CEO, Mark Zuckerberg, faced **yntiscru** 4)\_\_\_\_\_ as he testified before Congress, promising changes to protect user data. This incident prompted users to rethink what they share online and led to increased calls for better laws to safeguard digital lives.



The Elegant English Club

C1 & C2