**Go Twilight: Lesson Two (What You Need To Know About LinkedIn)**

This lesson is intended to keep our growing online tax community powerfully informed. We understand how busy you are, so we go through big tech sites and illuminate what you need to know now! What we share with you is easily documented on internet searches. You need to understand it is **REALLY IMPORTANT THAT YOU READ THIS INFORMATION NOW!**

*LinkedIn is one of the few Western Social Media Networks not to be blocked by China. Perhaps due to the fact they censor content on LinkedIn inorder to comply with Chinese rules. Jeff Weiner admitted in this LinkedIn post in late 2014, WeChat and LinkedIn have been officially cooperating with one other.*
<https://www.linkedin.com/pulse/20140224235450-22330283-linkedin-in-china-connecting-the-world-s-professionals/>

Here is what you need to understand about having your professional profile on LinkedIn and their partnership with China. WeChat provides text messaging, voice messaging, broadcast messaging, video conferencing, video games, photograph sharing, and location sharing.
**User activity on LinkedIn and WeChat is analyzed, tracked, and shared with Chinese Government Authorities as part of the mass surveillance network on you! You are most likely unaware of their relationship!**

WeChat was banned in India in 2020 along with several Chinese Apps. US President Donald Trump sought to ban U.S. transactions with WeChat but was blocked by a preliminary injunction issued in the United States District Court for the Northern District of California in September 2020.

**Take A Close Look At What Appears In** **LinkedIn’s Legal Service Terms**

 <https://www.linkedin.com/legal/l/service-terms>

**7.0 Glint Services**

**7.1 Service Descriptions**

**7.1.1.** **The “Glint Platform” provides:** **(i) results that are processed, displayed, and available for analysis in real-time,** (ii) manager dashboards where each manager that meets the minimum confidentiality threshold will receive a link to a dashboard and corresponding action plans that reflect the unique results of their team, (iii) role based permissions, data access and viewing privileges based on a user’s role and organizational structure, (iv) Single Sign-On (SSO) using Supported Methods (Standard SAML 2.0 based integrations included) to allow one set of login credentials across multiple platforms, **(v) comment analytics using Natural Language Processing (NLP) that is trained specifically on employee feedback and automatically extracts the most-discussed topics/themes, employee sentiment, and prescriptive/constructive comments in real-time,** (vi) integrated action plans that are automatically generated for each manager based on the unique results of their team, including concrete steps and a pre-built library of resources from Glint’s Organizational Development team, (vii) Glint’s taxonomy has over 100 research driven questions across all the key domains of organizational development and the employee journey that can be drawn from to support each organization’s unique.

**7.1.3.**If purchased, the Glint Perform Module is an agile performance management solution that creates a virtuous ecosystem of feedback…

With Conversations, managers can have regularly scheduled and ad-hoc check-ins with their employees, for guided 2-way discussions about their performance, engagement, and growth.

**7.1.4.** …the Glint 360s Module is a multi-rater employee feedback tool intended to enable employees to obtain a holistic review of their strengths and growth opportunities based on input from peers, collaborators, direct reports and managers (such reviews, “360 Reviews”).

**7.2. Definitions**

“Personal Data” means information about an individual that (a) can be used to identify, contact or locate a specific individual; (b) can be combined with other information that can be used to identify, contact or locate a specific individual; or (c) is defined as “personal data” or “personal information” by applicable laws or regulations relating to the collection, use, storage or disclosure of information about an identifiable individual.

**7.3 Usage, Aggregation And Transfer Of Data**

Customer may allow its Affiliates to access and use the Services if Customer is fully liable for its Affiliates’ use of the Services and compliance with the Agreement (with each Affiliate also a “Customer”). Glint will use the Glint subprocessors listed at [**https://legal.linkedin.com/customer-subprocessors**](https://legal.linkedin.com/customer-subprocessors), which list is updated from time to time…

**EVERYONE PAY ATTENTION: YOUR LINKEDIN DATA IS TRANSFERRED TO CHINA**<https://www.linkedin.com/legal/l/customer-subprocessors>

**7.5 Data Return**

Customer agrees that on the termination of the Services, Glint shall at no cost, and shall cause any subprocessors to, at the choice of Customer, **unless applicable law prevents Glint from returning or destroying all or part of the data disclosed:** (a) return to Customer all the Customer personal data, including survey responses if the User Confidentiality Notice disclosed Customer would receive responses identified to individuals or (b) securely destroy them and demonstrate to the satisfaction of Customer that it has taken such measures or (c) export Customer personal data in a non-aggregated form to Customer’s new service provider under a separate written agreement reasonably satisfactory to Glint under which Customer and the recipient of the data accept responsibility and liability for the data subsequent to transfer or export. Glint uses de-identified, aggregated data generated from its Services to provide statistical benchmarks across industries and improve its Services.

Under China Intelligence Law they will keep all your data and information. According to an [article in The Diplomat](https://thediplomat.com/2019/02/the-real-danger-of-chinas-national-intelligence-law/), China Law Professor Gu states that the law obliges citizens to spy on one another. “ The Intelligence Law…repeatedly obliges individuals, organizations, and institutions to assist Public Security Officials in carrying out a wide array on intelligence work. Article 7 of the China Intelligence Law stipulates that any organization or citizen shall support, assist, and cooperate with state intelligence work according to law.”

We highly recommend you check out online information on the [China Social Credit System.](https://en.wikipedia.org/wiki/Social_Credit_System)

**Take A Close Look At What Appears In** **LinkedIn Privacy Policy**

**1. Data We Collect**

#### **1.2 Data From OthersContent and News**

#### You and others may post content that includes information about you (as part of articles, posts, comments, videos) on our Services**. We also may collect public information about you**, such as professional-related news and accomplishments, and make it available as part of our Services, including, as permitted by your settings, in notifications to others mention in the news.**Contact and Calendar Information**

#### We receive personal data (including contact information) about you when others import or sync their contacts or calendar with our Services, associate their contacts with Member profiles, scan and upload business cards, or send messages using our Services (including invites or connection requests). **If you or others opt-in to sync email accounts with our Services, we will also collect “email header” information that we can associate with Member profiles.****Partners**

#### We receive personal data (e.g., your job title and work email address) about you when you use the services of our customers and partners, such as employers or prospective employers and applicant tracking systems providing us job application data.**Related Companies and Other Services**

**We receive data about you when you use some of the other services provided by us or our *affiliates*, including Microsoft.** For example, you may choose to send us information about your contacts in Microsoft apps and services, such as Outlook, for improved professional networking activities on our Services.

**1.6 Messages**

We collect information about you when you send, receive, or engage with messages in connection with our Services. For example, if you get a LinkedIn connection request, we track whether you have acted on it and will send you reminders. **We also use automatic scanning technology on messages to support and protect our site.** For example, we use this technology to suggest possible responses to messages and to manage or block content that violates our User Agreement or Professional Community Policies from our Services.

**2.9 Security And Investigations**We use your data (including your communications) for security purposes…

**3.How We Share Information

3.1 Our Services

When you like or re-share or comment on another’s content (including ads), others will be able to view these “social actions” and associate it with you** (e.g., your name, profile and photo if you provided it).

**Enterprise Accounts**

Your employer may offer you access to our enterprise Services such as Recruiter, Sales Navigator, LinkedIn Learning or our advertising Campaign Manager. Your employer can review and manage your use of such enterprise Services.

Depending on the enterprise Service, before you use such Service, we will ask for permission to share with your employer relevant data from your profile or use of our non-enterprise Services. For example, users of [**Sales Navigator**](https://www.linkedin.com/help/linkedin/answer/62458?trk=microsites-frontend_legal_privacy-policy&lang=en) will be asked to share their “social selling index”, a score calculated in part based on their personal account activity. **We understand that certain activities such as job hunting and personal messages are sensitive, and so we do not share those with your employer unless you choose to share it with them through our Services (for example, by applying for a new position in the same company or mentioning your job hunting in a message to a co-worker through our Services).**

**Subject to your**[**settings**](https://www.linkedin.com/psettings/privacy)**, when you use workplace tools and services (e.g., interactive employee directory tools) certain of your data may also be made available to your employer or be connected with information we receive from your employer to enable these tools and services.**

**We could go on and on with what we discovered taking a deep dive into how LinkedIn Free Profile is affecting your professional life. Here is what you can do to fight back!**

**What You Can Do To Protect Your Privacy

We believe tax professionals should *Go Twilight*:**  **What Does “Go Twilight” Mean?** The meaning of the word “twilight” is partially dimmed or partially obscured. We educate you on the importance of posting your profile on TaxConnections for improved privacy. We understand the importance of having a business profile online to attract new clients and opportunities. *Having an internet profile for* *business purposes only* *on a site that does not track you* *is more valuable than ever.*
Protect your privacy, *Go Twilight* with your professional profile on TaxConnections and remove yourself from major social media sites who are collecting all your data and information for their own purposes. You improve your online privacy by preventing major tech companies from collecting your personal data and information. Dim the lights and cease giving your private information and data to companies who are literally stealing it from you.

**TaxConnections – We Respect Your Privacy! We Earn Your Trust!**

We believe you should have a *business presence only online, one free from tracking your every move.*

We protect our members from invasion of their privacy by providing a non-invasive business platform.

We never engage in spidering or harvesting or use spyware or bots designed to collect data from you.

We never sell your data and information to anyone; and we never have since our company inception.

We smartly educate our members how to operate business online with a higher degree of privacy.

We never manipulate members news feeds or embed manipulative algorithms as other sites do.

We believe that your face is your business and will never use facial recognition technology.

We never block others from reaching you by putting up paywalls; our members pay for this freedom.

We serve tax professionals and taxpayers by connecting them within a protected business ecosystem that does not track their every move online and has the utmost respect for our members privacy.

We have no political agenda, and no one can pay us to target you with theirs; we are non-partisan.

We focus on connecting tax and financial professionals with taxpayers who seek their expertise.

We educate tax professionals and taxpayers on new tax rules, regulations and tax policy affecting them.

We believe knowledge is power and we educate our members on the best way to do business online.

We teach you how to increase your privacy online while gaining more visibility for your tax expertise!
**PROTECT YOUR PRIVACY:** [Join TaxConnections Today](https://www.taxconnections.com/membership/sign-up)

Kat Jennings, TaxConnections CEO