

Firefox Integrates Facebook, Raises Security Questions

#Periscope by Jonathan Fullmer, VivaKi Staff Writer

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In late October, TechCrunch reported that Mozilla released the newest version of its popular web browser, Firefox, which now features sidebar integration with Facebook Messenger, the "first service to join the Social API platform for testing." Still in the beta stage, the updated version of Firefox allows users to share messages with Facebook friends, check statuses and, most notably, "feature[s] a 'recommend' button that will disable tracking when you choose to recommend a site to your friends," all while users perform their normal browsing activities.



Sharing But With Privacy In Mind: Mozilla Launches Social API For ...

Oct 22, 2012 ... Interesting development today in the browser wars, with the latest battlefield being who is best positioned to guard u...

INGRID LUNDEN



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In a Mozilla blog post titled "Being social with privacy in mind", blogger Tom Lowenthal explains that "social

networks often end [up] collecting lots of personal info, and their users don't always understand the tradeoffs involved," citing the company's two most recent concerns as social integration and user privacy. In other words, Facebook and other social networking sites that follow suit won't receive user information unless those users enable the option.

Being social with privacy in mind | Mozilla Privacy Blog

Oct 22, 2012 ... We want to offer social features in Firefox, but user privacy is ... They share cookies and other data like normal but...

MOZILLA

As could be expected, skeptics and critics have surfaced all over the Web, some of them questioning Mozilla's intentions.



Alistair M Valentine

@AV_JPB

Anyone else having problems with Facebook on Firefox? O ____o



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Shankarama

@Shankarama

Facebook: You're using an old version of Firefox that is no longer supported and may be insecure.



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Alan Dix

@alanjohndix

Facebook has crashed Firefox ... secret pact with Google?



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But seeing as the updated Firefox is still being tested by fans and users, there is plenty of time for critics to change their minds, especially since Mozilla intends to incorporate other social sites in the future.

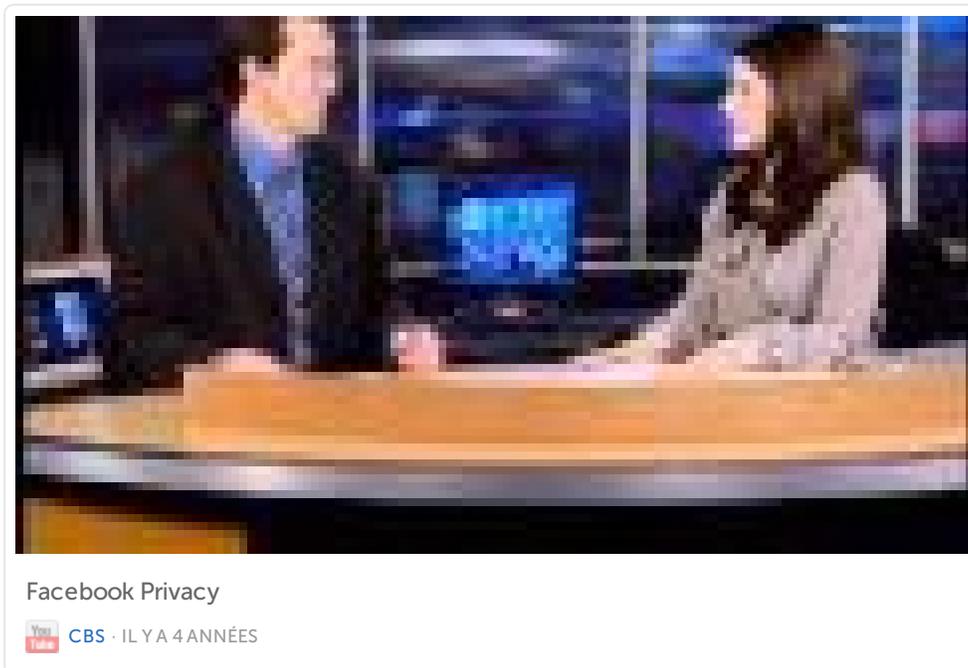


Help us Test the Social API with Facebook Messenger for Firefox ...

Oct 22, 2012 ... Social integration in Firefox is here and ready for Firefox Beta testing! For the last few months we've been build...

MOZILLA

The interesting questions the Firefox-Facebook partnership raises, however, have more to do with the privacy factor. Facebook recently announced a new privacy policy, which grants the social network access to its 400 million users' most fundamental interests, from music tastes to political leaning, all of which Facebook uses to target users with advertising that might more directly suit their interests. Tech expert John Quain explains on CBS News:



And tying the subject to even more pertinent concerns is Microsoft, whose much anticipated release of Internet Explorer 10 is set to "Don Not Track" (DNT) by default. The problem, according to numerous studies, is that most PC users don't bother altering default settings on their browsers. As Forbes and PC Magazine point out, this move has advertisers in a tizzy.



Microsoft maintains that DNT will have positive effects on users because "for the first time a significant number of users will be opting out of ad tracking."



Microsoft: 'Do Not Track' Is Good for Users, On by ... - Webmonkey

Aug 8, 2012 ... Microsoft is doubling down on its support for the Do Not Track (DNT) tools in its coming Internet Explorer 10. Despite ...

SCOTT GILBERTSON

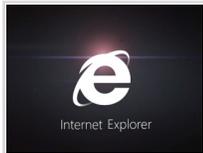
But since competitors must agree to acknowledge Microsoft's terms, Yahoo and other online advertisers have staged a coup, announcing that they will simply ignore the DNT feature, thus raising even further questions as to the role of online privacy.



Yahoo Won't Honor Microsoft Default 'Do Not Track' Browser | Adweek

4 days ago ... Yahoo said it will not recognize Microsoft's controversial default 'do not track' signal on its new Internet...

ADWEEK



Online Advertisers Are Just Going To Ignore Microsoft's 'Do Not ...

Oct 10, 2012 ... Microsoft became one of the good guys earlier this year when they said that Internet Explorer 10 would have the "Do No...

ZACH WALTON

To counter criticism, Microsoft launched a DNT test page, which "detects whether or not your browser has a Do Not Track preference set."



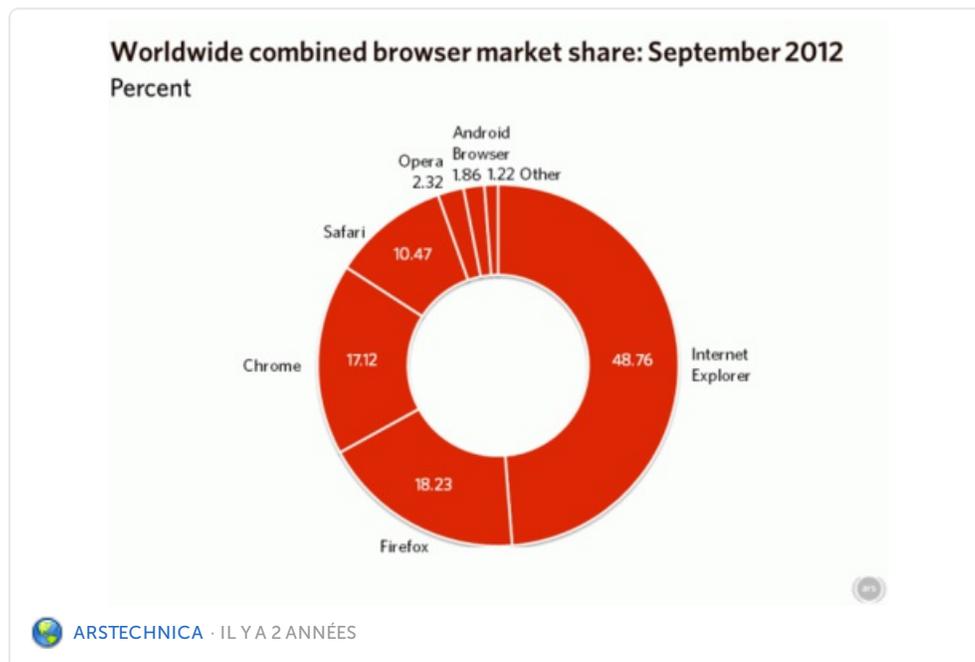
Do Not Track Test Page

Do Not Track Test Page. This page detects whether or not your browser has a Do Not Track preference set. "Do Not Track"

is...

MICROSOFT

A study posted in Ars Technica points out that, as of September, Internet Explorer boasts nearly half of the worldwide Web browser market share (mobile and desktop combined), while Firefox just beats out Google Chrome.



So could Microsoft's oversight be a major boon for Firefox? If Conceivably Tech's article is correct, they're already close to surpassing IE in Europe. And Facebook may be just what Mozilla needs to make sure that trend continues there and elsewhere.

Firefox To Make History, About To Surpass IE in Europe ...

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