**yahoo is abusing your forgotten email account**

**Abandoning Ymail to spam has, if anything, increased its value**



It's only been a month since [the Gmail privacy scandal](https://www.theinquirer.net/inquirer/news/3035211/gmail-app-developers-are-reading-your-emails), and now Yahoo Mail - remember that? - is facing its own criticisms for a similar practice.

The summary of the Google case is that, while users had consented to share their data with third parties, it wasn't clear that it would actually be humans reading the emails. According to the [*Wall Street Journal*](https://www.wsj.com/articles/yahoo-bucking-industry-scans-emails-for-data-to-sell-advertisers-1535466959) (paywalled), [Yahoo is doing the same thing](https://www.theinquirer.net/inquirer/news/3061788/yahoo-and-aol-are-scraping-your-inboxes-for-data-to-sell-to-advertisers).

A leaked Yahoo sales pitch revealed the shady practice, describing how the company collects and sells the data it collects from email accounts.

Theresa Payton, White House CIO during the Bush administration, told [*Digital Trends*](https://www.digitaltrends.com/computing/how-yahoo-is-mining-for-gold-in-your-junk-mail/), "This isn't a new practice. What they do is scan emails, and then group similar users together for targeting.

"For example, if you have receipts from purchases you've made on Netflix or Hulu or Amazon Prime, they will group you and other email users that have similar receipts into a group, and then sell your data to media companies, TV outlets, and the movie industry."

Payton says that technology advances make this more of a concern than it was even a few years ago. Analytics platforms can now collect and handle much more data than they could in the past.