

DIGITALLYUNDRESSED
FREETOOLKIT

The Threat Scoring System

How we grade platforms A through F - and how to use the scores to protect yourself

Estimated time: 15 minutes

From the book *Why Am I the Only One Naked?*

thedreamerai.com/digitally-undressed

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How the Grading Works

Every platform in Digitally Undressed is evaluated across five dimensions. The final grade is not an average - it reflects the worst-case exposure a normal user faces with default settings. A platform that scores well on four dimensions but fails catastrophically on one still earns a low grade, because that is how breaches work in practice.

[Dimension 1] Data Collection Scope

What it measures: How much data the platform collects beyond what is necessary for its core function. A messaging app that collects your contacts, location, browsing history, and device fingerprint scores worse than one that only collects what it needs to send messages.

Worst offenders: Weather apps (collect location 24/7 for a service that only needs your city), social media platforms (collect everything the device allows), and free games (advertising SDKs often collect more data than the game itself).

[Dimension 2] Data Sharing and Sales

What it measures: Who the platform shares your data with, and whether they sell it. Sharing with service providers who help run the app is different from selling behavioral profiles to data brokers and advertisers.

Key distinction: Some platforms say they do not 'sell' data but share it in ways that are functionally identical - through advertising partnerships, data-sharing agreements, or by providing API access. We score on actual data flow, not marketing language.

[Dimension 3] Default Privacy Settings

What it measures: How the platform is configured out of the box. A platform with strong privacy features that are all turned off by default scores lower than one with fewer features that are enabled from the start. Most users never change defaults.

IMPORTANT

80% of users never change a single default setting. Platforms know this. The default IS the product for most people.

[Dimension 4] Breach History and Response

What it measures: How many times the platform has been breached, how quickly they disclosed it, and what they did to prevent recurrence. A company that gets breached once and overhauls its

security scores better than one that gets breached repeatedly with minimal changes.

[Dimension 5] User Control and Transparency

What it measures: Can you see what data they have on you? Can you delete it? Can you export it? Is the privacy policy written for humans or for lawyers? Platforms that make it easy to understand and control your data score higher.

The Grade Scale

A

Minimal collection, strong defaults, no data sales, transparent policies, clean breach record.

B

Good privacy architecture with minor gaps. May collect more than necessary but does not sell data. Strong defaults.

C

Mixed. Useful privacy features exist but defaults favor the company. Some data sharing with third parties.

D

Poor defaults, broad data collection, data sharing with advertisers. Privacy controls exist but are buried or confusing.

F

Aggressive collection, data sales or broker relationships, poor defaults, breach history, opaque policies. Maximum exposure with default settings.

CRITICAL

No platform received an A in our analysis. Signal came closest with a B. The absence of any A grade is itself a finding - the industry standard is surveillance, not privacy.

Sample Grades from the Book

| Platform | Grade | Primary Concern |
|--------------|-------|---|
| TikTok | F | Behavioral prediction, cross-session fingerprinting |
| Weather Apps | F | Location broker pipeline, 24/7 GPS sales |
| Snapchat | D | Persistent metadata despite ephemeral UX |
| Spotify | D | Emotional analytics, behavioral timing data |
| LinkedIn | C | Professional graph harvesting, disclosure pressure |

| | | |
|------------|----|---|
| Apple Maps | B- | Minimized collection, on-device processing |
| Signal | B | Privacy-first, minimal retention, open source |

The full book covers all 50 platforms with detailed chapter breakdowns, exact settings to change, and the business model behind each score.

Want the full picture?

Why Am I the Only One Naked? covers 50 platforms, graded A through F, with step-by-step fixes for each one.

Free with Kindle Unlimited.

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