

## **For Immediate Release**

### **College Social Network Bans all Tracking – GoCNCN.com**

New York, N.Y. -- The student-exclusive social network [GoCNCN.com](http://GoCNCN.com) -- Collegiate Nation is fighting to protect college students by banning all forms of tracking. The super-private social network allows all college students with an edu address to join for free.

"Online tracking -- especially by social networking giants that know who your friends are, what you think, and where you are right now -- is the single most serious threat that college students face today," says Evelyn Castillo-Bach, the outspoken privacy advocate, entrepreneur and founder of Collegiate Nation. "All the tuition paid, all the studying and hard work can be wiped out in a blink by one post on social networks that are tracking every action, every association, and every preference."

To protect college students, [GoCNCN.com](http://GoCNCN.com) -- Collegiate Nation allows students to post anonymously, use any name, and delete any post, anytime. "Tracking," explains Castillo-Bach, "takes on many forms. It ranges from tagging to face recognition technology. It includes following what you look at, who you know, and where you've been. We have banned it all."

College students have the most to lose, says Castillo-Bach. "A college student's entire future can be derailed easily when every social moment is stored on some database, forever. We don't do that. When a student deletes something, it's gone."

Facebook is under investigation in Europe right now for keeping information people deleted from their accounts, tracking users after logging off, and even creating shadow profiles on people that have never used the site. "Facebook is not your friend," says Castillo-Bach. "It has morphed into a giant data collector. College students need to get off that grid. Post nothing there you don't want to see on the front page of your hometown newspaper."

Collegiate Nation has banned third party apps, games, and even ads because they provide a back door to tracking and extracting private information.

"We owe our loyalty to college students and not special interests. We are independent," says Castillo-Bach. Collegiate Nation is supported only by student subscriptions.

Evelyn Castillo-Bach earned her M.S. in 1993 from Columbia University Graduate School of Journalism.

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