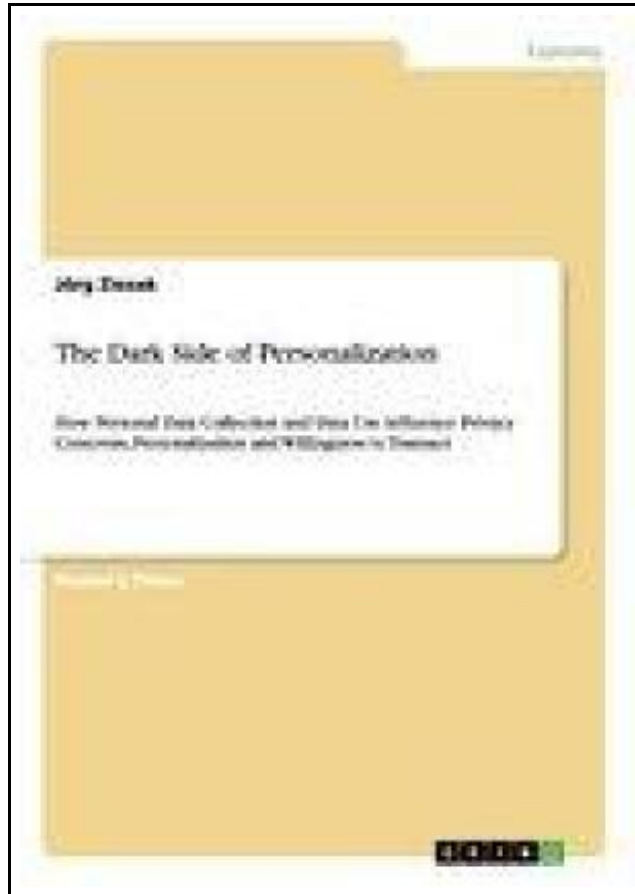


The Dark Side of Personalization



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THE DARK SIDE OF PERSONALIZATION



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