

02 25 2008

Star Global Newsletter

February 2008

In This Issue

[I have a name! A name I tell you!](#)

[The Way Back Machine - Internet Archives?](#)

[Facebook Privacy Flub](#)

[How to permanently delete your Facebook account](#)

Quick Links

[Register Now](#)
[Newsletter Archive](#)

[Join Our Mailing List!](#)

Greetings,

Star Global created this monthly e-mail newsletter, filled with information about web based tools and technology to help you optimize and empower your business online.

This newsletter issue will discuss how you can register your own domain name, the 85 billion page Internet Archive, and some surprising privacy flubs with Facebook.



*Why? ...Because
Your Competition Does.*

READ ON AND LEARN WITH US!

I have a name! A name I tell you!

Have you ever had a great business idea, and wanted to see if the domain name was available? Try this web site: <http://www.domainsatcost.ca/>

If you register a domain name yourself, make sure to use a valid email address. Also, write down your username and password, and keep it in a safe place.

The Way Back Machine - Internet Archives?

After a web site is removed from the web, it never truly disappears. Check out this web site called the "Way Back Machine, or the "[Internet Archive](#)." They have 86 billion pages archived.

The Internet Archive is building a digital library of

Internet sites and other cultural artifacts in digital form. Like a paper library, we provide free access to researchers, historians, scholars, and the general public. - Internet Archive

Type in your web address, and see how waaaay back it goes!

Facebook Privacy Flub

I recently saw a program on CBS News [60 Minutes](#) about [Facebook CEO Mark Zuckerberg](#), and I found some of his tactics in marketing, to be a wee bit troublesome. Although, he's making some big bucks now, hmm...

The storyline that caught my attention was about a piece of code called [Facebook Beacon](#), the system which tracks web shopping on partner sites outside Facebook and then sells adverts to the social network based on purchases.

Problematic? For one online shopper, it was:

A man named Will, went online to buy his girlfriend an engagement ring. The web site he purchased the ring from had a *Facebook Beacon*. Without his knowledge, Facebook proceeded to email all his friends, including his girlfriend, about his new purchase!

More on the story:

<http://www.ryananderson.ca/2007/11/26/facebook-beacon-and-privacy/>

And the original post:

<http://blogs.forrester.com/charleneli/2007/11/close-encounter.html#comment-91160576>

This Facebook feature has recently been altered as an "opt in" feature, rather than an "opt out" feature. After much pressure from advertisers, [Mark Zuckerberg apologized too.](#)

On a positive note, Facebook Beacon is said to be good for business marketing. [Check it out here](#)

How to permanently delete your Facebook account

Well, the biggest haha is that you cannot delete your Facebook account easily. You can ["deactivate"](#) it, but they still keep all your photos, and contacts in their database. Then, if you change your mind, you can log back in as if you never left. How convenient!

Can you really permanently [delete your account](#)? Not unless you [follow these steps](#), which includes having to contact a real person at Facebook. There's no automated functions. You've got to make the call.

Get your own video

Get on Your Own Video for \$99... In Victoria March 10, 2008

Create Your Own 3-min or less Promotional Video for YouTube, Your Website & Your E-Zine

This was passed on to me today and I hope it's of interest. Please contact Michael direct. His contact information is below.

Create Your Own 3-min or less Promotional Video for YouTube, Your Website & Your E-Zine

Michael Barton
MBS Video Productions michael@mbsvideos.com
Web site: <http://www.mbsvideos.com>

(MBS is not affiliated with Star Global, but it looked interesting enough to pass along).

Star Global has served over 600 clients for more than 9 years and has proven itself as a skilled and stable technology partner, with a goal to exceed our clients' expectations. Star

Global specializes in developing and re-structuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

Sincerely,

Star Global Advanced IT. Corp. Ltd.
9C-671 Fort Street, Victoria, BC V8W 1G7

Toll-free: 1.877.381.2800 (North America)
Tel: 250.381.2800
Fax: 250.381.2806

Email: news@starglobal.ca
URL: <http://www.starglobal.ca>

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to gnott@starglobal.ca by news@starglobal.ca.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Star Global Advanced IT Corp. Ltd. | 9C-671 Fort Street | Victoria | British Columbia | V8W 1G7 | Canada