

# Webining and Other Racial Justice Concerns in the Era of Big Data

Jun 3, 2014

More and more, lenders and other companies are using Big Data to market and determine eligibility for their products. Big data analytics is all about targeting and separating one type of individual from another. Grouping consumers by where they live, where they shop, what they buy, and what type of technology they use. The use of big data could uniquely affect disadvantaged minorities by steering them towards inferior or more expensive products, or determining their creditworthiness based upon the characteristics of their neighborhood. The panelists on this webinar will discuss how big data works in the financial sector and what the risks are to consumers of color.

This webinar is part of a series on “Rebuilding Wealth and Economic Opportunity in Communities of Color” sponsored by NCLC’s initiative on Racial Justice & Equal Economic Opportunity. Visit: <https://www.nclc.org/special-projects/racial-justice.html>.

