

'Weaponised Ad Technology': Facebook's moneymaker gets a critical eye

THE NEW YORK TIMES
August 17

FACEBOOK HAS MADE a mint by enabling advertisers to identify and reach the very people most likely to react to their messages. Ad buyers can select audiences based on details like a user's location, political leanings and interests as specific as the Museum of the Confederacy or online gambling. And they can aim their ads at as few as 20 of the 1.5 billion daily users of the social network.

Brands love it. So do political campaigns, like those for US President Donald Trump and former President Barack Obama, which tailored their messages to narrow subsets of voters.

But microtargeting, as the technique is called, is coming under increased scrutiny in the United States and Europe. Some government officials, researchers and advertising executives warn that it can be exploited to polarise and manipulate voters. And they are calling for restrictions on its use in politics, even after Facebook, in response to criticism, recently limited some of the targeting categories available to advertisers.

"It has essentially weaponised ad technology designed for consumer products and services," said Sarah Golding, the president of the Institute of Practitioners in Advertising, an industry organisation in Britain.

Her group recently called for a moratorium on political microtargeting. "There is a danger that every single person can get their own concerns played back to them," she said.

Facebook is just one player among tech giants like Google and Twitter that also offer data-mining services to try to influence consumer and voter behaviour. But Facebook's gargantuan reach, vast holdings of

ATLAS CYCLES (HARYANA) LIMITED
 Regd. Office: Industrial Area, Atlas Road, Sonapat - 131001
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 Email: companysecretary@atlasbicycles.co.in, Website: www.atlasbicycles.com

NOTICE TO SHAREHOLDERS
(For Transfer of shares to Investor Education and Protection Fund Authority)
 This notice is published pursuant to the provisions of Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 notified by Ministry of Corporate Affairs effective from September 7, 2016 with respect to transfer of equity shares of the company to Demat Account of Investor Education and Protection Fund (IEPF) Authority.

The Rules inter alia, contain provisions for transfer of all the shares in respect of which dividend has not been paid or claimed by shareholders for seven consecutive years or more to Demat Account of Investor Education and Protection Fund (IEPF) Authority. Adhering to the various requirements set out in the Rules, the company has dispatched the letter individually to the concerned shareholders pertaining to F.Y 2009-10, whose equity share(s) are liable to be transferred to IEPF after 7 years as per the rules for taking appropriate action(s).

The company has uploaded the full details of such shareholders and shares due for transfer to IEPF on its website: www.atlasbicycles.com. Shareholders are requested to refer the link to verify the details of unencashed dividend and the shares that are liable to be transferred to the IEPF.

Shareholders may note that both the unclaimed dividend and the shares transferred to the IEPF including all the benefits accruing on such shares, if any, can be claimed back by them from IEPF Authority after following the procedure prescribed by the rules.

The concerned shareholders, holding shares in physical form and whose shares are liable to be transferred to IEPF, may note that the company would be issuing duplicate share Certificate(s) in lieu of the original share certificate(s) held by them for the purpose of transfer of shares to IEPF as per the rules and upon such issue, the original share certificate(s) which stand registered in their name will stand automatically cancelled and be deemed non-negotiable. The shareholders may further note that the details uploaded by the company on its website should be regarded and shall be deemed adequate notice in respect of issue of the duplicate share certificate(s) by the company for the purpose of transfer of shares to IEPF pursuant to the Rules.

In case no valid claim in respect of equity shares are received from the shareholders by August 31st, 2018, the company shall, with a view to complying with the requirement set out in the rules, transfer the shares to IEPF by the due date as per the procedure stipulated in the Rules. Please note that no claim shall lie against the company in respect of unclaimed dividend amount and equity shares transferred to the IEPF.

In case you need any further information/clarification please write to or contact our Registrar and Share Transfer Agent M/s MAS SERVICES LIMITED.

For Atlas Cycles (Haryana) Limited
 Sd/-
 Lalit Lohia
 (Company Secretary)

Place : Sonapat
 Date : 16th August, 2018

SOUTHERN RAILWAY
MATERIALS MANAGEMENT DEPARTMENT, CHENNAI - 600 023.
e-TENDER NOTICE FOR THE SUPPLY OF STORES No.E-19/2018

The following e-tenders are published in IREPS website. Firms are requested to login to <http://www.ireps.gov.in> -> login -> E.Tender -> Goods & Services (New) and quote against these tenders. Manual quotations will not be entertained for these tenders. **Closing time for all tenders 14.30 hrs.**

Sl. No.	Tender No.	Item Description	Due Date
1	26175017A	FABRICATED BOGIE FRAME WITH BRAKE RIGGING FOR WAG7 ELECTRIC LOCOS.0	29-AUG-18
2	04180892A	DRAFT GEAR ASSEMBLY	03-SEP-18
3	12175019A	JOINTLESS GROOVED COPPER CONTACT WIRE 107 SQ.MM	03-SEP-18
4	06185048A	DIGITAL BACTERIOLOGICAL INCUBATOR	04-SEP-18
5	21185036	TRACTION MOTOR MODEL NO.4303	04-SEP-18
6	11170586B	VRLA TYPE 120 AH CAPACITY BATTERIES	05-SEP-18
7	04185022	SUPPLY, INSTALLATION, COMMISSIONING AND MAINTENANCE OF AUTOMATIC FIRE DETECTION	10-SEP-18
8	04185023	SUPPLY, INSTALLATION AND COMMISSIONING OF BIO-RETENTION TANK	10-SEP-18
9	05180015	MAGNETO TELEPHONE	10-SEP-18
10	11180299A	800 AH CAPACITY LEAD ACID CELLS	10-SEP-18
11	11180455	VALVE REGULATED LEAD ACID BATTERIES 1100 AH CAPACITY	10-SEP-18
12	11185024	ENERGY EFFICIENT LED TUBE LAMP, 9 WATTS	10-SEP-18
13	12175015A	UNINSULATED CADMIUM COPPER CATHODIC WIRE 65 SQ.MM (40/2-10MM)	10-SEP-18

NBC
 (GSTIN 32AABCT0343B1Z7), Registered Office: 2nd
 Floor, L65910KL1997PLC011300, Ph: +91 484-2396478,
nbctfinance.com is conducting Auction of ornaments (NPA
 of Borrowers, as detailed hereunder. All those interested
 may apply to the respective branches.
 The auction will be conducted at the respective branches.
 The date(s), then in that event the auction in respect
 of the said ornaments, will be held at the NBCT Finance
 Corporation, Dutta Complex, G.E Road, Raipur - 492001 and
 on the above dates then such auction shall be continued on
 subsequent dates in this respect.

1. at Nagar-II, New Delhi - 110024
 2. Auction date, against payment of dues of our client.
 3. Call at 7834886464.

COMPANY LIMITED
 Tel.: 0120-2516495 Email: ntbcl@ntbcl.com
www.ntbcl.com

THE QUARTER ENDED JUNE 30, 2018
 (₹ in lacs)

Quarter Ended	Year Ended	
03.2018	30.06.2017	31.03.2018
Audited	Unaudited	Audited
(4)	(5)	(6)
588.05	384.45	1,751.65
1,298.61	(1,440.85)	(5,723.28)
1,309.06	(1,454.87)	(5,776.00)
0.28	(0.19)	(2.71)
1,308.78	(1,455.06)	(5,778.71)
18,619.50	18,619.50	18,619.50
N/A	N/A	23,423.82
(0.70)	(0.78)	(3.10)
(0.70)	(0.78)	(3.10)

by the Audit Committee at its meeting held on
 August 14, 2018 and have been subjected
 to the provisions of Section 115 of the Income Tax Act, 1961
 which is applicable for all contracts that were
 entered into prior to the date of the financial statements.
 dated October 26, 2016, on a Public Interest
 Litigation and seeking the
 company to stop collecting the user fee holding
 the fee to be inoperative but refused to quash the
 fee from the users of the NOIDA bridge has been
 challenged. An appeal has been filed before the Hon'ble
 Court.