

## Consumer Buzz

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### Wi-Fi's Little Secrets

*Ann-Marie Vazzano*

Jo-Ann craft stores across the country are now offering Wi-Fi to customers, which might seem like a nice gesture. But it doesn't benefit just shoppers, according to a recent Ad Age story. The retailer not only gathers user log-in information, including email addresses, but also tracks their behavior to create what Ad Age refers to as "digital identities." The retailer can then use these identities to offer more targeted marketing. **GP**