

THE LINKEDIN INVESTIGATOR

Investigating the people, places, technology, users, and data behind the platform.

Overview | Case Files | Evidence | Data Trail | Findings

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SUBJECT: LinkedIn Corporation • **CASE TYPE:** Platform & Data Investigation • **STATUS:** Active

Ownership • Infrastructure • Workforce • Users • Data Practices

About



FOUNDED

LinkedIn began in co-founder Reid Hoffman's living room in 2002 and was officially launched on May 5, 2003.

OWNED

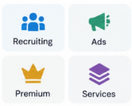
Microsoft aquired LinkedIn in 2016. One of the first strategic moves Microsoft made after acquiring LinkedIn was to integrate the platform with its suite of productivity tools.



OPERATED

LinkedIn's own infrastructure & engineering teams maintain & optimize its systems.

Raghu Hiremagalur • Erran Berger
CTO's Infrastructure & Engineering



FUNDED

LinkedIn funds its operations through its own revenue, although its financial results ultimately belong to Microsoft.

All Activity



HEADQUARTERS

Sunnyvale, California

Executive leadership, product & engineering teams, & core U.S. operations



GLOBAL WORKFORCE

17,500+ employees

in 37 offices worldwide





Oregon
Bulk of data storage



Texas
Central US Data Hub



Virginia
Data Center Alley

CORE DATA CENTERS

LinkedIn operates its own U.S. infrastructure for computing, storage, routing, and redundancy. This is separate from Microsoft's operations.



GLOBAL CLOUD & EDGE

Microsoft's Azure supports selected services (international user traffic, media caching, & local computation) and global content delivery.

Dublin • Amsterdam • Frankfurt • Singapore

Global Edge Points of Presence (PoPs) are smaller server racks placed inside local third-party facilities. PoPs do not store permanent data, but they cache static content to speed up loading times locally.

Experience

1 DATA CENTER SPECS



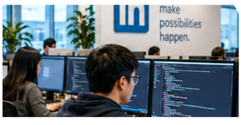
HILLSBORO DATA CENTER

- **8 MW** Power capacity
- **96** Servers per cabinet
- **100 Gbps** Custom switches
- **1.06 PUE** Efficient cooling

Built to scale from tens of thousands to hundereds of thousands of servers.

2 LANGUAGES

Powering Linkedin's products and services. LinkedIn uses servers containing CPUs, GPUs, storage, and memory chips. Nvidia GPUs are used for demanding AI tasks.



- **Swift** iOS
- **Kotlin** Android
- **Java + Scala** Backend
- **JavaScript** Web
- **Ember + React** Interface
- **Scala/Play** Server

3 INFRASTRUCTURE

- **AWS** Cloud support
- **Akamai + Verizon** CDN delivery
- **NS1 + Oracle** DNS
- **LinkedIn** Hosts core content

ISP PROVIDER: Not publicly identified.

- **Rest.li & GraphQL:** Allow LinkedIn's frontend & backend systems to request info from each other
- **Kafka:** Transports streams of user activity
- **Samza:** Processes events in real time
- **Spark and Hadoop:** Analyze data in batches
- **Espresso & MySQL:** Store profiles & messages
- **Pinot:** Performs fast analysis of user activity
- **Trino:** Allows analysts to query stored data
- **Docker & Kubernetes:** Package, deploy, & manage LinkedIn's services.

Connections

1.3 B+ members worldwide.

A global community of professionals building what's next.



"Your LinkedIn profile is the **richest digital footprint on the internet.** It's often the only place that publicly shows someone's full name, current company, past experience, skills, education, mutual connections, and sometimes even email/phone."
Apfelbaum, 2026



United States
Software Engineer
257 million users
53% are high-income
View evidence



India
Product Manager
161.5 million users
8 mutual connections
View evidence



Brazil
Data Analyst
83 million users
4 mutual connections
View evidence



Global
Marketing Lead
310 million users active / month
33% between ages of 25 and 34.
View evidence

½ have a bachelors degree
⅙ have a masters degree

44% take home more than $75,000 per year.

Video watch time increased **36%** year over year

8200 job applications submitted every minute

48 hours per month using the platform via mobile

Analytics

Private to LinkedIn

LinkedIn collects your activity and information to operate and personalize the platform, recommend jobs and connections, show advertising, ensure security, and train AI models.

- **Profile & Resume** Names, experience, skills, education, posts, applications
- **Clicks & Searches** Searches, clicks, views, advertising interactions
- **Messages & Apps.** Messages, connection requests, and job applications
- **Device & Location** Device information, IP address, location data, usage activity

Where your data goes:

- **Recommendations** Jobs and connections
- **Advertising** Targeted ads
- **AI Training** Improve our models
- **Security** Detect/prevent fraud

Connected services:

LinkedIn may share information with these groups .

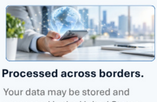
- **Microsoft** and affiliates
- **Employers** Companies you engage w/
- **Recruiters** Talent and hiring partners
- **Partners** Service providers & 3rd parties
- **Authorities** when required

User control:

Some uses can be limited - but all processing cannot be turned off while the account remains active.

- Adjust ad preferences
- Make profile less visible
- Manage connected services

Privacy Policy Takeaways



Processed across borders.
Your data may be stored and processed in the United States and other countries.

Public activity can travel.
Public posts may be reshared, indexed, and copied by services Linkedin cannot control.

Deletion is not absolute.
Linkedin may retain data for legal and security purposes, and copies can remain elsewhere.