

Have you ever felt like you were being watched? Have you ever felt a tingle up your spine and someone's Researchers Alexa uses data to advertisements more efficient. 100098875 access a said vou can recording ease, Since wiretaps implemented by the government have

wondered if listening in? determined conversation make lf vou've of that with their conception,

been considered a violation to an individual's right to privacy. Private companies are unrestrained by a terms and conditions checkbox. During a heat wave in 2022, 22,000 smart-thermostats in Colorado were locked by a utility company. Did the owners of those thermostats think that could happen? How much control will we continue to give up for convenience?

Targeted advertising is the driving profit motive of the information age. Online we are profiled and tracked by nearly every website we visit. Some services offer privacy. This is rarely the reality. Many services, regardless of a "privacy" label, collect and sell data that is used to develop psychographic profiles of a website's users. Datarade sells psychological profiles on any demographic under the there isn't sun. If a profile ofyou available, there's like you. one just

This data farming business model of these services relies on advertising campaigns. A need to appeal to advertisers binds internet services together to create an invasive ecosystem where they learn more about us than we know about ourselves. What do you do in your free time? What do you value? How were those values formed? Have O you considered that arguments can be crafted? to specifically appeal to your principles?

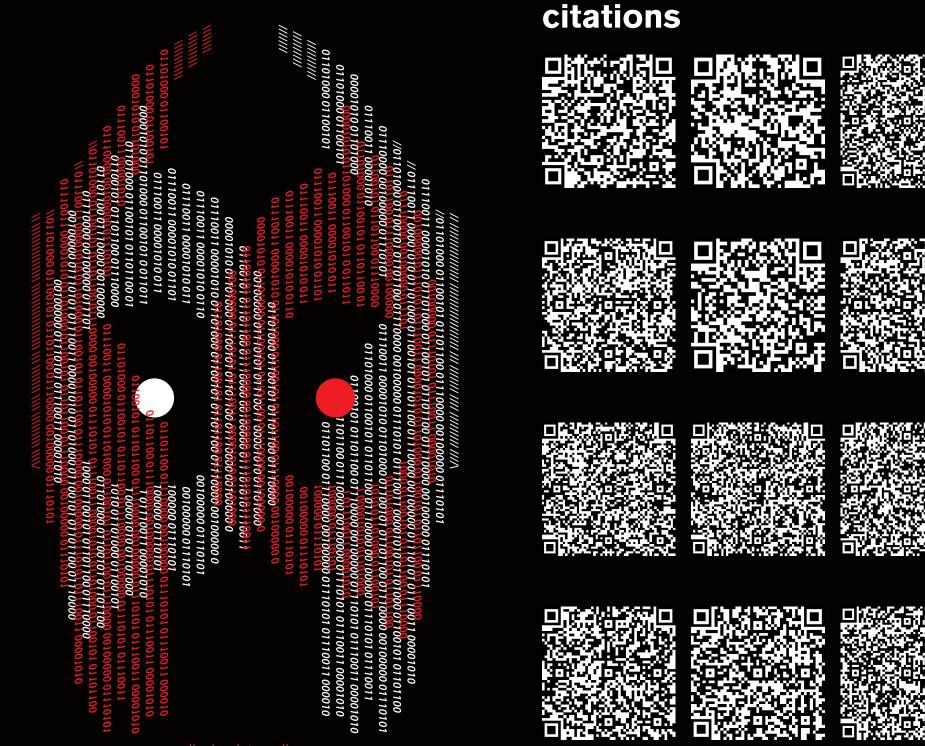
That Stranger you met knows where you took that last instagram post. "The Follower" is a piece of software developed by Dries Depoorter that reviews recordings from publicly accessible camera feeds and identifies when and where a picture was taken. These

cameras are all over the world and often open to anyone. Search engines for these devices exist and cities are covered in these cameras. They aren't legal to access but that won't stop an unethical actor. "The Follower" wasn't made for a company or a government, but an art project.

## It was funded as an art project.

What would real funding do for a project like this? What use would this have under a dictatorship? What about an oligarchy? Are we better off with or without that extra set of eyes?

Overconfidence in facial technology led to a father being arrested for 10 days and spending a year litigating to get a case dropped after misidentification. Overconfidence in incomplete technologies inevitably causes harm.In China, where this technology been nearly has the results mastered, dystopian. are umbrellas There, become have of privacy symbols with protestors them to hide using their faces while tearing down their local panopticons. Mass surveillance in the United States is growing in popularity. The security of advanced camera systems is disregarded by companies like Verkada in their rush to capture market shares. This company did not respect their users. It stood up infrastructure for profits sake and didn't care to think of potential consequences. They aren't the first to disrespect consumers, Police can access ring doorbells without owner consent or a warrant. Maybe our neighborhood's are already panopticons.



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