

Privacy could be the next big thing

Stuart Langridge
@sil
kryogenix.org



Market

Scanner and Service

Air Compre

Power T

8 28

Snacks

Non

Clear

C 20

Scanner and Service



COUPON may not be used in conjunction with other discounts or special offers. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

MINI TACO \$1.99
 Offer good on any **MINI TACO** \$1.99 or less. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

AMERICA'S BEST ...
FREE ...
 Go to ManagementEssentials.com for more information.

SAVE 30¢ ...
GIFT FREE ...
 Offer good on any **GIFT FREE** 10 oz. or larger. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

SAVE 30¢ ...
CARAMEL LIP BALM ...
 Offer good on any **CARAMEL LIP BALM** \$1.99 or less. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

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 Offer good on any **50¢ Off** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

SAVE 50¢ ...
 Offer good on any **SAVE 50¢** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

SAVE 50¢ ...
 Offer good on any **SAVE 50¢** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

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 Offer good on any **SAVE 50¢** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

SAVE 50¢ ...
 Offer good on any **SAVE 50¢** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

Save \$0.35 ...
 Offer good on any **Save \$0.35** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

OFF ...
 Offer good on any **OFF** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.

\$2.25 OFF ...
 Offer good on any **\$2.25 OFF** product. Limit one coupon per purchase. Void if replicated, altered or otherwise tampered with. For information on this offer, visit www.coupon.com or call 1-800-4-A-DEAL.



TORRANCE
HIGH SCHOOL

LETTERS

SCIENCES

The Incredible Story Of How Target Exposed A Teen Girl's Pregnancy



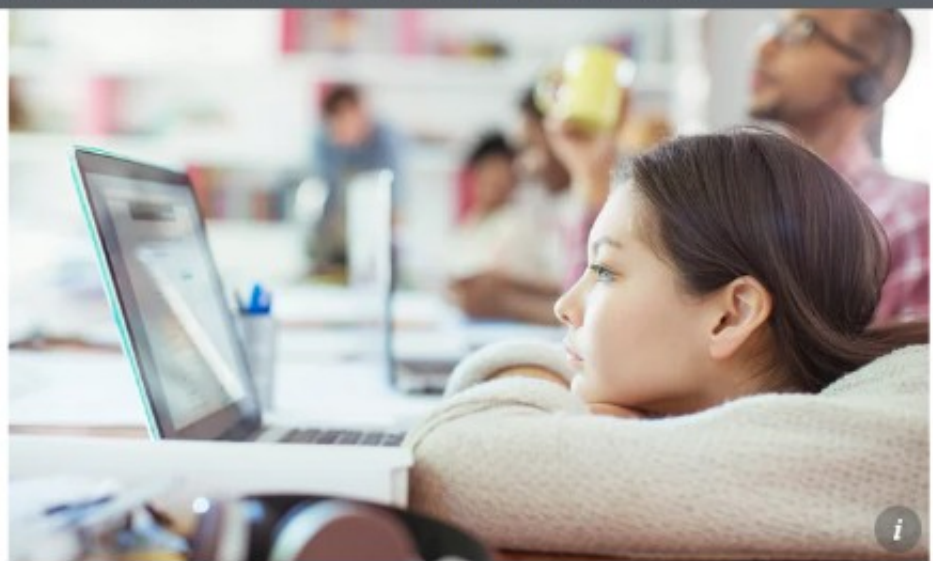
Gus Lubin ✉ 📧 🐦 🍷

🕒 Feb. 16, 2012, 10:27 AM 🔥 82,733

Target broke through to a new level of customer tracking with the help of statistical genius Andrew Pole, according to a [New York Times Magazine cover story](#) by Charles Duhigg.

Pole identified 25 products





Women less likely to be shown ads for high-paid jobs on Google, study shows

Automated testing and analysis of company's advertising system reveals male job seekers are shown far more adverts for high-paying executive jobs

Facebook patent: Your friends could help you get a loan - or not

by Ananya Bhattacharya @CNNTech

🕒 August 4, 2015: 6:58 PM ET







Uber Knows Too Much About You

The kind of data that Uber has access to— even if it's not, say, the actual contents of your email or the actual conversations you're having on your phone—is extremely invasive.



Sarah Jeong

May 27 2016, 5:34pm





Alan Garner

@AlanHangover



Isn't it great to live in the 21st century?
Where deleting history has become more
important than making it.

6:32 am - 15 May 2014

86 Retweets 63 Likes



4



86



63



**“If you're not paying for the product, you
are the product.”**

WRONG

“If you’re not paying for the product, you are the product.”

BAD


NO



"There is no correlation between how much money users pay and how well they're treated."



NATIONAL

 MITSUBISHI

AUDIO VIDEO  ADJUST  INPUT  CH  VOL   



creepy

aggregation



emergent phenomena



Market

Scanner and Service

Air Compre

Power T

8 28

2.00

2.00

8 33

Clear

C 20

Power T







“Amazing”

**Your data collection is creepy
when you use it to deduce things
you weren't told and shouldn't know**

5

ALCOHOL

CHEMIST

9

10

FRUIT & VEG

TOBACCO

FLOWERS

NEWSPAPERS

INFORMATION

ENTRANCE

CHECKOUTS

2

6

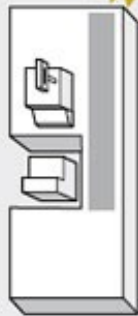
4

8

1

3

7



SUMMER SQUASH

A summer variety, yellow squash has a high water content and a smooth, clean flavor. Great when steamed.



SCORE 258

BELL PEPPERS

Very refreshing raw, and a classic flavoring in soups, stews and other cooked dishes. Packed with powerful antioxidants, plus a hefty dose of vitamin C.

ORGANIC

Mixed-Organic Cucumber

1.99

Red Bell Peppers

ANDI SCORE 50

CUCUMBER

Crisp and cool, cucumbers are more than 90 percent water. Mix chunks with greek yogurt, fresh dill, and lemon juice for tzatziki.

ANDI SCORE 149

EGGPLANT

A deep purple nightshade vegetable, eggplant is a healthy option for its many uses. It's highly durable, making a wonderful addition to soups.

WHOLE TRADE

Red Peppers \$3.99

WHOLE TRADE

Orange Peppers \$3.99

WHOLE TRADE

Yellow Peppers \$3.99

Green Bell Peppers \$2.49

Red Peppers \$2.99

Yellow Peppers \$2.49

Green Peppers \$2.99

Yellow Peppers \$2.99



WHOLE TRADE

Orange Bell Peppers \$5.99

WHOLE TRADE

Yellow Bell Peppers \$5.99

WHOLE TRADE

Green Peppers \$4.99

WHOLE TRADE

Red Peppers \$3.99

WHOLE TRADE

Yellow Peppers \$4.99

WHOLE TRADE

Green Peppers \$4.99

PICK & MIX
5 for £1.25

Wholemeal Plait
A soft wholemeal roll with a plain design

PICK & MIX
5 for £1.25

White Bread Roll
A soft white roll with a plain design

PICK & MIX
5 for £1.25

Batched Roll
A roll made with a dough which has been kneaded 3 times for a better texture

PICK & MIX
5 for £1.25

Batched Roll
A roll made with a dough which has been kneaded 3 times for a better texture

PICK & MIX
5 for £1.25

Bagel

Customer Information
Hot, fresh breads and pastries are available from 6am to 6pm. All products purchased from 6am to 6pm.



PICK & MIX
5 for £1.25

Seeded Wholemeal Roll
Made using wholemeal flour with a blend of seeds including sunflower, linseed, sesame and poppy seeds



PICK & MIX
5 for £1.25

Onion & Herb Ciabatta Roll
These ciabatta rolls made with extra virgin olive oil, contain onion, rosemary, thyme, oregano, basil, parsley, egg, yeast and parmesan



PICK & MIX
5 for £1.25

Sundried Tomato Ciabatta Roll
These ciabatta rolls made with extra virgin olive oil, contain sundried tomatoes, oregano, basil, parsley, egg, yeast and parmesan



PICK & MIX
5 for £1.25

Cheese Ciabatta Roll
These ciabatta rolls made with extra virgin olive oil, contain cheddar cheese, oregano, basil, parsley, egg, yeast and parmesan



PICK & MIX
5 for £1.25

Cinnamon & Raisin Bagel
These bagels are made with extra virgin olive oil, contain cinnamon, raisins, egg, yeast and parmesan

Ciabatta Bread
This bread is made with extra virgin olive oil, contains oregano, basil, parsley, egg, yeast and parmesan

£2



PICK & MIX
5 for £1.25

Honey & Sunflower Square
These soft squares made with extra virgin olive oil, contain honey and sunflower seeds



PICK & MIX
5 for £1.25

Bread Roll with Cheese & Onion
Soft white roll with cheddar and onion



PICK & MIX
5 for £1.25

Poppy Seeded White Roll
Soft white roll with poppy seeds and onion



PICK & MIX
5 for £1.25

Butter Croissant
Soft white roll with butter



PICK & MIX
5 for £1.25

Everything Bagel
These bagels are made with extra virgin olive oil, contain sesame seeds, poppy seeds, onion, garlic, egg, yeast and parmesan

2



Save



FREE
COTTONELLE
FASTFRESH HANGER

Food Lion's
TRADITION
continues as we
LOWER PRICES
throughout the store.

FEEL CLEANER and FRESHER than with toilet paper a...

6 PACK
Spic Span
SCENTED CLEANING
WIPES

Ziploc
DOUBLE GUARD
GREATER PROTECTION

3.29
BUY 3
GET 1 FREE

3.29
BONUS 20%
STORAGE QUANT 30

5 TOTAL BAGS
4XL 1L
Ziploc
6.49

BONUS 20%
STORAGE QUANT 30
Ziploc

Softness
Done Right
Call the right
amount of softness
using the right
Scott's



QUILTED
NIGHTWEAR

ultra soft
ultra soft

Angel Soft

Scott's
1000

Scott's
36

Scott's
36

Scott's
36

Scott's
36

Scott's
36

Scott's
36

Scott's
1000

Smart
Option

Cottonelle
Fresh

Cottonelle
Fresh

Cottonelle
Fresh

Smart
Option

JOHNNIE WALKER



JOHNNIE WALKER
EXPLORERS' CLUB
COLLECTION

JOHNNIE WALKER
HOUSE
MUMBAI AIRPORT

WALKER & SONS

THE WHISKEY COLLECTION

CIGARS

COGNAC

THE WINE COLLECTION

WHISKY

WHISKY

WHISKY

MALT WHISKY

MALT WHISKY

TOP PICK

VAT 69

185 / EACH

14

SAVE US\$4
WITH PURCHASE OF 2 BOTTLES



TOP PICK

GET A BAG

THE GLENLIVET



“Every aspect of a store’s layout is designed to stimulate shopping serendipity”

trapped

you can't opt out

unrealistic

Book Reviews

Back to results

ihstudio...
4.3 ★★★★★ · 111 reviews
Conference Centre

SAVE NEARBY SEND TO YOUR PHONE SHARE

13 flexible conference/banking rooms for 2-200 people plus an atrium bar for events and networking.

7 Cannon St, Birmingham B2 5EP
ihstudio.co.uk
0121 634 2000
Suggest an edit

Popular times **weekdays**
Less busy than usual

Add a photo

Review summary

5+ 4+ 3+ 2+ 1+

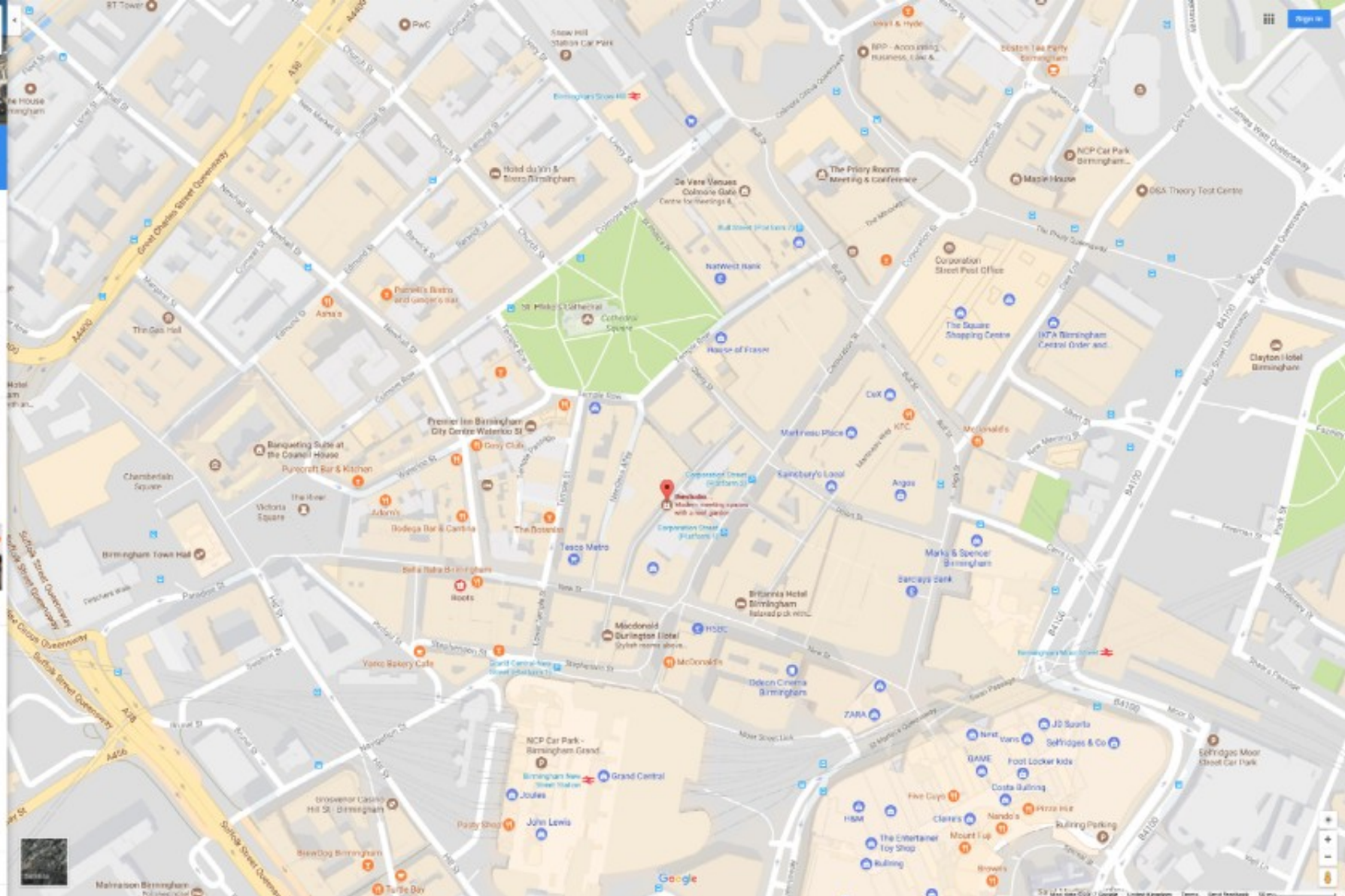
4.3
★★★★★
111 reviews

"Great service by staff!"

"Good food and nice location and friendly environment"

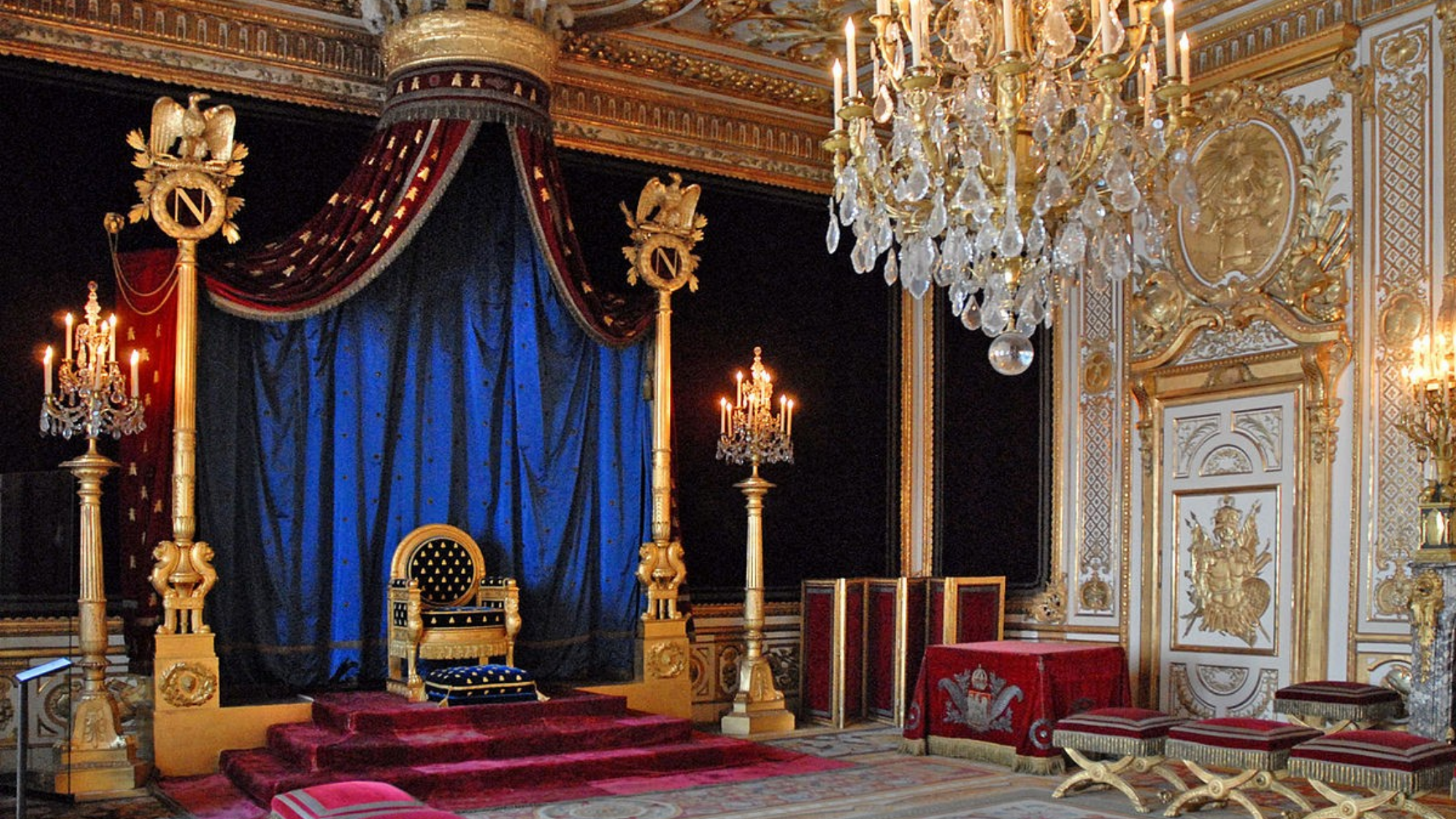
"Of all the people having to push because there was no room to move."

WRITE A REVIEW











**“If you leave your phone behind, it’s like
missing limb syndrome”**

you can't regulate it away

THE TIMES OF INDIA
INDIA

Right to Privacy is a fundamental right, it is intrinsic to right to life: Supreme Court

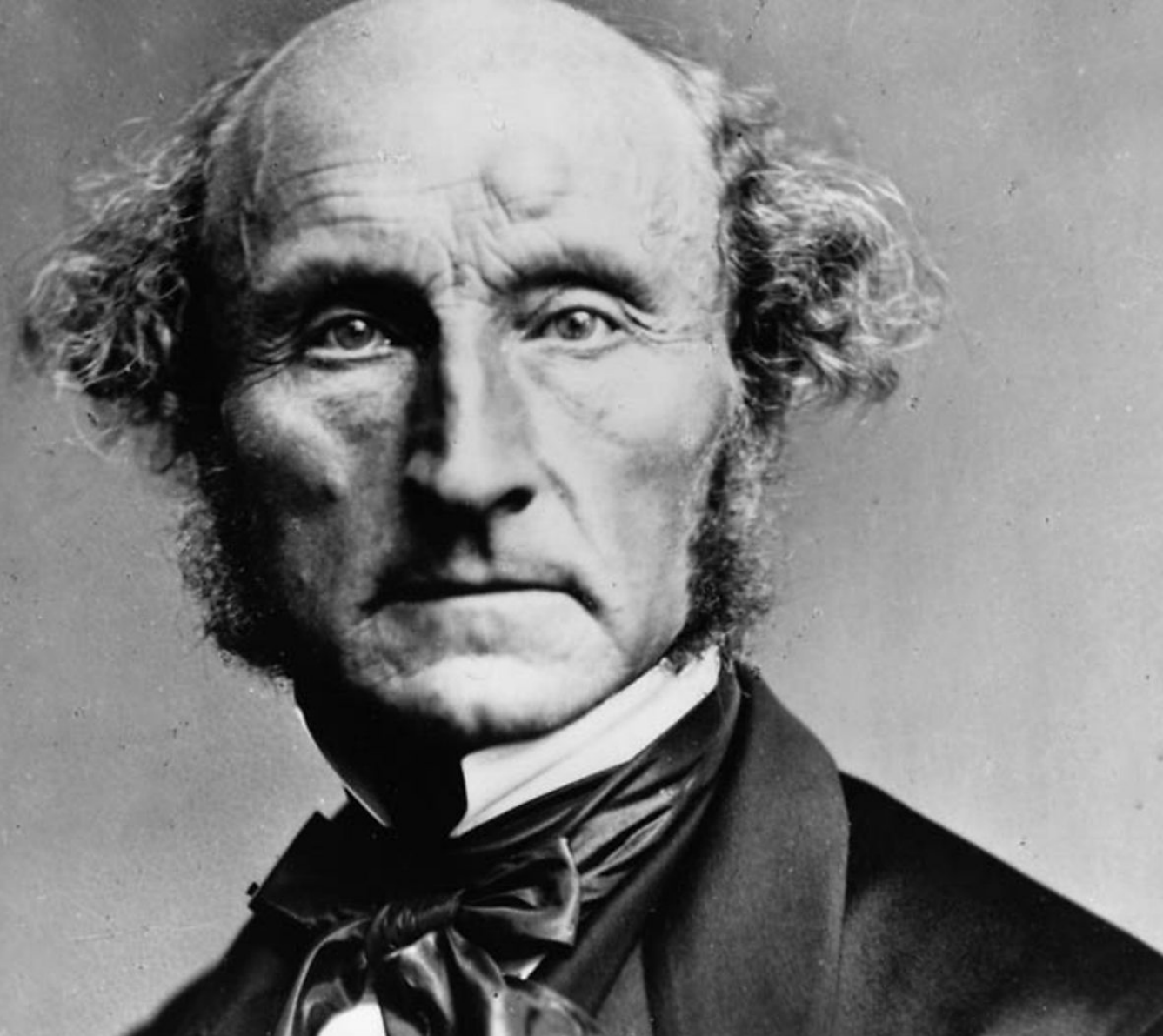
Dhananjay Mahapatra and Amit Anand Choudhary | TNN | Updated: Aug 24, 2017, 23:03 IST



HIGHLIGHTS

- The order affects all 134 crore Indians
- The apex court overruled previous judgments on the privacy issue
- It overruled an eight-judge bench judgment in the MP Sharma case and a six-judge bench judgment in Kharak Singh case
- Both earlier judgments ruled that privacy is not a fundamental right.

NEW DELHI: The [Supreme Court](#) (SC) on Thursday ruled that privacy is a



**“laws passed by governments are about the
ninetieth most important restriction on our
freedom of speech”**

you can't shout



Sarah Mei 

@sarahmei



So....Mozilla knows, right, that "privacy" has never been an effective selling point for software? Like ever?

you can't reboot the public

The children of the revolution were faced with
the age-old problem:

it wasn't that you had the wrong kind of
government, which was obvious, but that you
had the wrong kind of people

More than 70% of people would reveal their password in exchange for a bar of chocolate

technology is not the fix



[matrix]

 **Purism**





NordVPN



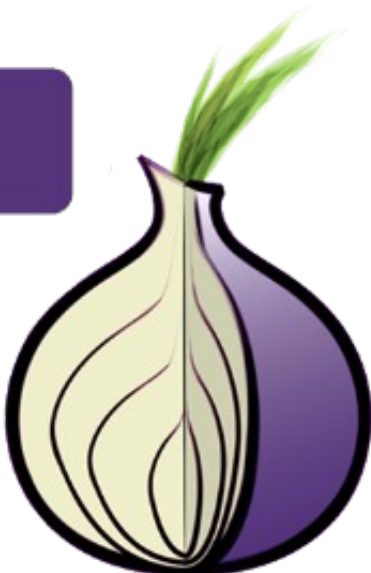
LastPass 



dashlane



1Password 

T  **r**



**“Freedoms are not being taken away;
we are just afraid to use them”**

**“If you feel you are being
watched,
you change your behaviour”**

no choice

the next ten years











82% of people are not comfortable with the sale of their data to third-parties in exchange for speed or convenience or product range

Half of all people have avoided doing some basic stuff online because they have concerns about how their data will be used

disrupt



The way you overcome an incumbent business is
by doing battle on a field that they can't
compete on

a weapon which only hurts bad people



Privacy experts too paranoid even for lunch

29-08-14



The UK's top authorities on privacy law



how?

differential privacy

$4\sqrt[3]{12\epsilon^2 2^{-d}}$, for at least a $1-\alpha$ fraction of the pairs (r, b) . The bit b is unimportant here since it only switches D_r and its complement \bar{D}_r . The distance between $Z(D_r)$ and $Z(D)$ is exactly the same as the distance between $Z(\bar{D}_r)$ and $Z(D)$, since $Z(D)$ is the mid-point between the two. Thus, the statement holds even over pairs of the form $(r, 0)$. This proves Lemma 2.

Proof (Proof of Claim 1). Let p^* be the minimum over x of $p(z|x)$. Let $q_x = p(z|x) - p^*$ and $\bar{q} = p(z) - p^*$. The variance of $\hat{p}(z)$ is the same as the variance of $\hat{p}(z) - p^*$. We can write $\hat{p}(z) - p^*$ as $\frac{2}{2^d} \sum_x q_x \chi_0(x)$, where $\chi_0(x)$ is 1 if $x \in D_{r,b}$. The expectation of $\hat{p}(z) - p^*$ is \bar{q} , which we can write $\frac{1}{2^d} \sum_x q_x$.

$$\text{Var}_{r,b} [\hat{p}(z)] = \mathbb{E}_{r,b} \left[\left(\frac{2}{2^d} \sum_x q_x \chi_0(x) - \frac{1}{2^d} \sum_x q_x \right)^2 \right] = \mathbb{E}_{r,b} \left[\left(\frac{1}{2^d} \sum_x q_x (2\chi_0(x) - 1) \right)^2 \right] \quad (6)$$

Now $(2\chi_0(x) - 1) = (-1)^{r \odot x \oplus b}$. This has expectation 0. Moreover, for $x \neq y$, the expectation of $(2\chi_0(x) - 1)(2\chi_0(y) - 1)$ is exactly $1/2^d$ (if we chose r with

what data do we collect?

overt and covert

Covert
device specs, other apps installed, location, ...

Overt

age, gender, postcode, ethnicity
education level, marital status
children, homeowner..

classify and identify your users

The image shows two vintage metal buckets. The bucket on the left is taller and has a more pronounced, irregular shape, with a handle that appears to be made of wood or a different material. The bucket on the right is shorter and more cylindrical, with a metal handle. Both buckets show significant signs of age, including rust and a mottled, greyish-blue patina. They are positioned against a rough, light-colored wall with some darker patches. The word "buckets" is written in a simple, white, sans-serif font in the center of the image, overlapping the space between the two buckets.

buckets

age buckets
under 18, 18-24, 24-35, 35-44, 44-60, 60+

the randomised response method

lie

demo

tune the lies

```
If (Math.random() < 0.1) {  
age_bucket_index = age_bucket_index - 1;  
}
```

data science

competitive advantage



CLIMATE SUMMIT

WHAT IF IT'S
A BIG HOAX AND
WE CREATE A BETTER
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- ETC. ETC.



10/19 USA TODAY

JOEL PITT


help understand

**It's not OK that you're made to feel
uncomfortable**

false dilemma

it's us

change the story



the seesaw tips

@sil

KRYOGENIX.ORG

