Remember...

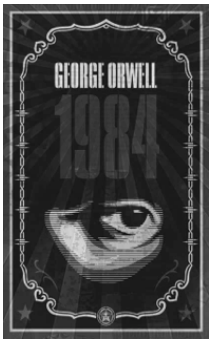
Sweet Dreams...

- Some of them want to **use** you
- Some of them want to **get used** by you
- Some of them want to **abuse** you
- Some of them want to **be abused**

Eurythmics, 1983

BIG BROTHER IS WATCHING YOU!

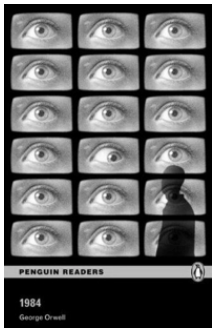
Who is Big Brother?



He is a fictional character in ***George Orwell's*** novel ***1984***.

He is the *dictator* of a *totalitarian* state where the ruling Party wields total power for its own sake *over* the inhabitants.

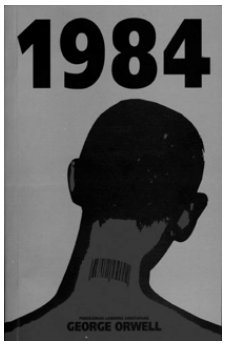
Who is Big Brother?



In the society that Orwell describes, *everyone is under complete surveillance* by the authorities *by telescreens.*

The people are constantly reminded of this by the phrase *"Big Brother is watching you."*

Who is Big Brother?



Since the publication of *1984*, the term *"Big Brother"* has entered the lexicon as a synonym for *abuse of government power,* particularly in respect to *civil liberties*, often specifically related to mass surveillance.

Protecting your

Privacy II.

What is Privacy?

- Privacy is your right ***to control*** what happens with ***your personal information.***
- Privacy can simply be defined as the right to be left alone. It is a comprehensive right and it is the right most valued by a free people. ***It is a fundamental human right.***

Why protect it?

NOT TO BE ABUSED!

It's true...

BIG BROTHER IS REAL.

~~Who is He?~~ Who are They?

- Government Agencies:
  - Secret Services
  - Revenue Services
- Private Organizations:
  - Corporations ←
  - Financial Institutes
  - Groups of Organized Crime (~The Mafia)

What do Corporations want?

PROFIT (MONEY)

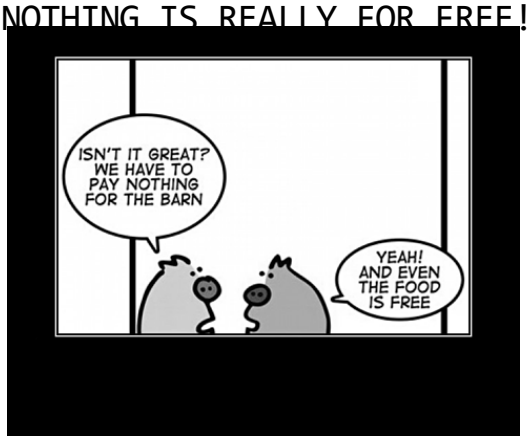
How do They make Profit?

BY SELLING PRODUCTS.

Corporations will do...

ANYTHING FOR PROFIT!

NOTHING IS REALLY FOR FREE!



CONTROL YOUR INFORMATION!

CONTROL YOUR INFORMATION!

CONTROL YOUR INFORMATION!

Your Information:

- Name, Gender, Age, Location
- Language, Education, Profession
- Relationship Status and Preferences
- Political and Religious Views
- Social Relations
- Consumption Preferences (Brands, Products, Media)
- Contacts (Addresses, Phones, e-mails)
- Media Files (Images, Audio & Video)

If you're not Controlling your Information...

THEY'LL CONTROL YOU!

How?

- You allow them ACCESS to your information.
- They TRANSFER your information and RECORD them on their servers.
- They PROCESS your information (along with others').
- Thus, they CREATE new information on:

HOW TO MANIPULATE YOU...