



BIG DATA: An Introduction

Nov 2014

Agenda

- 1.A Simple Scenario
- 2.Who is Tracking You?
- 3.How are They Doing It?
- 4.Why are They Tracking You?
- 5.I've Got Nothing To Hide!
- 6.Solutions

WHAT IT'S LIKE WHEN YOU
READ A NEWSPAPER...



WHAT IT'S LIKE WHEN YOU
READ NEWS ONLINE...



Once upon a time...

 #CryptoPartyTO

to
crypto

Who is Tracking You?

- Your PCs and Gaming Devices
- Your Employer
- Services You Use (Google, Facebook, Apps)
- Government Agencies
- Corporations and Ad Firms
- The Police
- Your Internet Service Provider (Bell, Rogers, etc)
- Anyone Inclined To Do So...

How are They Doing it?

- GPS
- Internet
- Traffic Cameras
- Computer/Cellphone Cameras and Microphones
- Public Sound Surveillance
- Biometrics
- DNA
- Microchips
- Facial Recognition

Wait, How are They Doing it?

- Cookies
- Malware
- Spyware (Xkeyscore, Prism, Tempura, Riot...etc)
- Third party software (Net Nanny, iSpy...)
- Logistics (Cellphone Towers, Traffic Counters...)
- Your devices (Phones, TVs, Computers)

Why are They Tracking You?

- Marketing
- Public Safety
 - Total Information Awareness
- Surveillance: An Aid to Censorship
- Predictive Behaviour Technology

I've Got Nothing to Hide...

- Marketing
- Public Safety
 - Total Information Awareness
- Surveillance: An Aid to Censorship
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- Check out projects like:
 - www.prism-break.org and www.securityinabox.org
- Anonymize certain activity online (Banking, Shopping)
- Be mindful of your Browser
 - Use Privacy Add-ons
 - Use a Privacy-Friendly Search Engine
- Encrypt important information
- Consider switching from Windows and IOS
- Switch to Privacy-Friendly Voice/Video/IM services

To learn more visit the Big Data workstation

