

# Future privacy



SOGETI

# “Nothing to hide” isn't the biggest concern

Amsterdam 27-5-2015

Wouter van Rooij, Security Specialist



SOGETI

# Agenda

- ▶ **About me**
- ▶ **What if?**
- ▶ **Who am I?**
- ▶ **Now and then**
- ▶ **Innovation**
- ▶ **Countermeasures**

# About me

- ▶ Security enthusiast
- ▶ Native hacker
- ▶ Pentester



# Human behavior

- ▶ Different input → different output

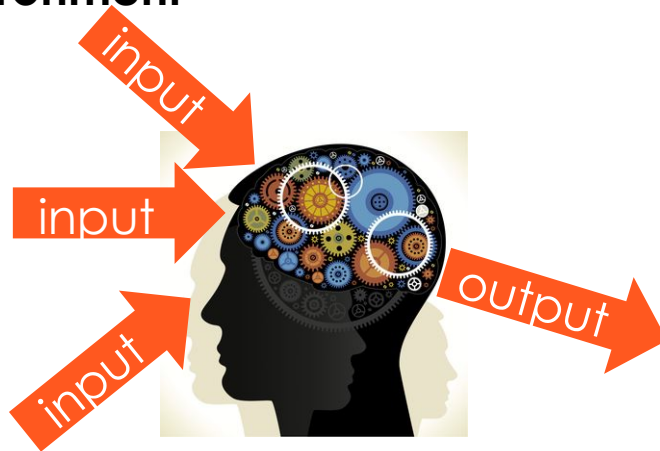






# Human behavior

► Add the environment





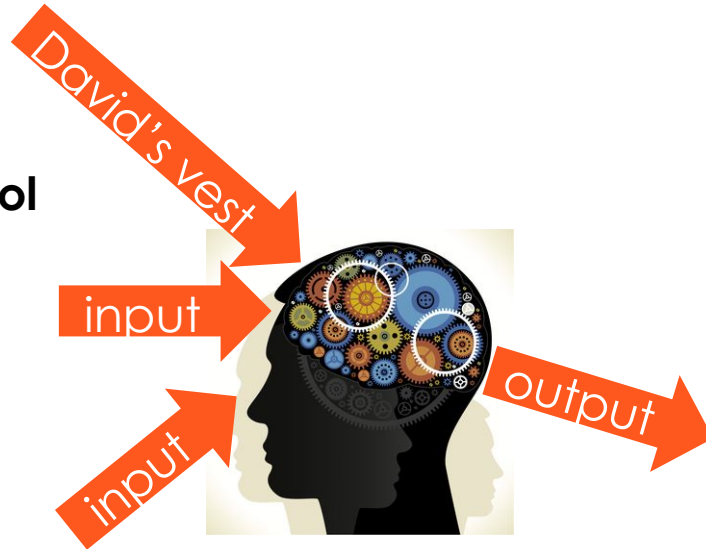
# David Eagleman

- ▶ Feed information to the brain
- ▶ Unusual channels



# What if

## ► Input control



It happens!



# On a massive scale

- ▶ **Personalized Google Search**
- ▶ **Personal advertising**
- ▶ **Personalized Facebook newsfeed**
- ▶ **Personalized news pages**
- ▶ **Etc.**

# Combination magic

- ▶ **Knowing that people are watching over your shoulders**
- ▶ **Input selection based on algorithms**
- ▶ **Lesser control of the input**
- ▶ **Changes your output**

# What makes me who I am

- ▶ **Experience**
- ▶ **Values**
- ▶ **Opinion**
- ▶ **Knowledge**
- ▶ **Choices**

# Yesterday's heroes

- ▶ **Odysseus**
- ▶ **Galileo**
- ▶ **Jeanne d'Arc**

# Today's heroes

- ▶ **Edward Snowden**
- ▶ **Julian Assange**
- ▶ **Nelson Mandela**
- ▶ **Wouter van Rooij**



# Innovation

- ▶ **Through experience**
- ▶ **Through knowledge**
- ▶ **Through choices**
- ▶ **Through values**
- ▶ **Through opinions**

# What stopped innovation?

- ▶ **Church**
- ▶ **Government**
- ▶ **Regulation**

# What stops innovation now

- ▶ **Governments**
- ▶ **Regulation**
- ▶ **Companies**
- ▶ **Filtering of:**
  - ▶ **Knowledge**
  - ▶ **Opinions**
- ▶ **And thereby:**
  - ▶ **Experience**
  - ▶ **Ability to make choices**

# Countermeasures

- ▶ I won't give them to you
  
  
  
  
  
  
  
  
  
  
  
  
  
- ▶ Because it limits

Knowledge is power



SOGETI