

**Why privacy is not  
about the tools but  
about the mindset**



# Hello!

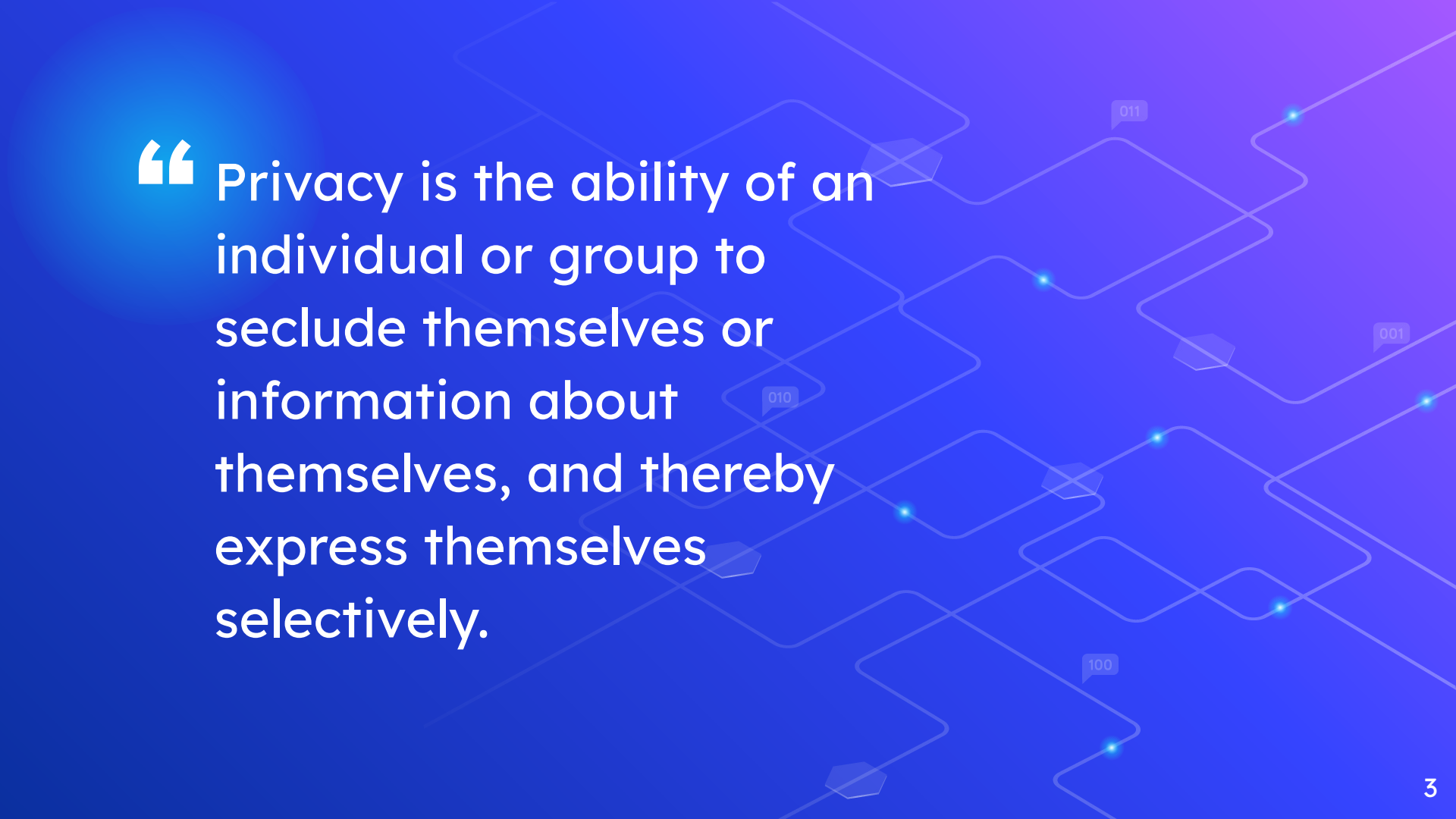
I am Anxhelo Lushka

UI/UX Developer

Privacy Advocate

You can find me at **lushka.al**





“ Privacy is the ability of an individual or group to seclude themselves or information about themselves, and thereby express themselves selectively.

# 1. Why privacy matters

Let's start with a few reasons why



# Knowledge is power

Knowledge about you is power over you.  
Your information will be used to anticipate  
your actions and manipulate the way you  
shop, vote, and think.

# Judgement

Without privacy, you might be so afraid that you're being judged by others that you won't try or learn new things, even if you're not doing anything wrong.

# Cherrypicking

Your personal information and private communications can be “cherrypicked” to make you look like a bad person or a criminal, even if you’re not.



# Information sharing

Not all information in your control is yours to share. Information shared privately with you by friends, family, and coworkers is not yours to reveal to a government, company, or another person.



# Sticking out

By exercising your right to privacy, you make it easier for others, such as activists and journalists, to do so without sticking out.

# Societal standards

You are not and will not be judged by your own standards. Standards differ between people and organizations, and standards shift with time. Even if your behavior is deemed acceptable today, it can be held against you tomorrow.

# Trust

Sharing personal data, even with a party you trust, means it is out of your control and at risk of being hacked or sold.

# Social boundaries

Social boundaries are created when we are able to keep parts of our life private. You might want to prevent some people, such as former partners, employers, or family, from knowing certain things about you.

# Tools we can use

A few tools we can use to start regaining and protecting our privacy



# privacytools.io

## Providers

Cloud Storage  
DNS  
Email  
Hosting  
Pastebins  
Search Engines  
Social Networks  
Social News Aggregators  
VPN

## Web Browsers

Firefox  
Tor  
Bromite  
Extensions

## Software/OS

Calendar/Contacts Sync Tools  
Digital Notebook  
Email Clients  
File Encryption and Sharing  
Password Manager  
Productivity Tools  
Real-Time Communication  
Secure File Sync  
Self-contained Networks  
Self-Hosted Cloud Server

# Why mentality matters

Using these tools does not help us in the long run, and **digital education matters more**





Change is hard.



# Thanks!

**Any questions?**

You can find me at:

[hello@lushka.al](mailto:hello@lushka.al)



# Credits

Special thanks to all the people who made and released these awesome resources for free:

- ⬡ Presentation template by [SlidesCarnival](#)
- ⬡ Photographs by [Unsplash](#)