

A video conference screen shows Mark Zuckerberg, founder of Facebook, speaking via video link. He is wearing a dark suit and tie, and has a surprised or shocked expression on his face. The background is a plain, light-colored wall. In the foreground, two professional video cameras on tripods are positioned to record the hearing. One camera is on the left, and another is on the right. The background shows the interior of a congressional hearing room. Several members of Congress are seated at a long wooden table, wearing face masks. A large American flag is visible in the upper left corner of the room. The overall scene suggests a formal legislative proceeding.

privacy



privacy

non-public

privacy

non-public

privacy

tool for  
thought

security

non-public

privacy

tool for  
thought

security

non-public

privacy

tool for  
thought

liberty from  
intrusion



Christopher Hitchens



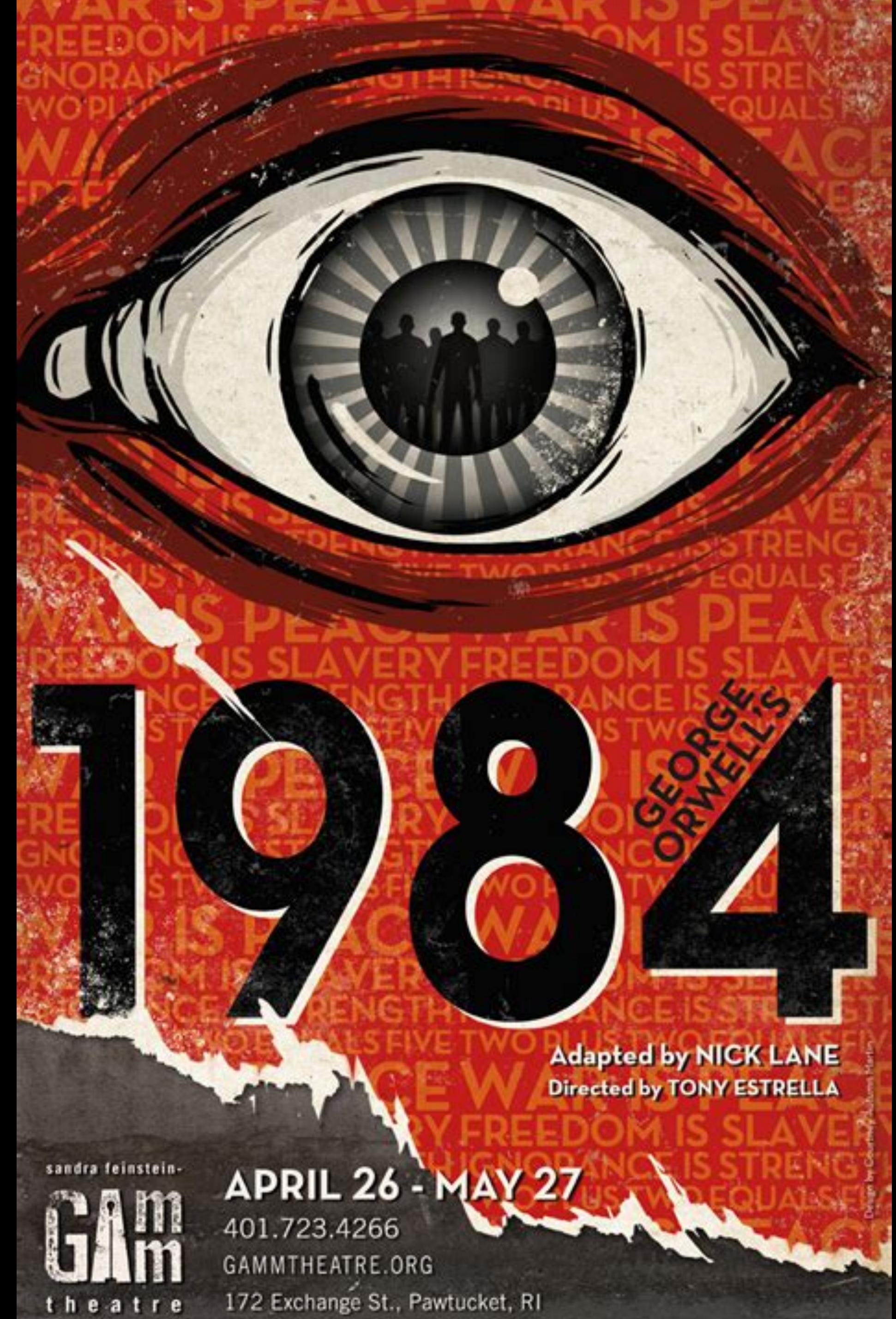
Saddam Hussein



Kim Jong-un & Kim Jong-il



Ali Khamenei





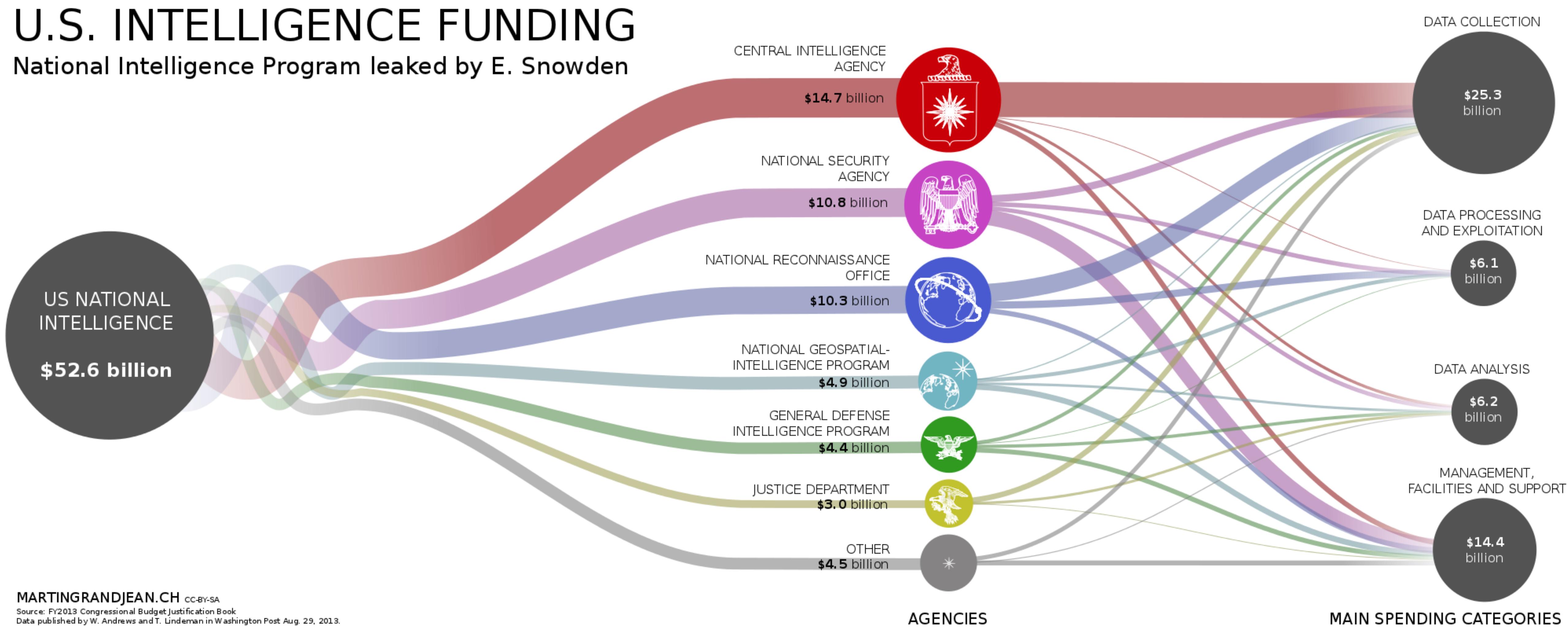




Edward Snowden

# U.S. INTELLIGENCE FUNDING

National Intelligence Program leaked by E. Snowden





## (TS//SI//NF) PRISM Case Notations



P2E  
SQC  
120001234

PRISM Provider  
P1: Microsoft  
P2: Yahoo  
P3: Google  
P4: Facebook  
P5: PalTalk  
P6: YouTube  
P7: Skype  
P8: AOL  
PA: Apple

Fixed trigraph, denotes  
PRISM source collection

Year CASN established  
for selector

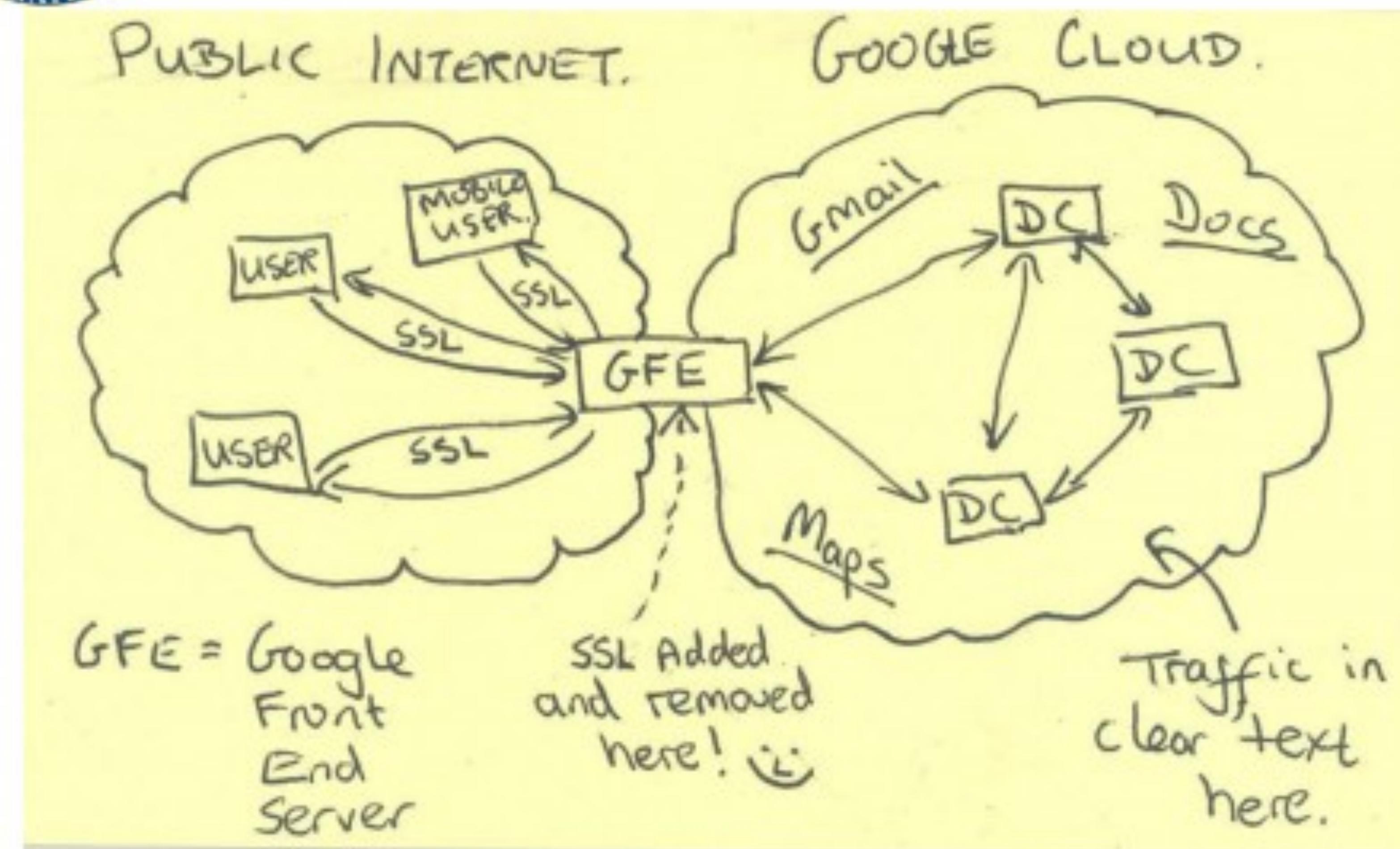
Serial #

## Content Type

- A: Stored Comms (Search)
- B: IM (chat)
- C: RTN-EDC (real-time notification of an e-mail event such as a login or sent message)
- D: RTN-IM (real-time notification of a chat login or logout event)
- E: E-Mail
- F: VoIP
- G: Full (WebForum)
- H: OSN Messaging (photos, wallposts, activity, etc.)
- I: OSN Basic Subscriber Info
- J: Videos
- . (dot): Indicates multiple types



# Current Efforts - Google











Smurfs  
and ANT

Leaky Apps

data

Pattern of  
Life

NSA  
overreach

Smurfs  
and ANT

Leaky Apps

data

metadata

Pattern of  
Life

NSA  
overreach

Smurfs  
and ANT

Leaky Apps

data

metadata

encryption

Pattern of  
Life

NSA  
overreach

data

=

content

metadata

=

activity records



**Filename:** Tadzik.jpg  
**Author:** Piotr Kononow  
**Date:** August 15, 2016 6:40:10PM  
**File:** 5,312 × 2,988 JPEG  
15.9 megapixels  
3,393,448 bytes  
(3.2 megabytes)  
**Camera:** Samsung SM-G920F  
4.3 mm  
**Lens:** Max aperture f/1.9  
(shot wide open)  
Auto exposure  
Program AE  
**Exposure:** 1/402 sec  
f/1.9  
ISO 40  
**Flash:** none





data

<b>Filename:</b>	Tadzik.jpg
<b>Author:</b>	Piotr Kononow
<b>Date:</b>	August 15, 2016 6:40:10PM
<b>File:</b>	5,312 × 2,988 JPEG 15.9 megapixels 3,393,448 bytes (3.2 megabytes)
<b>Camera:</b>	Samsung SM-G920F 4.3 mm
<b>Lens:</b>	Max aperture f/1.9 (shot wide open) Auto exposure Program AE
<b>Exposure:</b>	1/402 sec f/1.9 ISO 40
<b>Flash:</b>	none



metadata

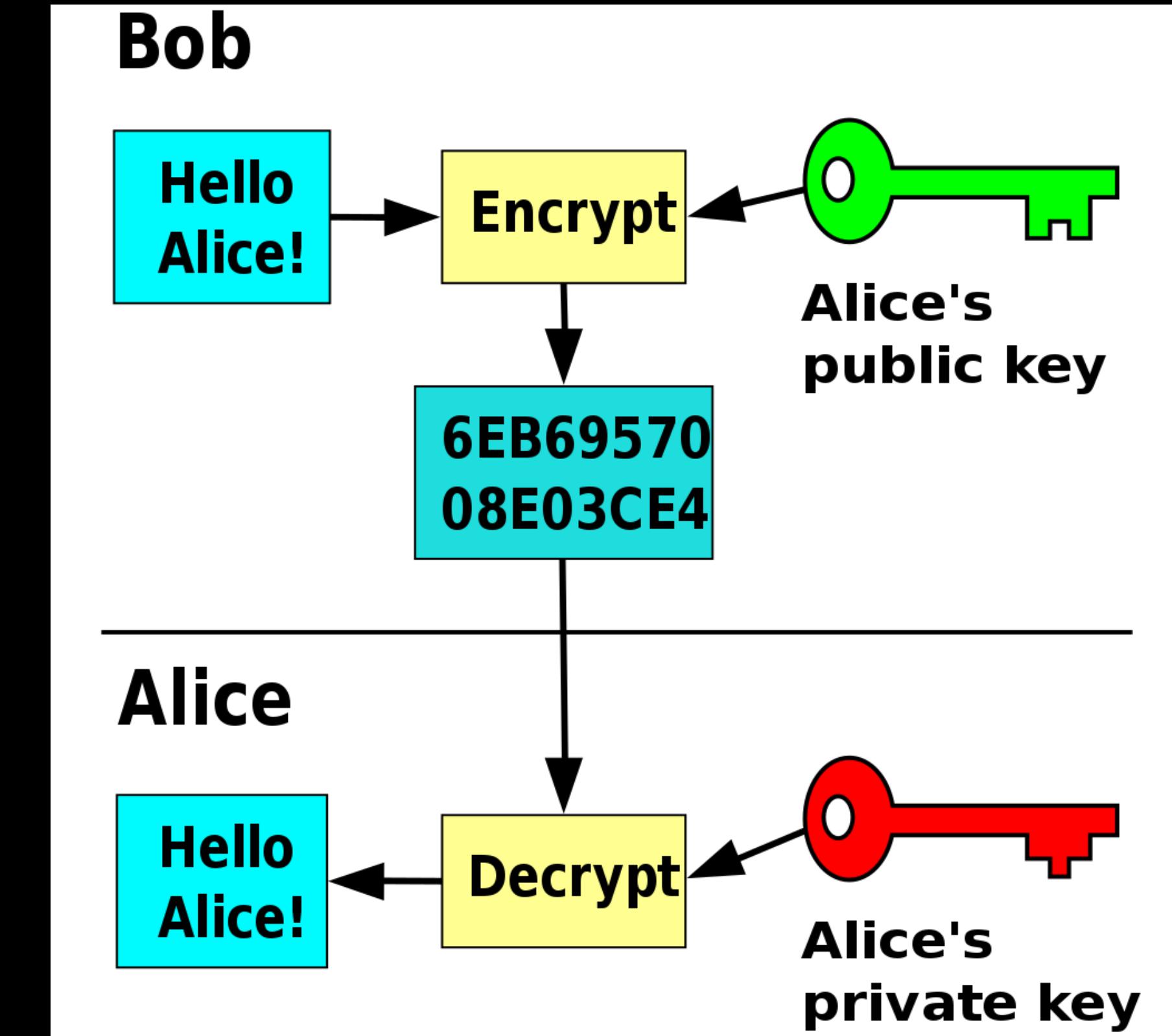
encryption

encryption

cryptography

# encryption

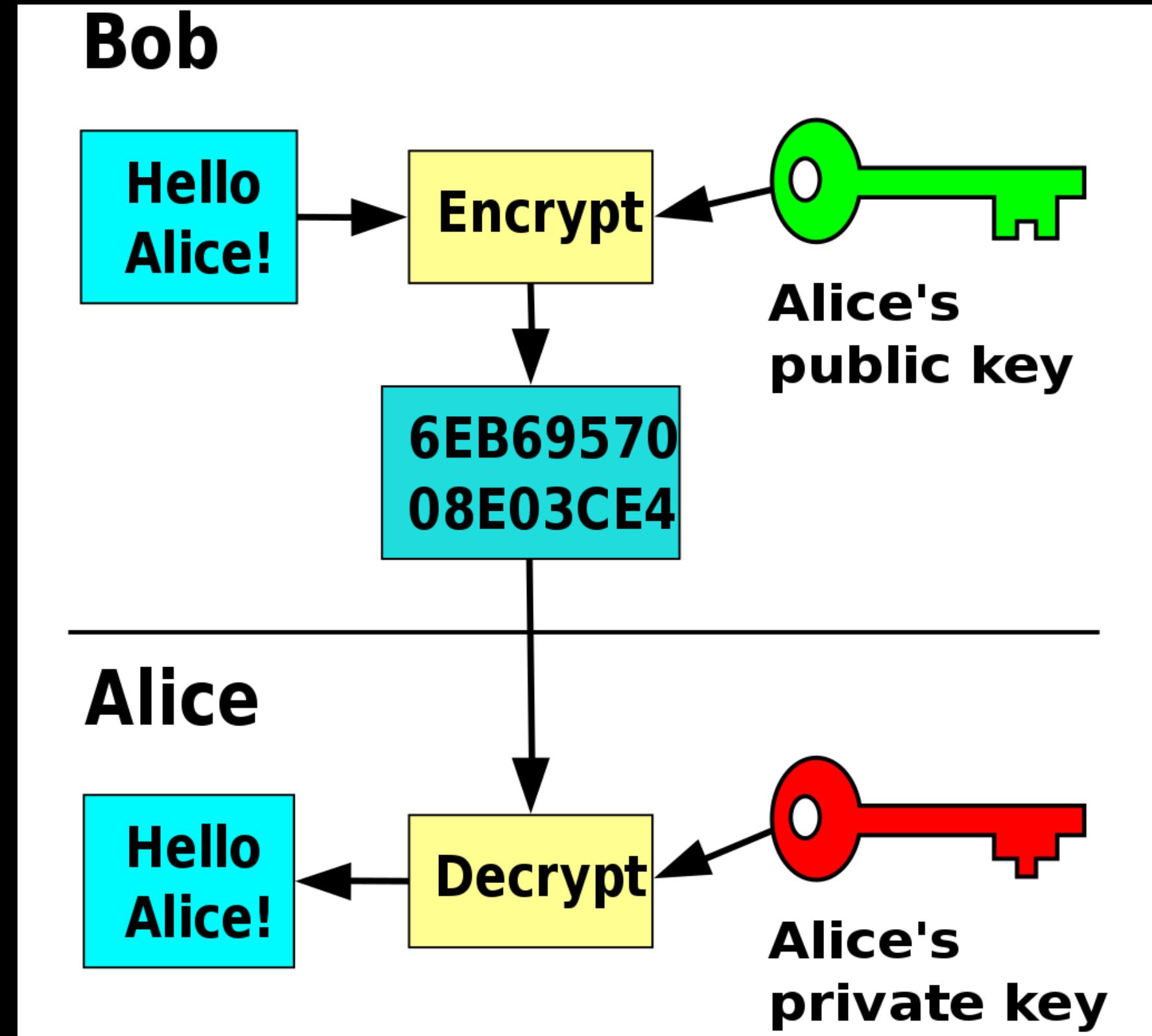
## cryptography





# encryption

# cryptography



00:05:15.504

00:02:39.110 00:34:08.303

PERSONALITY PROFILE

DEJA-VU MODEL



CURRENT MOOD



DEDUCMENTS



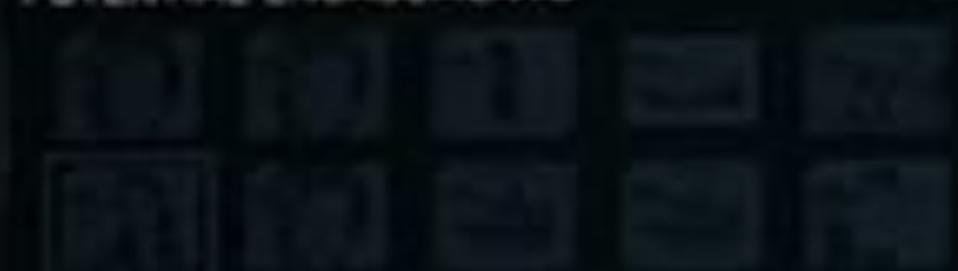
PERSUADABILITY INDEX



ACTIVITY HISTORY



POTENTIAL ENGAGEMENTS



LINKS + CONNECTIONS

319  
Lulu, C

219.298.341.00  
0.2 \$45.36 0.00

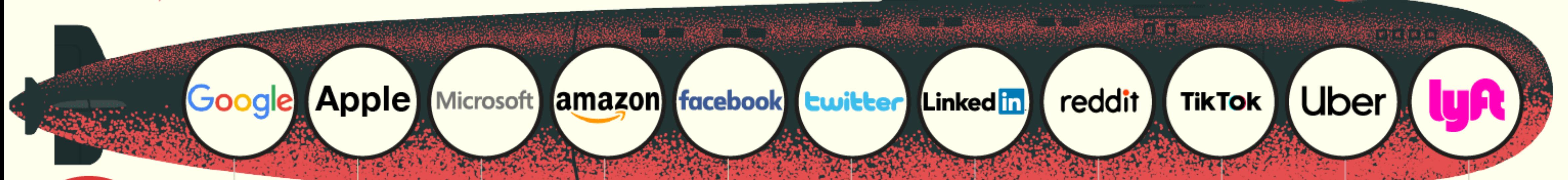
WATCH HISTORY



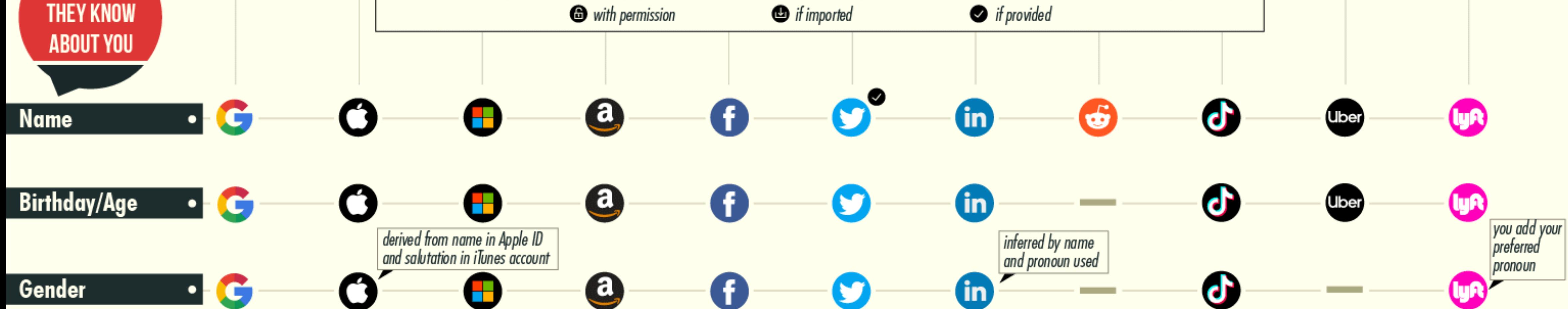
CALENDAR

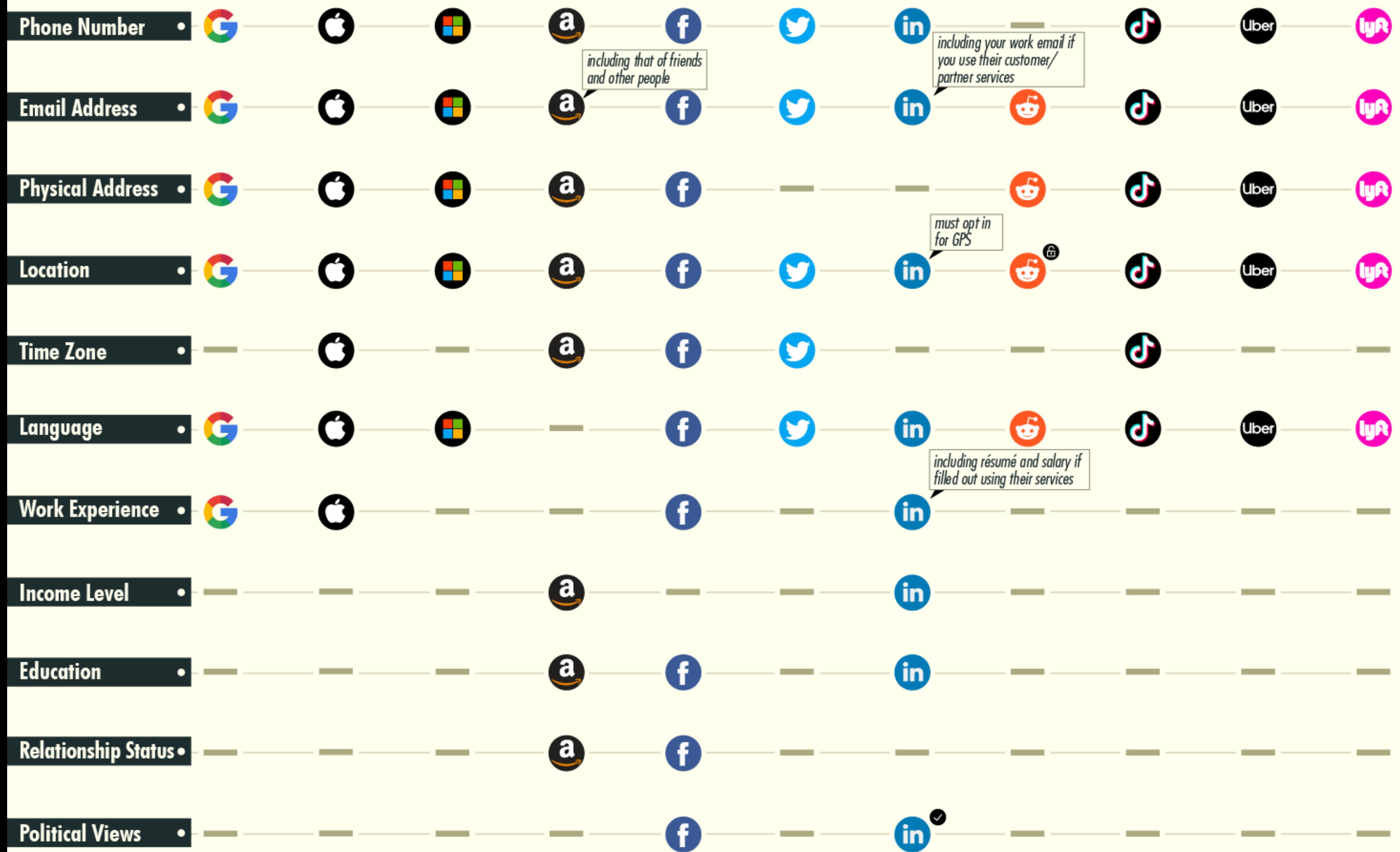


# What Information Are Giant Tech Companies Collecting From You?



INFORMATION  
THEY KNOW  
ABOUT YOU





## Race/Ethnicity



## Religious Views



## Background Check/ Criminal Record

## Government IDs (such as Social Security and driver's license numbers)



deleted after  
30 days

used to verify  
account, deleted  
within 14 days



for drivers or if  
requesting alcohol  
through UberEats

if driver

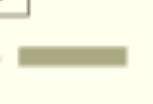
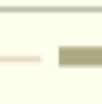
## Payment Information



if registered for a  
premium service

if registered for a  
premium service

## Credit Card Information



including  
credit history  
information

if purchased through  
their products

if purchased through  
their products

## Purchase History/Activity



if purchased through  
their products

only those  
listed in your  
addresses

your information is also  
collected when others  
import their contacts.

if selected to  
split fares with

## Contacts and Their Information



if you share  
content with or  
invite them

Events on  
Facebook

## Calendar Events

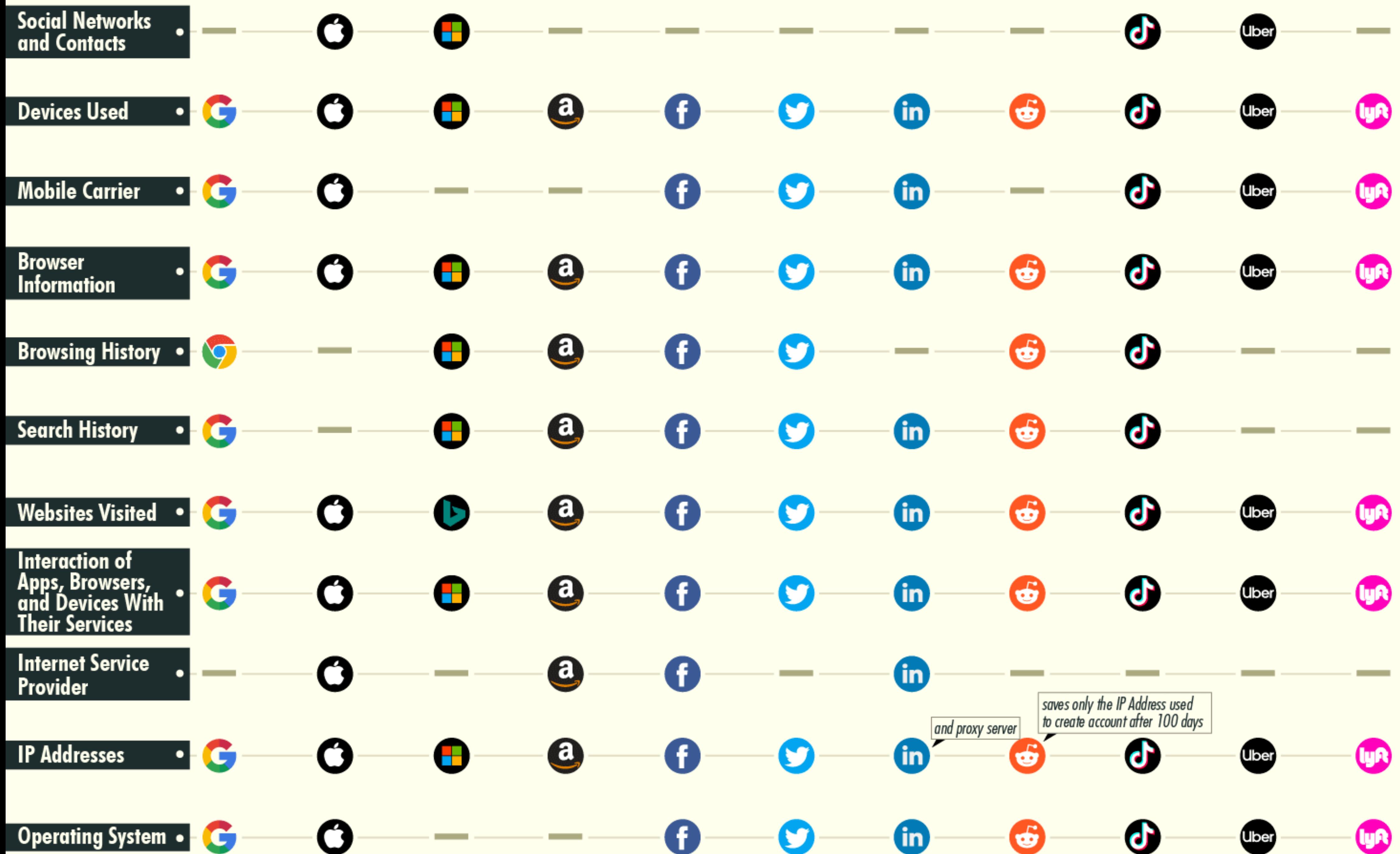


## Interests

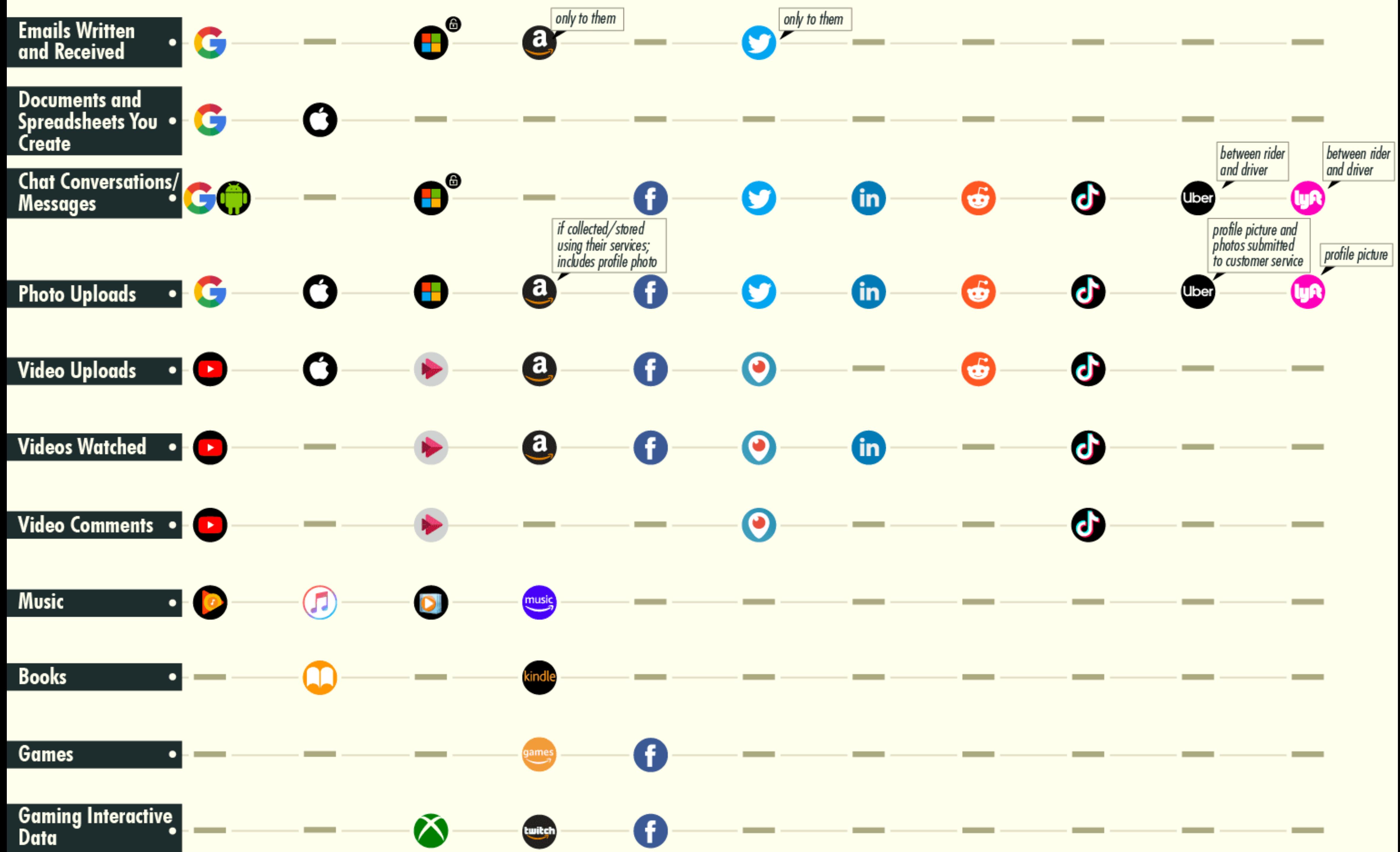


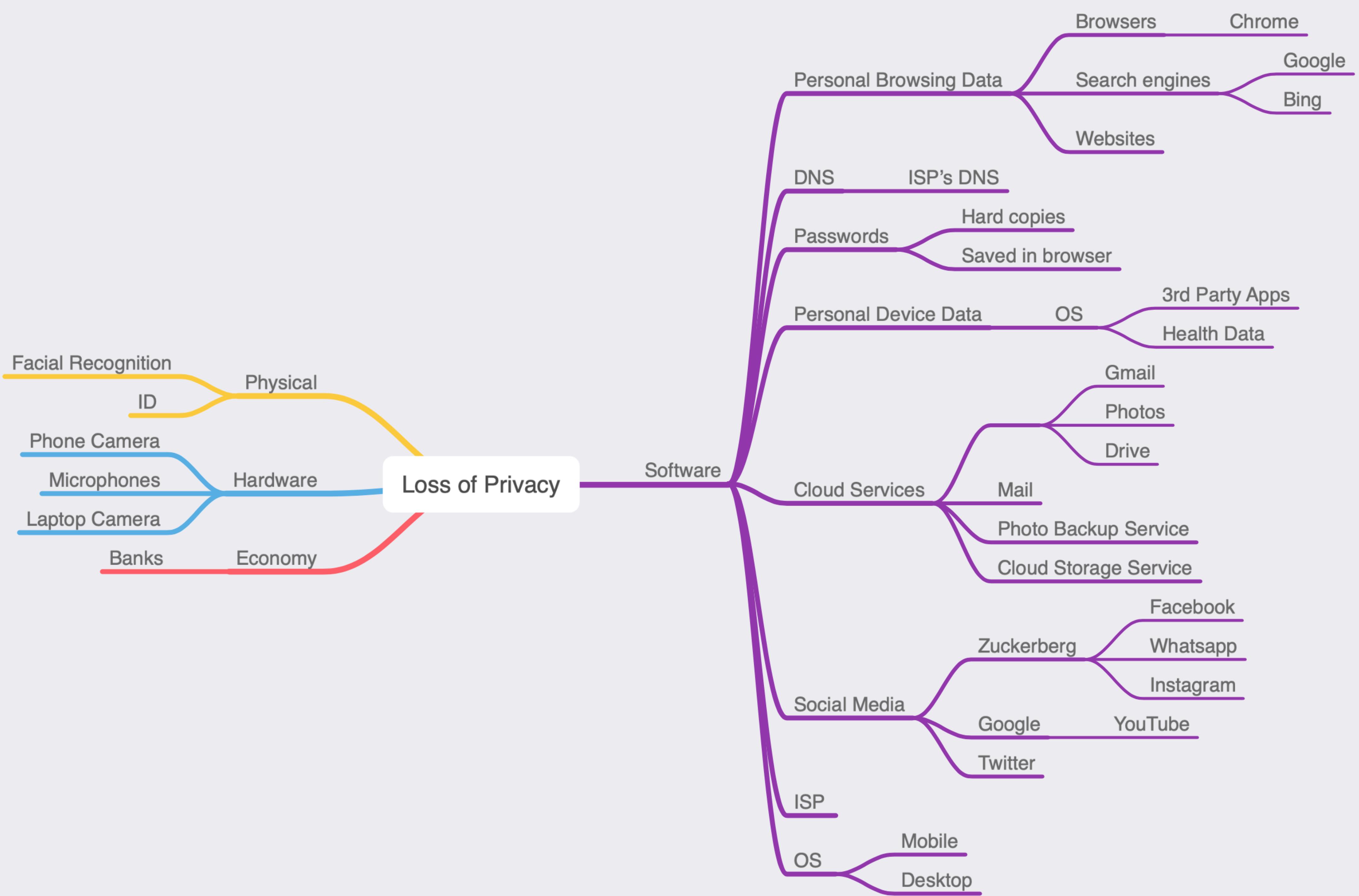
## Likes and/or Follows

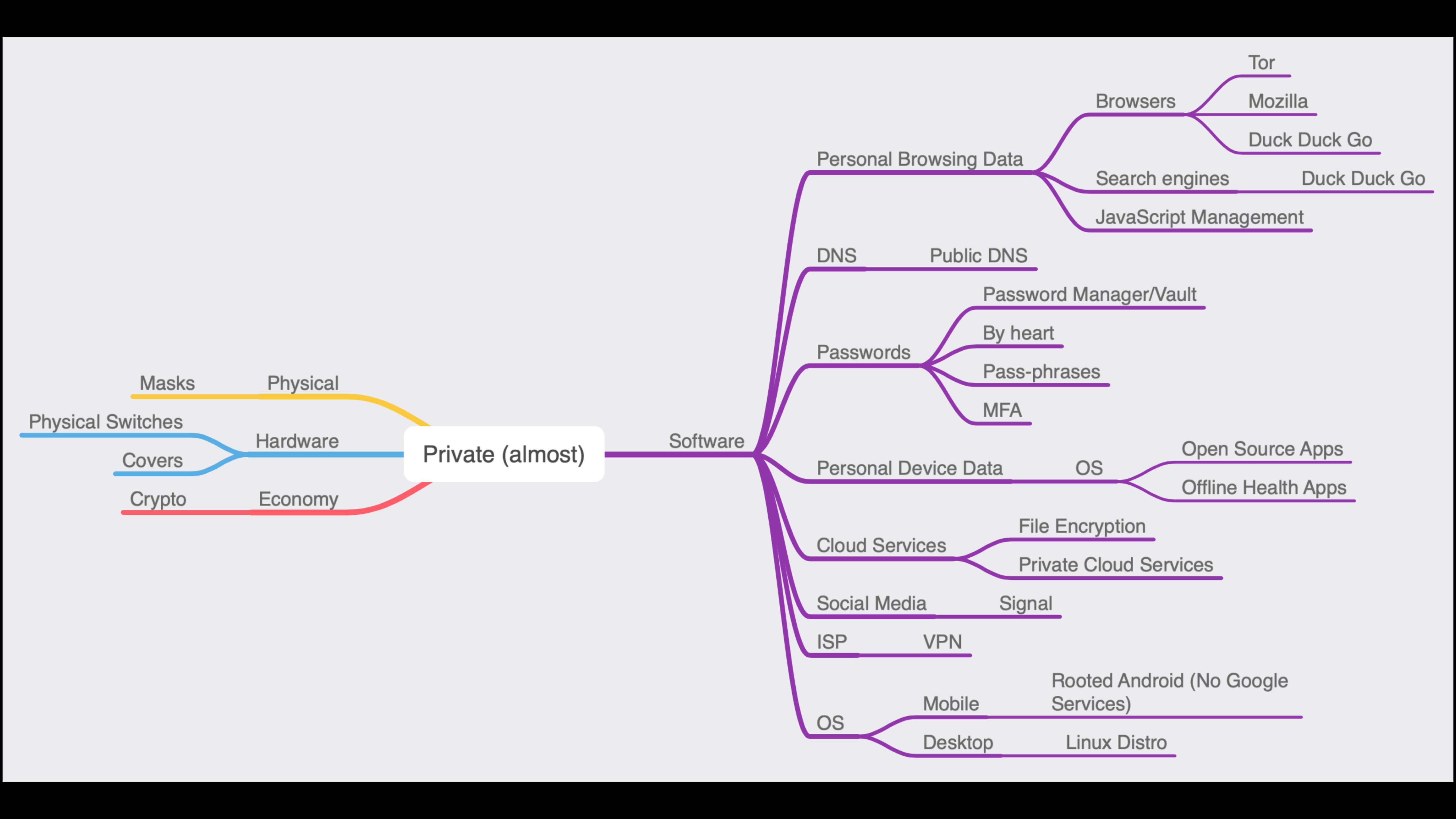


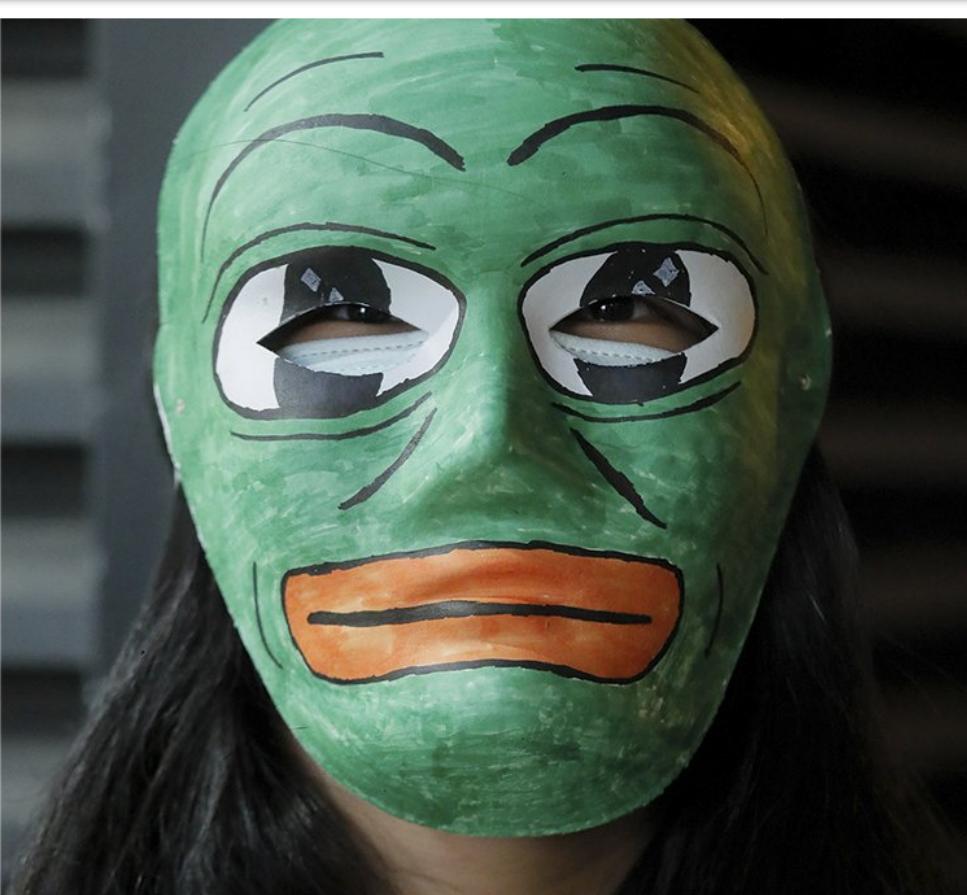
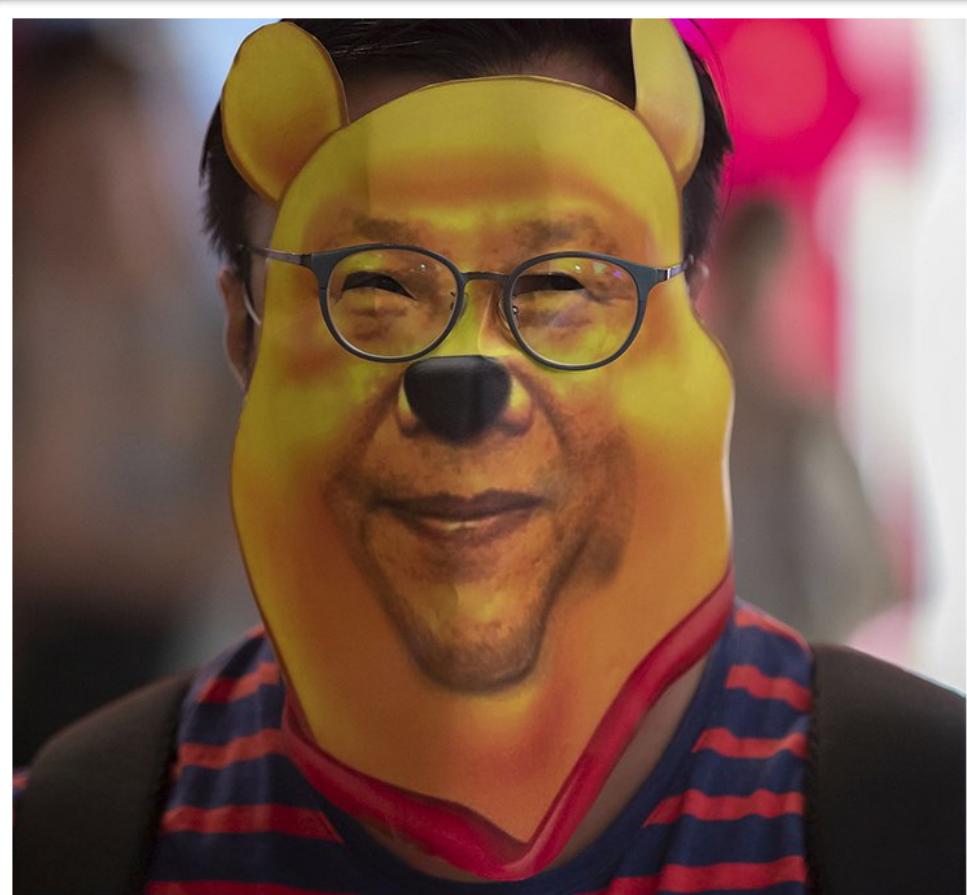












Thank you !

Any questions?

# Contribute!

This presentation and more resources are available in GitHub:

<https://github.com/alito93/privacy-advocate>

# Sources

- Christopher Hitchens at Commonwealth club of California: <https://www.youtube.com/watch?v=YnjyZ-VRWqg>
- Snowden leaks: <https://blokt.com/guides/edward-snowden-leaks>