

The Privacy Paradox

- The Art of Invisibility by Kevin Mitnick

"Sometimes your protections themselves can become part of your fingerprint."

Too many unique privacy tools can make you MORE identifiable, not less.

The Balance: Use common, well-tested privacy tools rather than obscure or highly customized configurations.

Your TV is Watching YOU

<https://www.consumerreports.org/electronics/privacy/how-to-turn-off-smart-tv-snooping-features-a4840102036/>

Nearly all smart TVs track what you watch—even content from cable boxes, antennas, and Blu-ray players

ACR (Automatic Content Recognition):

- Technology that identifies every show, movie, and ad you watch
- Works across all inputs: streaming, cable, antenna, gaming consoles
- Data is used for targeted advertising and sold to third parties
- Enables "recommendations" but at the cost of your privacy

Vizio paid millions in fines in 2017 for collecting viewing data without user knowledge or consent. Now all TV makers ask permission—but it's buried in confusing menus.