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Spark

with Nora Young

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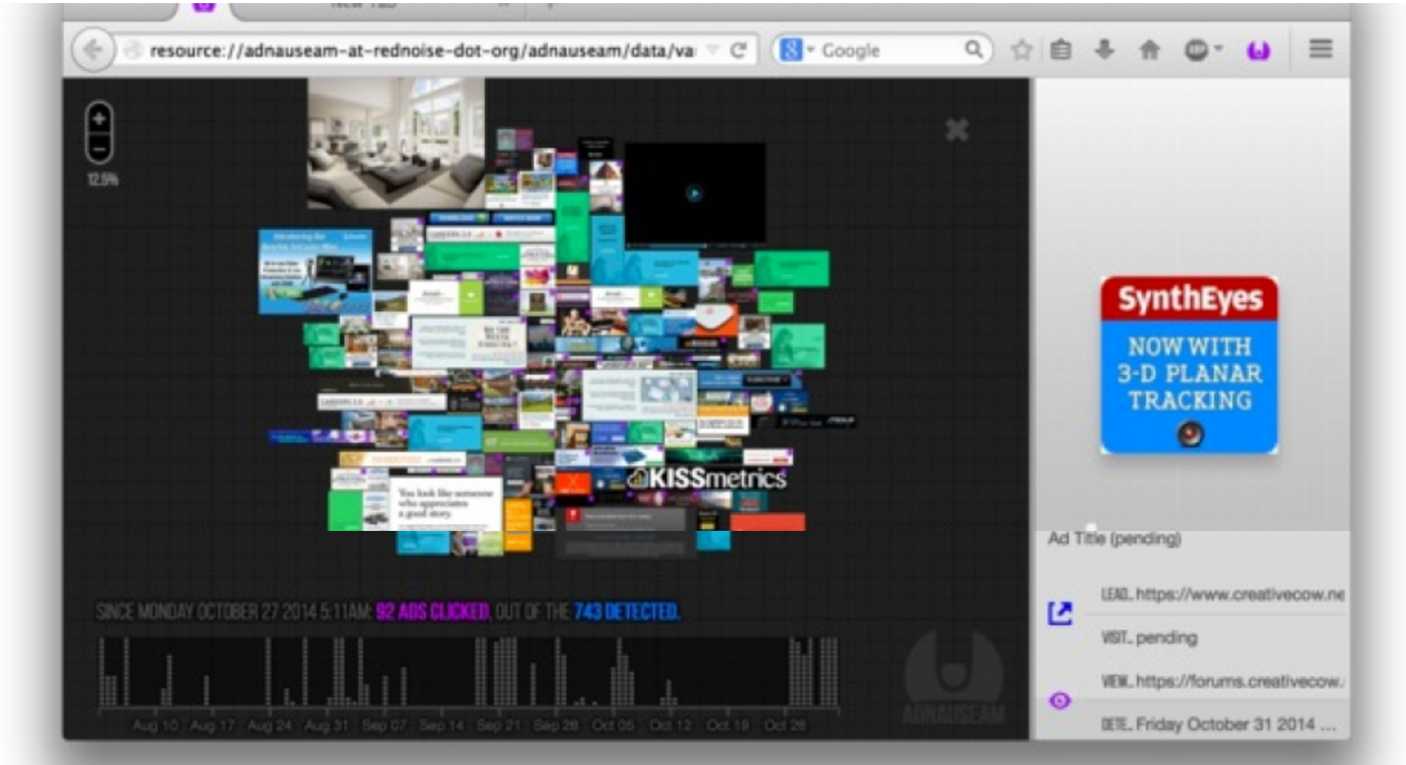
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CONTACT

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Monday January 05, 2015

If you hate online ads, just use the age-old tactic of obfuscation



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Daniel Howe wants to shift the balance of power between advertisers and consumers. So, with collaborators Helen Nissenbaum and Mushon Zer-Aviv, he developed a browser plugin, **AdNauseam**, to thwart online tracking, by using the tactic of obfuscation. Unlike an ad-blocker, which completely hides online advertising, AdNauseam works quietly in the background to confuse the system, by silently clicking on every. single. ad.

But before speaking to Daniel, we hear from Anthony Curcio, a man who used obfuscation to rob an armoured Brinks truck and make off with the cash. The suggestion is that you could do the same thing online - make yourself difficult to track by hiding in plain sight.

- Additional links:
- Anthony Curcio

Anthony on Facebook

Anthony's book: Heist and High