



# Consumer Surveillance Tools

Period 8: Emily Ng & Catherine Zhang



# For Consumer Surveillance - Catherine



**Purpose of surveillance:** helps discover and solve crimes; can save lives in emergencies

**Self-surveillance:** Tools that collect data without purpose, to encourage better behaviour without intrusive monitoring

## **Benefits of Surveillance:**

- Deters crime
- Aids in solving criminal cases
- Provides accurate accounts of incidents, correcting eyewitnesses



**Nature of Surveillance:** Neutral; potential harm depends on how information is used

**Public Spaces:** Surveillance in public areas is not an invasion of privacy; people expect visibility, applies to the internet as well

**Amazon Ring Cameras:** Police should have a valid reason for accessing footage, but they still have a right; new warrant policy is a positive step

**Objectivity of Cameras:** Cameras provide unbiased, accurate records, helping prevent false accusations.

# Against Consumer Surveillance - Emily



## Privacy

- Corporations know TOO much about you

## Consumer consent

- Info is often used without consumers' explicit consent or knowledge
- Lack of awareness when opting in; intentionally difficult to opt out

## Security

- Lack of proper security measures to protect data and consumers

## Surveillance Pricing

- Give "personalized" pricing based on customer's aspects and behaviors



## Influence decisions

- Original intention: consumer purchases
- New intentions: manipulation (e.g. politics)
- New intentions: predictions in insurance, credit scoring, risk management, policing, etc

# Summary

Consumer surveillance is the collecting, analyzing, and profiting of consumer data. Companies monitor things like purchase history, location, gender, age, etc.. Common methods of surveillance are cookies, app tracking, and smart devices, like home assistants and wearables. Everyday objects like GPS, Amazon Alexa, Amazon Ring (doorbell camera), and health devices (e.g. Fitbit, Apple Watch) are all recording information on our human attributes and daily life behaviors. Surveillance can be used for good, as it can help solve crime, prove innocence, and improve security. If the data is monitored properly, it can be a great asset to society. Recordings in the public are also not an invasion of privacy, as being in a public space means one will be perceived. However, others argue that surveillance is an invasion to privacy, and involves dubious consumer consent. When the data is not monitored properly, it can fall into the wrong hands and subject consumers to identity, exploitation, and security issues. It also affects everyday life by influencing consumers to make certain decisions, and allowing companies to discriminate against and falsely stereotype consumers, posing ethical issues.

# Sources (For Consumer Surveillance):

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**Q & A?**

