

THE DIGITAL SPIES ARE WATCHING YOU –  
MARKETERS, THE NSA,  
IDENTITY THIEVES,  
ALL KINDS OF SNOOPS.  
BUT THE BATTLE'S NOT  
OVER. HERE ARE SEVEN  
BIG CATEGORIES OF  
PERSONAL TECH,  
AND HOW YOU CAN  
SECURE THEM.



IT'S TIME TO FIGHT FOR YOUR

# PRIVACY

BY DAVEY ALBA

PHOTOGRAPH BY TERU ONISHI  
PROP STYLING BY SARAH GUIDO

TECH: WEB BROWSERS

## TO DO: DEFEAT TRACKING SOFTWARE

Web browsers work in two directions: You use them to learn about the world, and snoops use them to learn about you. The sheer number of identifying files, or cookies; downloaded on to our computers can surprise even jaded digital natives. Many cookies are helpful – keeping you logged in to a service, for instance – but others exist purely to help marketers target their sales pitches. An online tool maintained by the Network Advertising Initiative can reveal who is collecting information on you; a browser we tested was being tracked by 82 firms, with names such as AppNexus, Criteo and Datalogix.

Cookies can be cleared, but new methods for tracking online use will be harder to circumvent.

●  
TYPOGRAPHY BY SINELAB

**PRIVACY, WE SAY**, is about to come roaring back. No, it's not too late. Yes, we know that Google monetises both our e-mails and our search histories. It's true that data brokers market our personal dossiers, listing everything from our favourite blogs to our old parking tickets (identity thieves must love it). And NSA leaker Edward Snowden really did prove the paranoids right: the United States government spies on everyone.

Now, we agree that security agencies have a vital responsibility to track terrorists, but that mission can't require all citizens to live in a surveillance state. Feel you have nothing to hide? That assumes the data will always be used to defeat terrorists, not to monitor activists, let alone to stalk ex-girlfriends – yes, NSA employees have done that. Here's the other side to the privacy-is-dead argument. You can fight the privacy erosion that technology has enabled using tools that technology provides. And when you protect your data – using encryption and other tools – you incidentally bolster the argument that security is the norm. At least it should be. Privacy is not dead but simply suffering from neglect. It's your job to revive it.