



DATA WARS: FALSE ANONYMITY AND THE DEATH OF PRIVACY

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Most of us have become so desensitized to how we use apps



There's a lot of new information that's come out recently, regarding what's being done with our data. So, what does it all mean?

Most of us have become so desensitized to how we use apps and the internet that the thought of it becoming a safety issue is hard to grasp.

I know that makes a lot of us a little nervous, and makes us think about times we gave away personal information without thinking twice.

For me personally, I know my credit card info and personal contact details are tied with at LEAST 3 apps on my phone, and definitely more websites than I can think of.

While it's crazy to think about how much some organizations know about me, I'm also lowkey very intrigued by how all of those data points come together to show me an ad for something I could have sworn I only thought about and didn't tell a single soul (I know that most will share this feeling...).

Also, this curtain that's been drawn on the issue of personal data and privacy makes me wonder if I have the right to let this affect how I view companies that use my data.

Do I think companies should profit from selling information about me? No.

But, is it hurting me or having a tangible effect on my life? Not exactly....





A simple Google search can lead you to a lot of information on a person

In my life so far, I haven't come into a detrimental situation that came as a result of the giveaway of personal information online.

I haven't had security issues or identity theft incidents happen to me, but does that mean I could still be a future target?

I do love when I feel a company is personalizing their approach and marketing directly to people like me - so if my data helps them do that, I am usually not that upset about it. However I do realize that I'm just another number to a large corporation interested in effective sales techniques; so their intentions aren't entirely pure.

It's wild how, at first, all we wanted to do was make ourselves seen and known online and now the tables have turned. When I first made a Facebook account, I never thought that would be the starting point of showing my private life to the world.

I do think it's scary to think that a simple Google search can lead you to a lot of information about people but is there any way of preventing that in 2020 when digital research is so easy?





Online, we have a certain degree of false anonymity

While I'm not a big fan of strangers knowing things about me that only my inner circle should know, privacy comes at a price. I enjoy having social media accounts to stay connected to my friends and family when I travel (as most of us do). The problem is that my friends and family aren't the only ones getting to see these pages and information on me.

Online, we have a certain degree of false anonymity. My browsing history, online purchases, or streaming music, seem like personal choices that everyday people don't get to view. However, I know that the entirety of my online activity holds a pretty accurate picture of me as an individual. I have to admit, I do like when my own data is used to show me targeted products I'd love or suggest new books and films I may like. If that was all my information was being used for, to better serve my likes and dislikes, I wouldn't mind my data being passed around. That's not what it's all about though, which makes it a tricky area of our everyday lives.





Overall, in terms of being scam savvy, I think most of us are dignified enough to avoid the ugly side of the internet and which sites we give our information to. However, when will the little things creep up on us and how will they look?

The early inventors of the internet thought that it could connect the world, but these internet giants that control most of our personal information and data could very well hold a great amount of leverage over us without even knowing it.

Wrapping up, some questions to think about.....

- Has anyone seen a tangible negative happen due to spreading personal information online?
- How can we spot it?
- In 2020 is there any way to "take back our data"?

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