

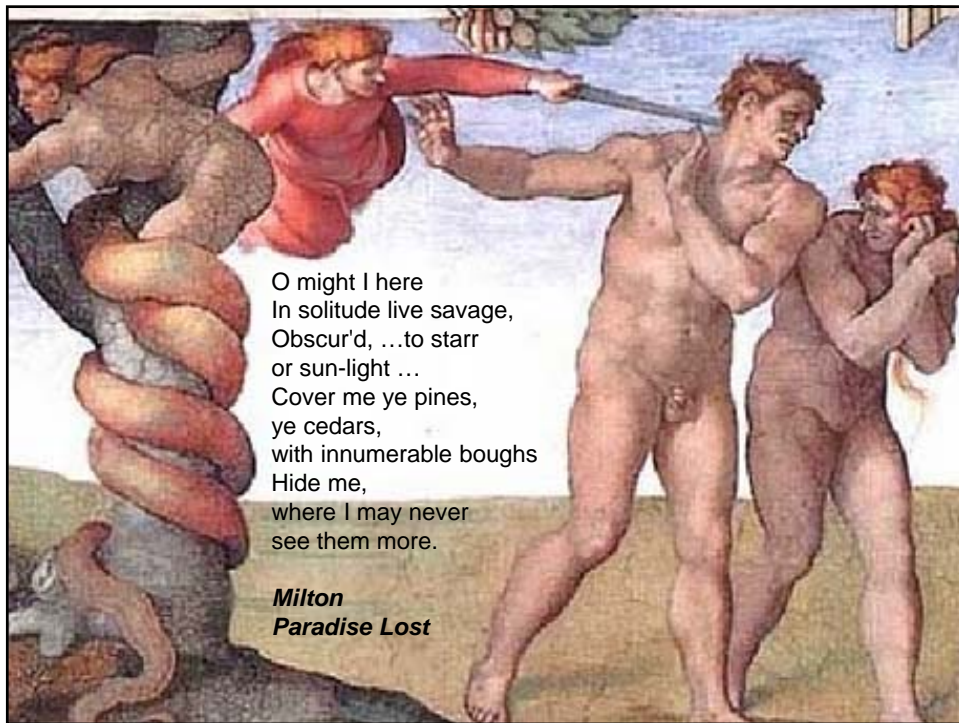
**MY PRIVACY IS  
NOT YOUR PRIVACY**



Surveillance  
Interrogation

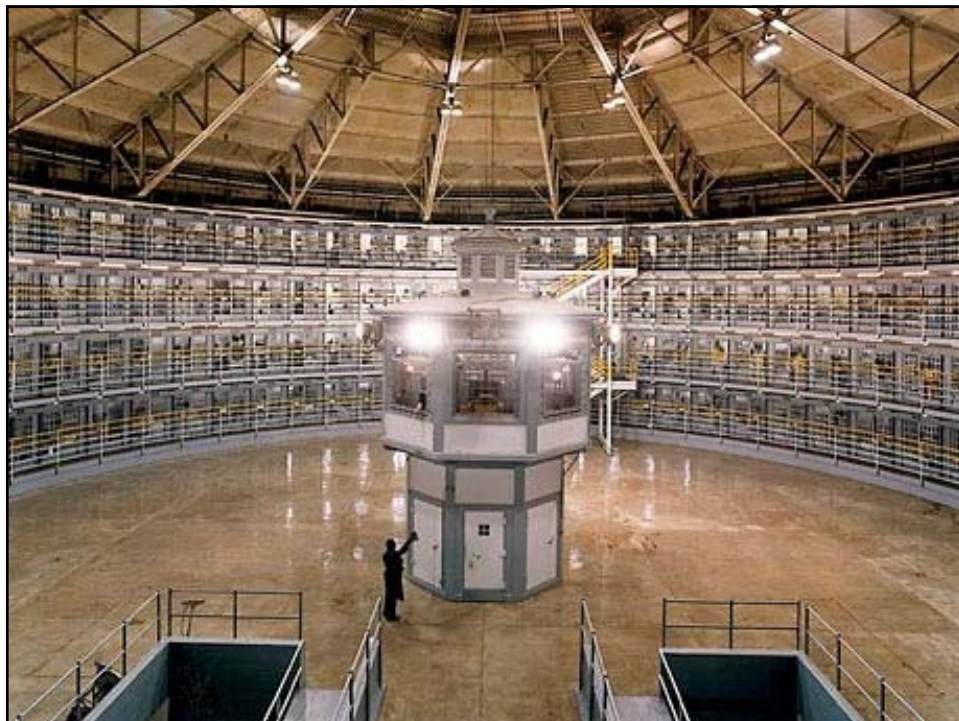
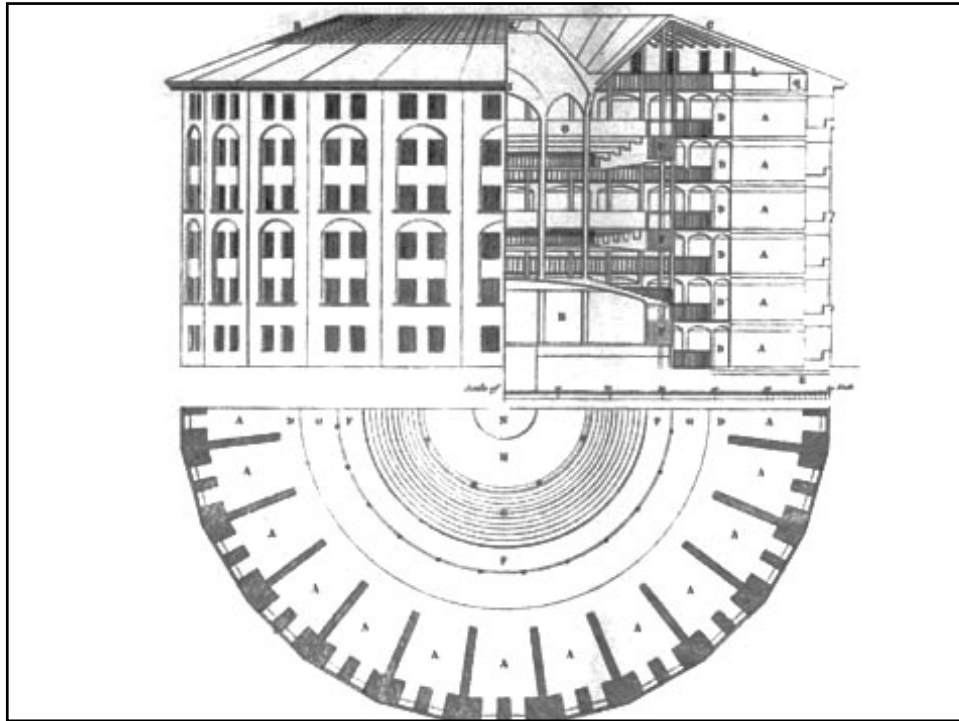
**INFORMATION  
COLLECTION**











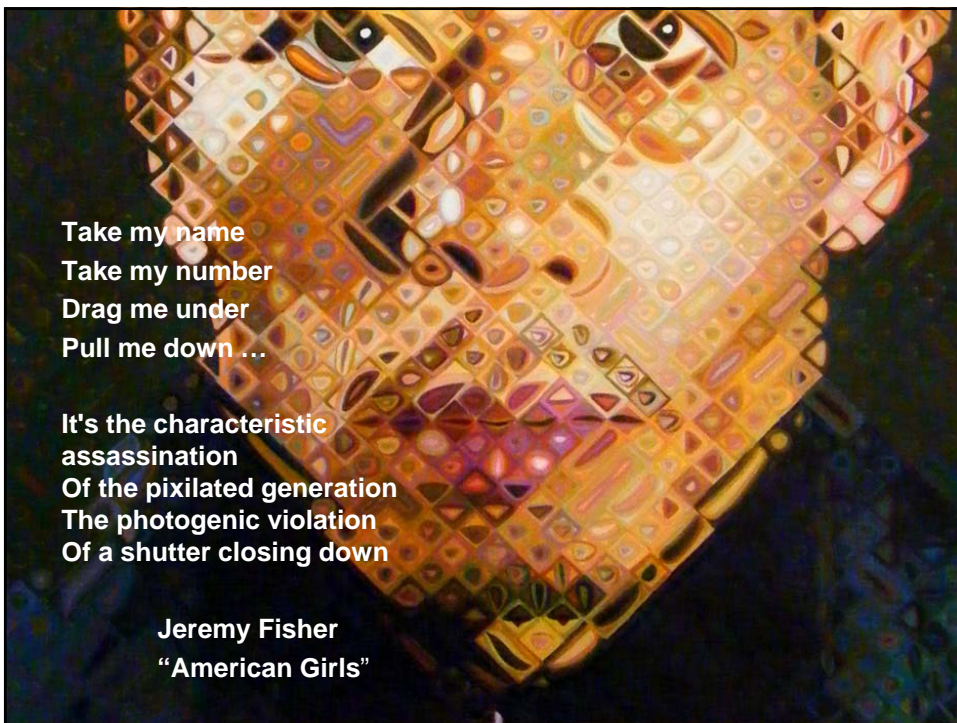
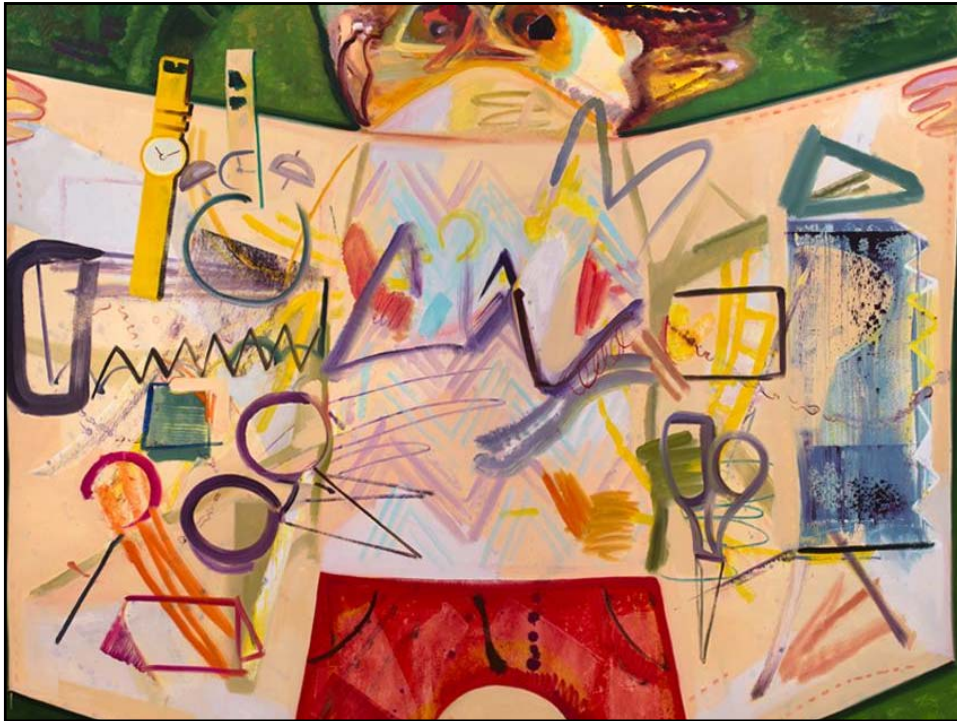
Aggregation  
Identification  
Insecurity  
Secondary Use  
Exclusion

# INFORMATION PROCESSING

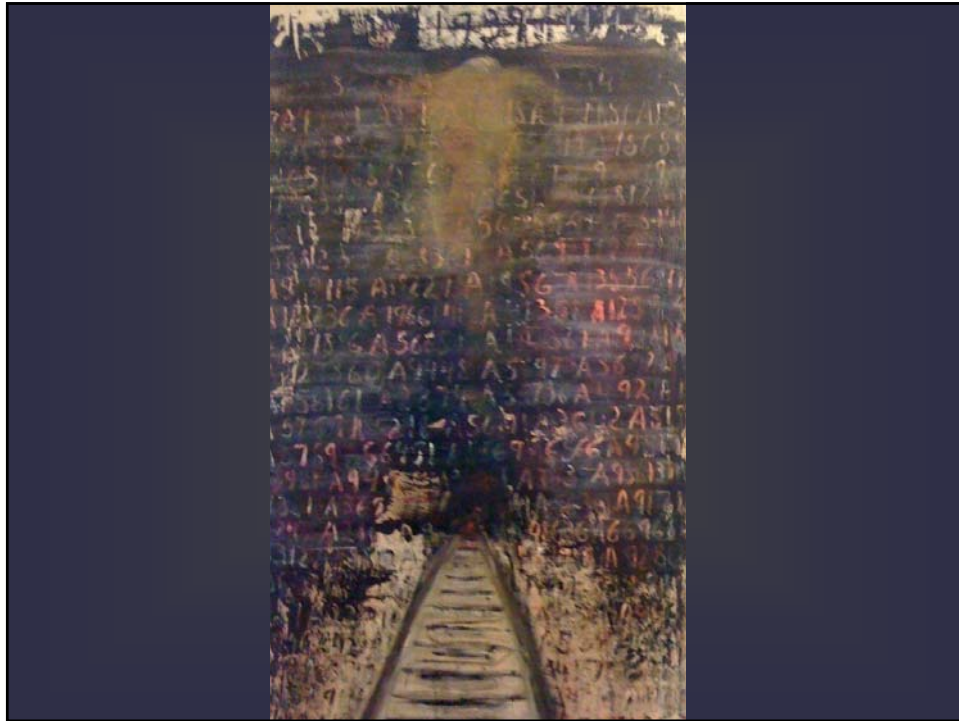












Breach of Confidentiality  
Disclosure  
Exposure  
Increased Accessibility  
Blackmail  
Appropriation  
Distortion

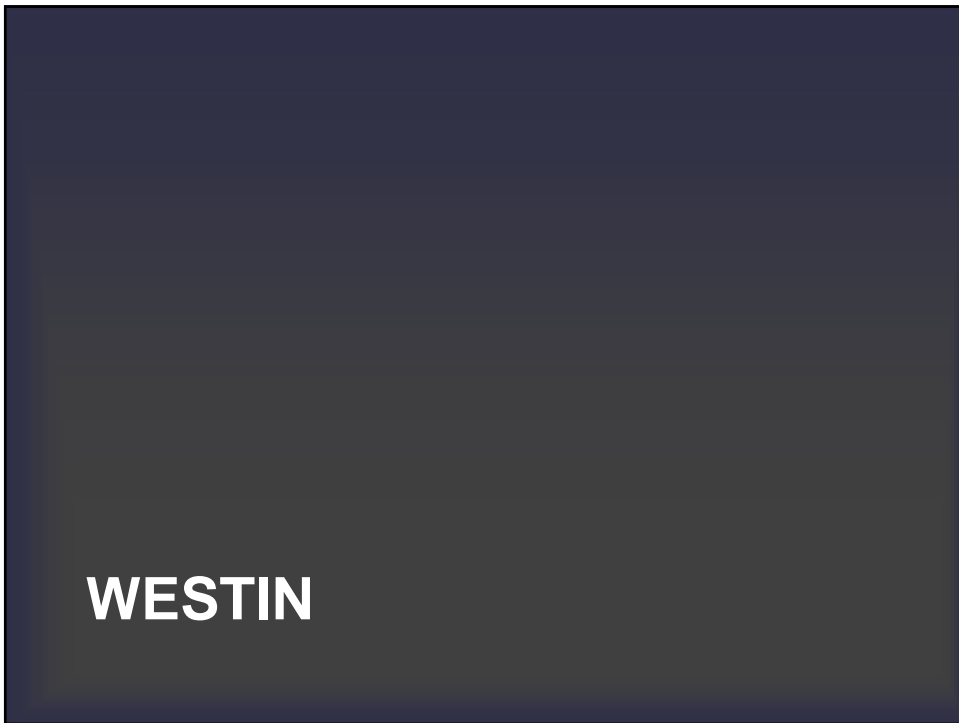
**INFORMATION  
DISSEMINATION**



Intrusion  
Decisional Interference

**INVASION**





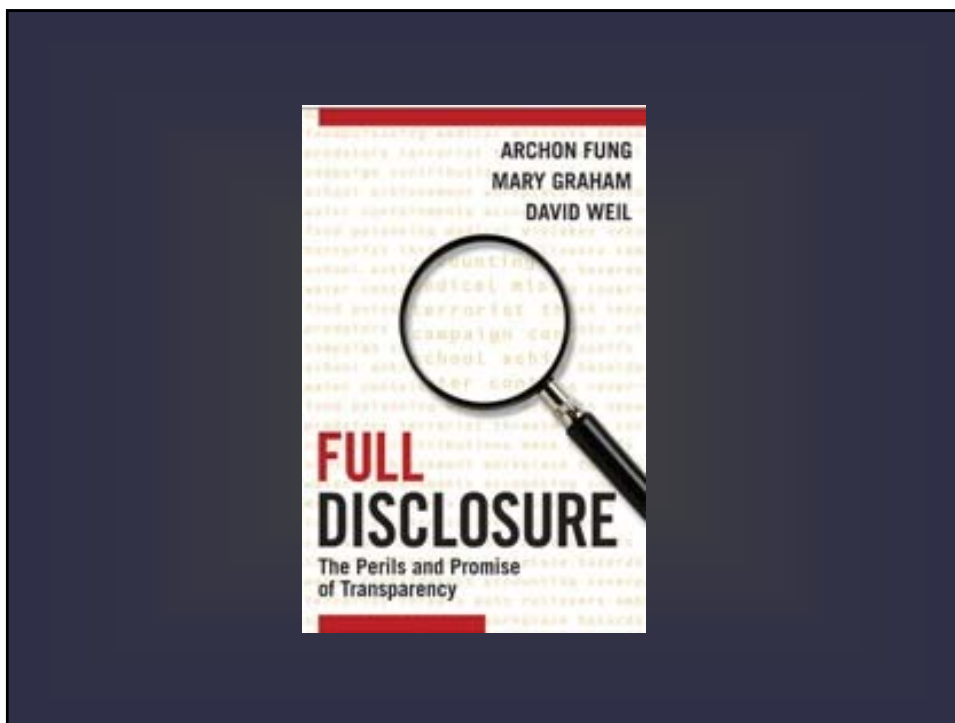
**CONTEXT MATTERS**

**CULTURE  
MATTERS**



# STRAINED POLICY RESPONSES





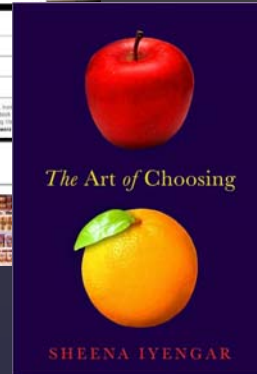
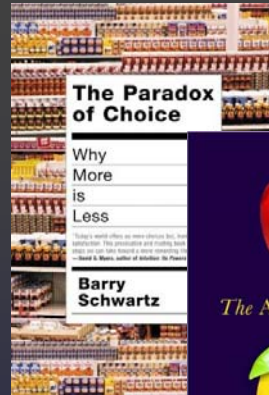
# The Paradox of Choice

*"You can't get what you want,  
'til you know what you want"*

Joe Jackson

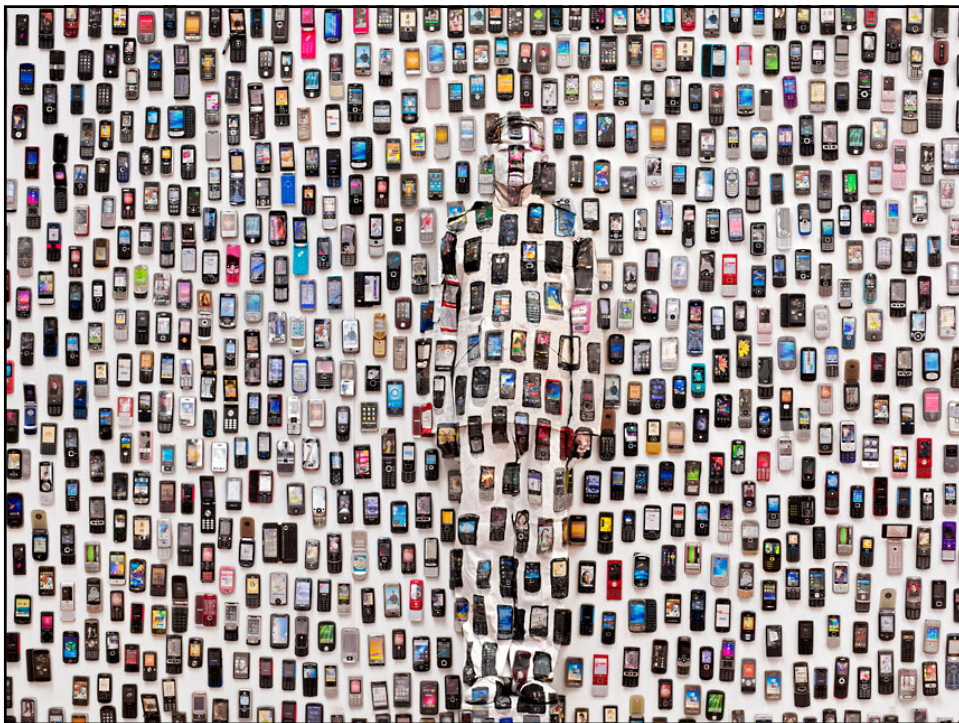
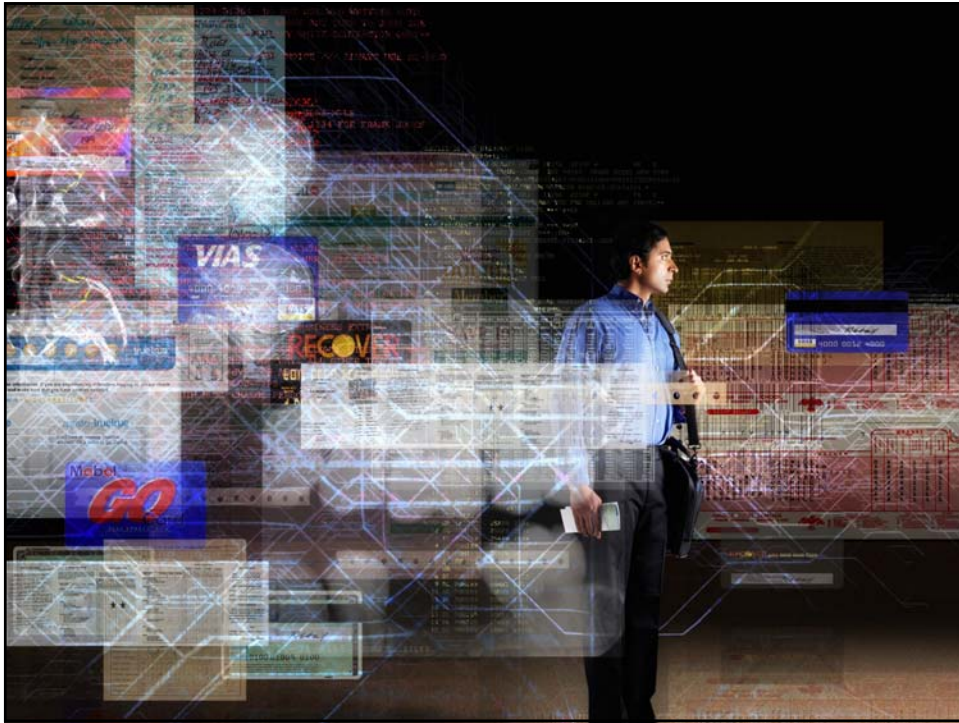
*"I hate this supermarket...  
Two hundred brands of cookies  
87 kinds of chocolate chip  
They say that choice is freedom  
I'm so free it drives me to the brink"*

Joe Jackson





## THE PUBLIC POLICY GAP







**TOWARDS  
DATA ENVIRONMENTALISM**

