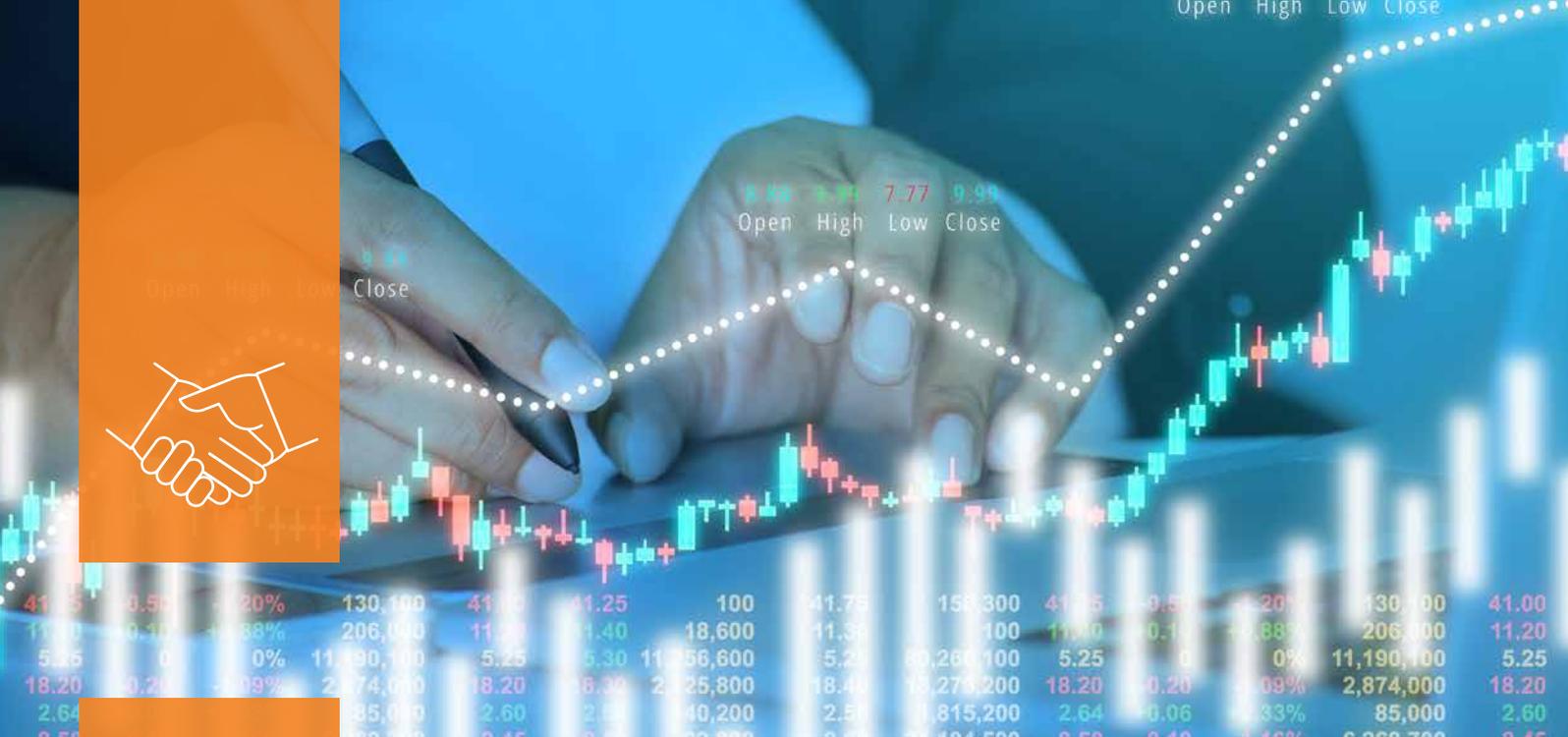


Surveillance Capitalism

Safeguarding your digital footprint in public





Introduction

Wikipedia defines “Surveillance capitalism as an economic system centered around the commodification of personal data with the core purpose of profit-making.”

Surveillance capitalism was a term coined by academician Shoshana Zuboff in 2014. It defines a market-driven method where the product for sale is your personal information and private data. Also, the record and creation of this data depend on mass surveillance of the internet. This action is performed by companies that deliver free online services, such as social media platforms and search engines.

The idea of “surveillance capitalism” was introduced by advertising majors via their targeted advertising services. Large data sets of personal data are analyzed over time to develop patterns for facilitating targeted advertising.

The irony is that personal information changes hands amongst a large group of large corporations in exchange for monetary benefit arising out of trading your data. You would have possibly never consented.

Freedom of choice is a right and cannot be held for ransom by large corporations in exchange for the fine print. The outcome of a completely digital identity/footprint needs to be very carefully trodden upon as otherwise, it would often lead to misuse that would lead to structural damage. There is a need for neutral solid, and unbiased governance that would pave the way for future digital models to be adopted freely.

Adopting the “internet of things” also leads to commoditizing individuals’ personal behavioral patterns that are further mined to suit large corporations’ vested monetary interests.



Global Impact

Many countries have incorporated data protection regulations and laws to protect citizens' interests to protect their rights and help them keep their right to own their personal data while imposing heavy penalties for any breaches and violations. Below is a brief list of global data protection regulations and laws of different countries:



General Data Protection Regulation (GDPR) – EU & EEA



Personal Information Protection and Electronic Documents Act (PIPEDA) – Canada



California Consumer Privacy Act (CCPA)



Act on Protection of Personal Information (APPI) – Japan



Personal Information Protection Law (PIPL) – China



Personal Data Protection Act (PDPA) – Singapore



General Personal Data Protection Law (LGPD) – Brazil



Personal Data Protection Act (PDPA) – Thailand



Australian Federal Privacy Act (AFPA) – Australia



Personal Data Protection Bill (PDPB) – India



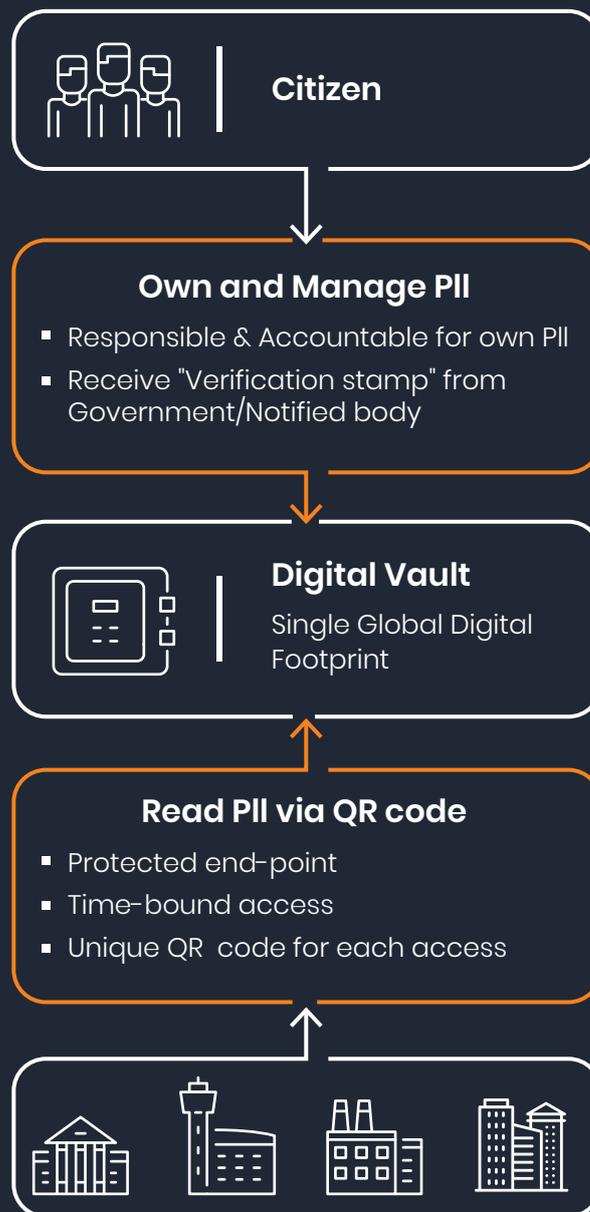
Solution Approach for Safeguarding PII

Surveillance capitalism has high relevance while sharing enterprise data amongst users of larger groups – usually corporations that mine such data for their personal gains. In the broader interest of the involved parties – you and me – it is recommended to keep a single global digital footprint in a personal vault. This unique digital footprint must be verified and attested by a legal body (government/notified body).

- Unique QR codes offering single views of the requested information for a stipulated time frame
- Data access is limited to only verified parties
- Data made available only for “read” via protected service end-points
- Duplicating any personal data by any corporation must be blocked forever – violations will be tried under the applicable data protection regulation/law
- The personal vault owner (you) will be fully responsible and accountable for the upkeep of the data and will possess private keys to the vault



Solution Approach for Safeguarding PII



It is time, the personal data ownership be transferred from governments, corporations, and other third-parties back to the rightful owners – the citizens themselves.



Conclusion

Shoshana Zuboff's book, "The Age of Surveillance Capitalism," warns that principles of self-determination might be forfeited due to ignorance, learned helplessness, inattention, inconvenience, habituation, or drift. She asks, "will we be the masters of information, or will we be its slaves?" and states that "if the digital future is to be our home, then it is we who must make it so."

Source Attribution

- https://ec.europa.eu/info/law/law-topic/data-protection/data-protection-eu_en
- <https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/>
- <https://www.afpa.org.au/privacy-policy/>
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- <https://www.trade.gov/market-intelligence/thailand-personal-data-protection-act>

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