



# Privacy

Why is it important?

# What is Privacy?

*Privacy is the right to be free from secret surveillance and to determine whether, when, how, and to whom, one's personal or organizational information is to be revealed*

## **'Right to be alone'**

The first publication advocating the concept of privacy was ***The Right to Privacy*** written by jurists Samuel D. Warren and Louis Brandeis, in the 1890

## **Article 12 - Universal Declaration of Human Rights - 1948**

*No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks.*

# Privacy

How would you feel if..

**Someone was watching  
you?**

You are singing in the shower  
**And you are being overseen**

You are intimate with a man/woman  
**And somebody is lurking around**



“ONLY bad people have  
reason to hide their  
privacy”

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If you are a journalist or an  
activist you will preserve your  
PRIVACY to have a chance to  
continue your job without your  
rivals being aware of it

“I don't care if I am being  
watched”

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You use passwords for all of your  
devices to protect your data,  
your PRIVACY

**Police and legal system**



# Unemployment!

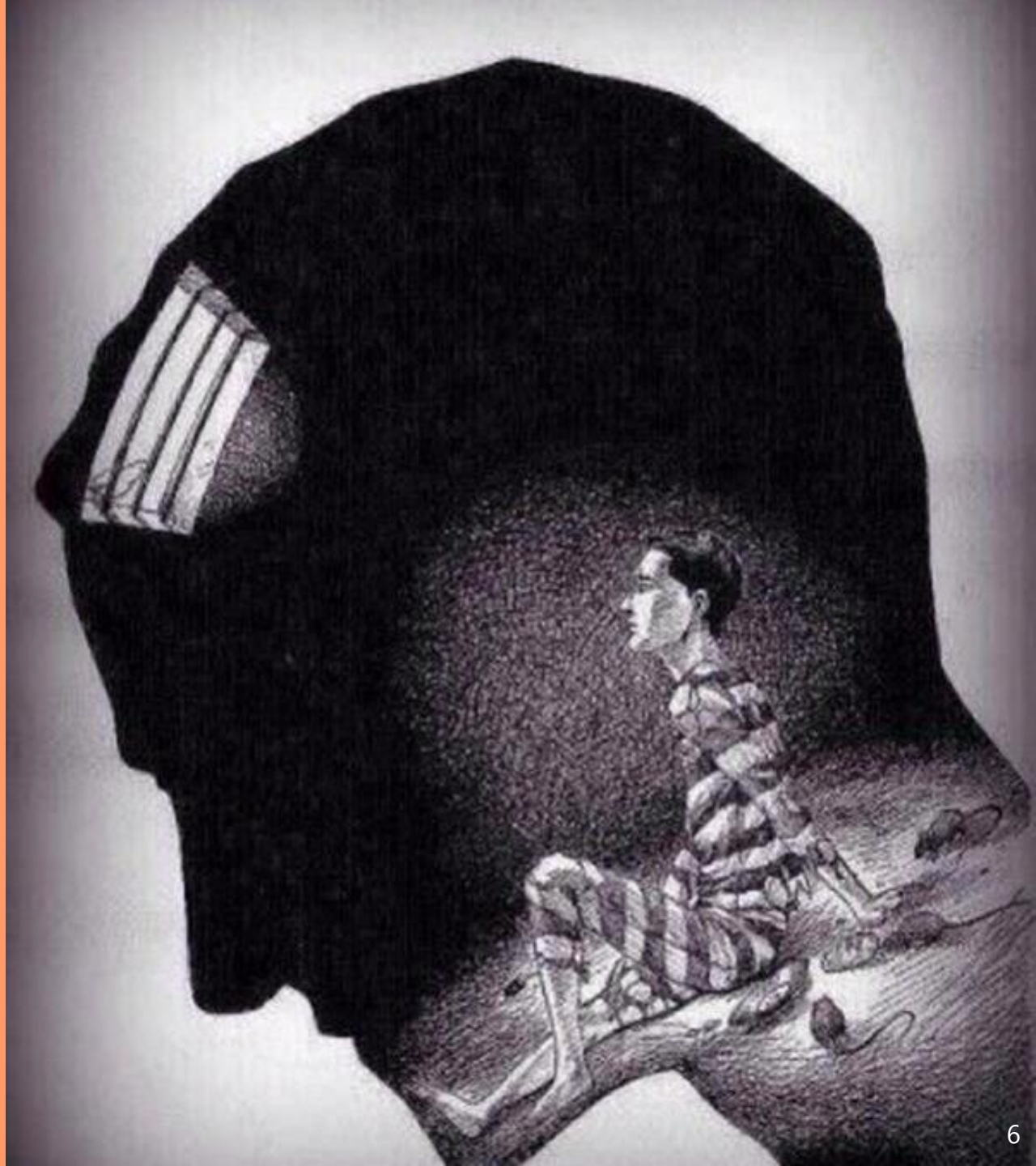
Police and legal system are essential sectors providing job opportunities. Not all people employed in those jobs, but a lot of them would lose their jobs.

Unemployment brings frustration and the rise of crime!

# Glass Prison

Panopticism – Michel Foucault

Foucault used the panopticon as a way to illustrate the proclivity of disciplinary societies subjugate its citizens.





**1**

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*Criminals would find a way  
to avoid new security  
measures*

**2**

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*How can we put our trust  
into the private companies  
to manipulate our personal  
data?*

**3**

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*What about tourists?  
How would they be treated?*

## How to resolve crime's problem without attacking privacy

**1**

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Let people decide if they want to join the program.

**2**

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Collect only specific data to ensure the correctness of the robot job and no other.

**3**

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Avoid sending raw data to third-part companies.





“1984 was supposed to be a **Warning** not an **Instruction manual** !”

—referring to George Orwell's '1984'

**Thanks for watching**