Database Nation

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Privacy
Biometrics
Systematic Capture
Medical Information

Marketing
Ownership of Data
Terrorism
Artificial Intelligence
Introduction

Privacy Consent

Use of Technology

Sensitive use of medical data

Challenge of Privacy
Privacy

Problem of Centralized DB

Role of Government

Protection by Law
Privacy

“In practice, just a few mistakes can turn a system designed to protect personal information into one that destroys our secrets.”

“While it's true that federal laws and actions have often damaged the cause of privacy, I believe that the federal government may be our best hope for privacy protection as we move into the new millennium.”
Biometrics

Biometric Identification

Identification vs Authentication

Biometric Data Collection
Biometrics

“The people running these societies remain in power, in part, because the people who oppose the society are identified and subjected to increasing degrees of threats and punishment until they either accept the social order or are killed.”
Systematic Capture

Daily Systematic Capture

Surveillance

 Discrimination

 Risks
But today, with the dramatic developments in data storage technology, it's easy to store information for months or years after it is no longer needed
Medical Record

Impact of Health Insurance Companies

Adoption

Privacy violations

Solution
“Medical records were once seen as sacrosanct. Today, medical records are routinely sought and used in lawsuits to discredit…”

“The simplest, easiest way to end discrimination in health insurance would be to adopt universal, state-sponsored health insurance.”
Marketing

Direct Marketing

Prevention - Cash or Credit

Change of Address Form
“There is no such thing as junk mail - just junk people.”

“By allowing marketing firms to update their databanks directly, the post office saves the expense of carrying billions of letters to old addresses, only to forward them to new addresses”
Ownership of Data

Who you are

What you are

Copyright infringements
Ownership of Data

“Ownership is a dangerous path for preserving privacy”

“Watermarking and digital signatures are powerful tools for eliminating the anonymity that until now has been inherent in digital media.”
Terrorism

Homegrown Threat

Technological Impact
“….measures resulting from the fear of domestic terrorism have had a significant impact on the lives of most Americans.”

“Technology has put a tremendous amount of power in the hands of people who may not be capable of using it judiciously.”
Artificial Intelligence

Intelligent agents

Extraction of Self
“[Artificial Intelligence programs] represent a threat to the fundamental assumptions on which human relationships are built.”

“...next-generation agents will scan through the world for personal information about an individual, then construct a predictive model for use by marketers and others.”
Reference

