

# Digital Self-Defense in the Age of the Cloud



28. + 29. April 2017 FH JOANNEUM

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@noVoid



**PRIVACY  
PLEASE**

# A Picture is Worth a Thousand Words €



<https://flic.kr/p/66hEK> <https://creativecommons.org/licenses/by/2.0/>

## Face recognition:

- Name
- Social graph update
- Address assignment

## GPS coordinates:

- Location
- If residential area:
  - Household income
  - Household debt level
  - Voting behavior
- If near single car
  - Movement profile
  - Carholder assignment
    - OCR on license plate

## Camera model:

- Age of model + average life cycle → date of next purchase
  - Targeted marketing using favorite camera brand
  - Upselling according to income

# Threat Analysis

Mass surveillance

Targeted surveillance

Deriving false conclusions from cloud data and meta data

Data leak and/or exposure

Human error

Data loss

Security issues

- Phishing
- Ransomware
- Malware

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# The US Point Of View (1)

Science-Based Decision-Making

versus

Precautionary Principle (EU)

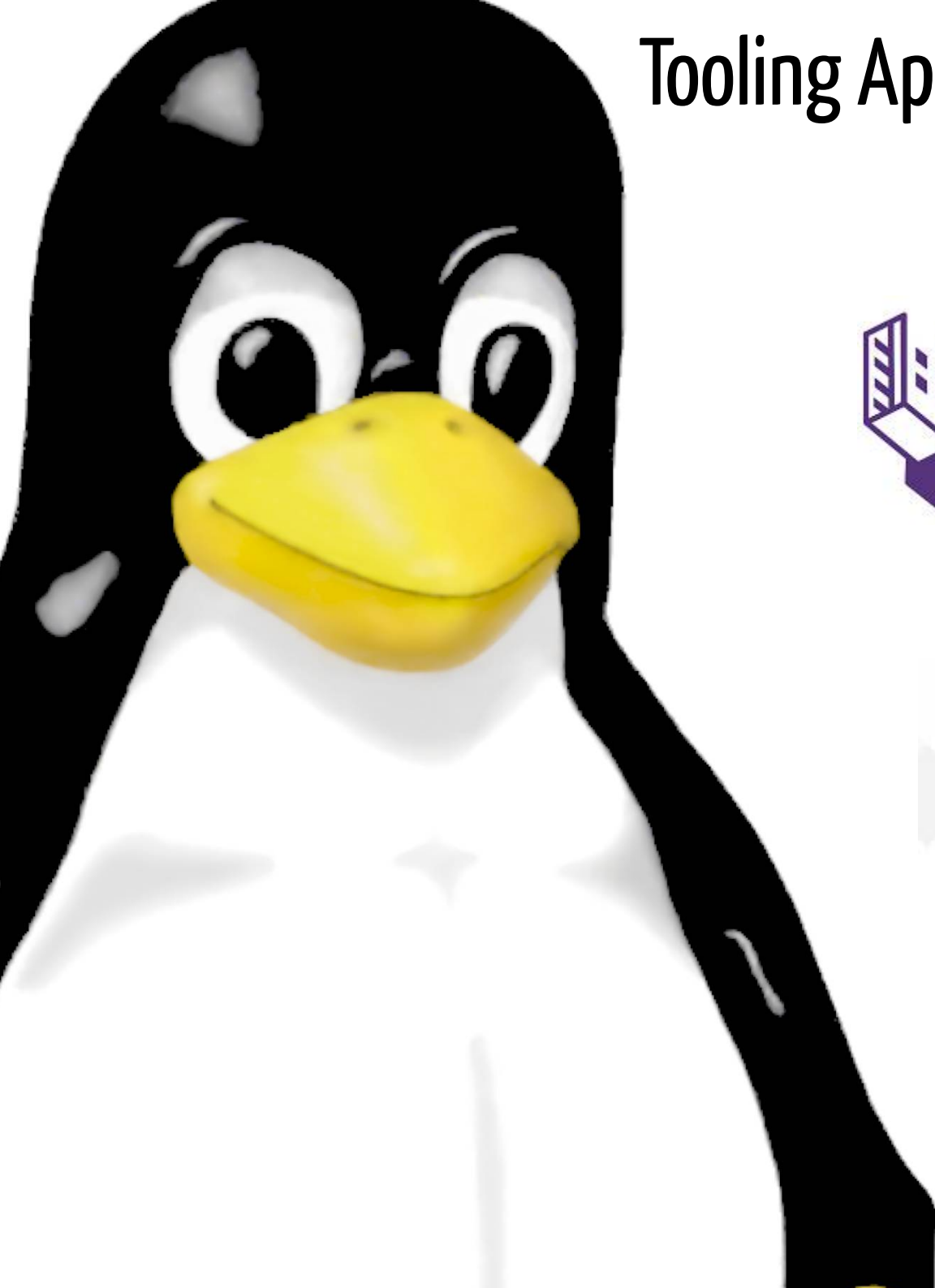
# The US Point Of View (2)

Less legislation

Freedom of Speech

**It's the Economy**

# Tooling Approach: Operating System



Firejail



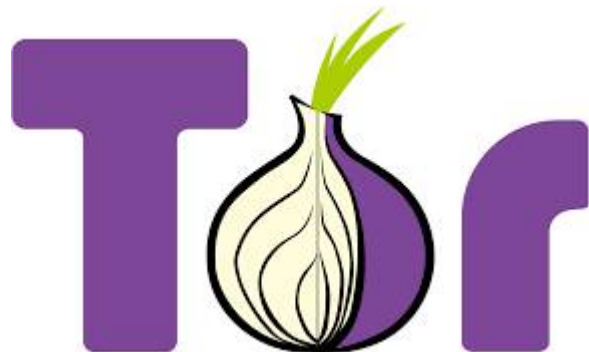
# Tooling Approach: Browser



uBlock Origin



<https://www.eff.org/privacybadger>



Privacy  
Machine

# Tooling Approach: Communication



[https://en.wikipedia.org/wiki/Off-the-Record\\_Messaging](https://en.wikipedia.org/wiki/Off-the-Record_Messaging)

<https://www.eff.org/secure-messaging-scorecard>

# Tooling Approach: Services

startpage

the world's **most private** search engine

GO

enhanced by  
Google ▾

Heard about the Yahoo email hack and government spying?  
[Here's how to get safe again.](#)

[Add to Firefox](#)

[Set as Home](#)

How we protect you



# Tooling Approach

And so on ...

# How To Keep Your Privacy – The General Idea

Accept some level of inconvenience

Learn to deal with technology & its implications

Keep on learning, stay hungry

Keep your own computer safe

Out of your safe computer = out of control

Make decisions deliberately

Prefer decentralized or federated systems

Prefer open source software

Data minimization

Encrypt data (storage & transmission)

# How To Keep Your Privacy – Our Chance

Get a decent education system

Don't imitate the US industry: privacy as an USP

«Make or buy» is not only about money!

# Thank you!

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**Blog Karl-Voit.at**

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