

# The agreements and these companies take down all

[Economics](#), [Trade](#)



The Internet is a digital medium for people of all ages, races, and genders to participate in online communities of social media, entertainment, news, and fictional worlds. As technology and our media ecosystem have advanced individualism is declining making the net an important part of our everyday lives. John Naughton supports this notion in his book, "From Gutenberg to Zuckerberg: Disruptive Innovation in the Age of the Internet".

Naughton says, "...change the environment, and you change the organism; change the media environment and you change society". (Naughton 25) This is a significant concept that is very prevalent in the current time.

The advancements in technology and media are pervasive so in order to keep up and fight for our rights such as privacy we must be aware and educated or we will fail ourselves and the future generations. "Anyone who seeks to understand the Net has to realize that disruption is a feature of the system, not a bug, so we need to accept that complexity is something we have to live with. It's not a temporary aberration, but the new reality. And it's likely to increase." (Naughton 27) The technological revolution we are experiencing and living through is not going to stop or slow down for us and success will require courage and change, indefinitely. Cullen Hoback talks about a "New Perspective" like Naughton, Hoback also believes that our minds and our understanding of certain things must change with the developing advancements in technology.

Should we just surrender our privacy? Is that the trade we have to make at this point in order to use all these technologies that help us connect and communicate? Why does privacy matter so much and is it really that

important? Cullen Hoback believes that we don't have a privacy problem what we have is an ownership problem. He says " The first thing we naturally own is our self but in the digital world we don't own ourselves at all, we sign terms and conditions agreements and these companies take down all this information about us and create a digital profile/self that reflects us, this intimate portrait of you is something you don't own and therefore you don't have privacy." Privacy exists within ownership; ownership is what we should be talking about when we're talking about privacy. You have privacy within the realm of what you own like your house, your car, your body, etc. The owner of Facebook has the digital key to its platform just like we have a key to our homes so it is that we expect privacy within a realm that we do not own.

When I ask myself the question of where I feel the safest, I automatically think of home. Let's think of it this way, the net is a stranger's house, a stranger that lets me come over for a couple of hours to read some books. Since I would be in a house that is not mine my expectations of privacy are decreased. If we were able to physically " surf" the net and or if we could physically go onto Facebook and chat with other people we would not feel so entitled to the privacy we would expect if we were sitting in our beds using the net virtually.

So should we be willing to give up our privacy for free technology and media or should we pay for our privacy to have ownership is a question we must ponder upon as a society. Hoback explains that a lot of companies are providing privacy related tools called " Privacy by design" but instead should

be providing the option of “ Ownership by desire”. We need to begin with reclaiming the property of self, physical and digital, and until we do that we cannot have privacy. On October 29th, a special screening of “ Terms and Conditions May Apply” on Capitol Hill hosted by Congressman Justin Amash occurred. Over 100 staffers and members of Congress attended responding to the requests of 20, 000 people. Asking they get educated on privacy. A panel discussing how to rein in the NSA’s activities followed, which included whistleblowers Thomas Drake, Russ Tice, NSA whistleblower attorney Jesselyn Radack, and EFF Activism Director Rainey Reitman. The panel was moderated by director Cullen Hoback.

This is part of a continuing effort to draw attention to the issue of online privacy infringement with lawmakers. Cullen Hoback’s documentary “ Terms and Conditions May Apply” demonstrates how cavalier our society is even when it comes to our own privacy, we have foolishly opted-in to a real time surveillance state. Companies are making fortunes from our data and the government is getting something it’s wanted for a very long time which is a sort of unprecedented access to all of the information on all of its citizens. Online consumers sacrifice their privacy everyday for free services like Facebook and Google which in reality aren’t so free.

Nonetheless, we must not lose hope in ourselves and our future. People like Edward Snowden have sacrificed their lives to give us hope therefore we must protect ourselves and fight for what we believe is right.