The Invisible You
Privacy, Security and Ethics in the Data Age

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The World You Inherit

You've grown up inside a machine - a world where every click, scroll, pause, and purchase is quietly recorded. In this Data Age, you are both the user and the product: your behavior is harvested, analyzed, and sold to shape your decisions before you even make them. This isn't just convenience; it's **Surveillance Capitalism** - a system where your attention, preferences, and even your emotions are monetized, often without your awareness or consent.

Hacker

Hacker

Curiosity is a SUPERPOWER

- **Hacker ≠ Criminal. Hacker = Explorer.**
- Don't just use tools - *break them, rebuild them, understand them.*
- Learn from the source - *read source code, inspect system logs, observe low-level behavior.*
- Embrace the mindset - *tinker, question, dig deeper.*

Hacker

- Hacker Howto - catb.org/~esr/faqs/hacker-howto.html
- The Hacker Manifesto - mit.edu/hacker/hacker.html
- Philosophy of the GNU Project - gnu.org/philosophy/philosophy.html

System Curiosity in Action

```
strace -e openat firefox
```

What is privacy?

Privacy is the power to reveal yourself selectively - to choose what parts of your life others see and what stays private. Without privacy, your autonomy disappears, leaving you vulnerable to control and manipulation. Surveillance is not just watching; it's a form of power that restricts freedom and shapes behavior.

Surveillance Capitalism

Surveillance Capitalism

Tech giants like Google, Meta, and Amazon aren't just offering services - they're extracting behavioral surplus: data about your actions, preferences, and even intentions. This data isn't freely given - it's mined silently as you move, search, and scroll. The more they know about you, the more precisely they can predict and shape what you do next - not just to serve, but to sell, influence, and control.

Surveillance Capitalism

[Shoshana Zuboff: Surveillance Capitalism and the Fight for a Human Future](#)

Take Back Control

- Use **Librewolf** instead of Chrome or Firefox (de-googled, hardened)
- Prefer **XMPP** or **Matrix** over WhatsApp and Telegram
- Switch to **Tutanota** or **ProtonMail** for email
- Turn off **location history** and personalized ad tracking
- Use **Linux**. Seriously - it's your digital home, not theirs.

Take Back Control

- librewolf.net
- xmpp.org
- tutanota.com
- privacytools.io
- [ssd.eff.org](ssd.eff.org)

Encrypt Everything

What it is: Encryption turns readable information (plaintext) into unreadable data (ciphertext). It's math that protects your messages.

Why it matters: Only the sender and intended recipient can read the content. No one else - not your ISP, not Big Tech, not governments.
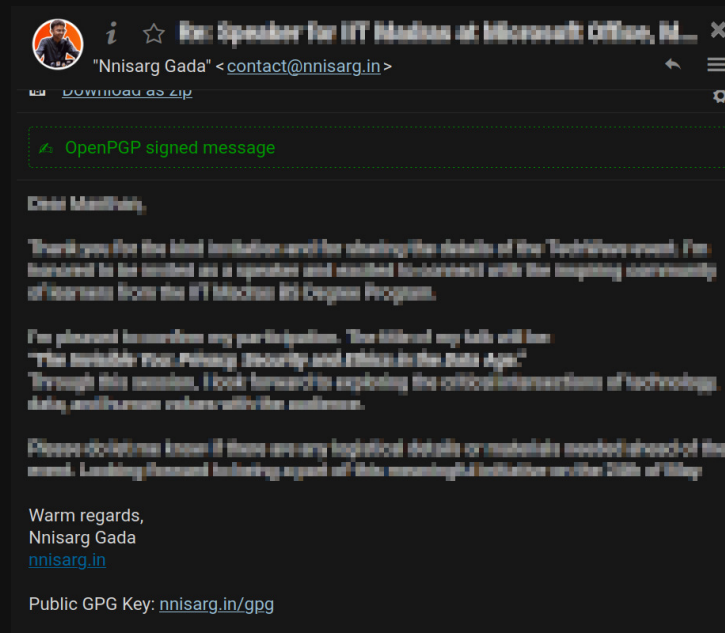
How to do it: Use **GPG (GNU Privacy Guard)**, a free and open-source encryption tool that lets you encrypt files, emails, and verify identity.

Encrypt Everything

GPG powers secure communication for developers, journalists, and activists. It's how you protect your ideas, your identity, and your freedom.

Learn more at gnupg.org

Encrypt Everything

Encrypt Everything

```
gpg --full-generate-key
gpg -e -r contact@nnisarg.in secret.txt
gpg -d secret.txt.gpg
```

Swatantra Software

Free as in Freedom

You deserve the right to study, change, and share your tools.

Swatantra software is yours - not rented from Big Tech.

It builds resilient communities.

Swatantra Software

Linux, LibreOffice, Firefox, Inkscape, Signal, F-Droid

Learn more: oreilly.com/openbook/freedom

Swatantra Software

What is a GLUG?

A **GNU/Linux Users' Group (GLUG)** is a community dedicated to promoting and supporting *Swatantra (Free/Libre) Software.*

GLUGs bring together enthusiasts, developers, and advocates to share knowledge, collaborate on projects, and spread awareness about free and open-source software.

Without a central authority, the GNU/Linux movement relies on local groups like Mumbai GLUG to drive advocacy, education, and user support - empowering individuals to take control of their computing.

Join the community at mumbaiglug.org

Self-Host and Reclaim Autonomy

Host your own email, notes, RSS, and chat.

Don't depend on centralized platforms.

Even running a local Gitea or Nextcloud is a radical act.

Ethics in the Data Age

In the data age, your technical choices shape lives. Whether you're writing code, training models, or analyzing data-pause to consider the social consequences. Ethics isn't a constraint; it's a compass.

Ethics in the Data Age

Just because you can, doesn't mean you should

Think before deploying a classifier, scraping user data, or optimizing engagement.

Ethical dilemmas exist in AI, predictive policing, emotion detection, and more.

Read: The Trolley Problem Revisited: Ethical Dilemmas in the Age of AI

Don't Be A Product - Be A User

Learn deeply - not just tools, but the systems beneath them.

Speak out for privacy, encryption, and digital rights.

Build libre technology, not just profit-maximizing apps.

Contribute to local communities like GLUGs and help others reclaim control.

Any Questions?

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This presentation is available at
talks.nnisarg.in/invisible-you

Thanks for listening - and happy hacking :D