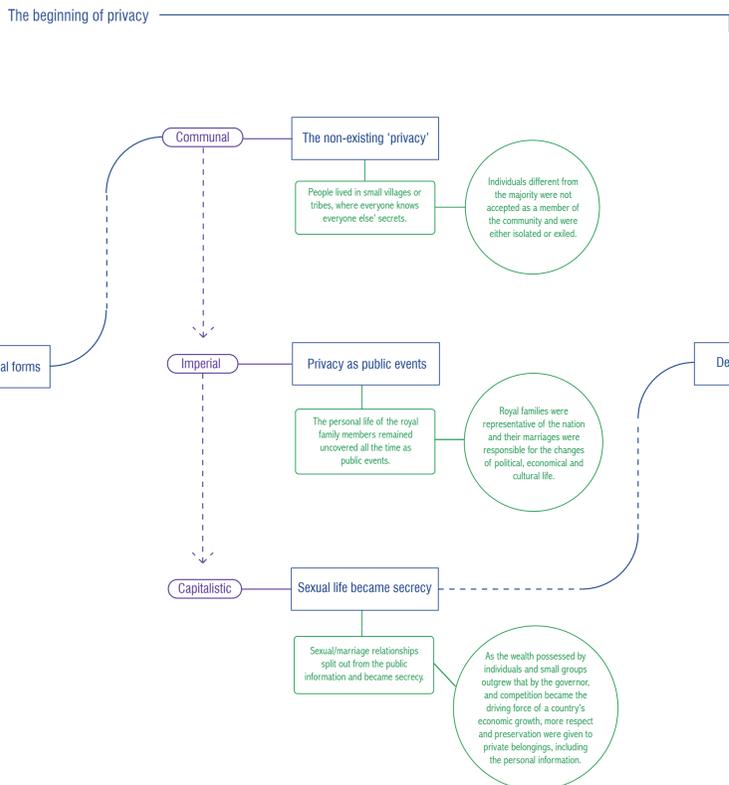




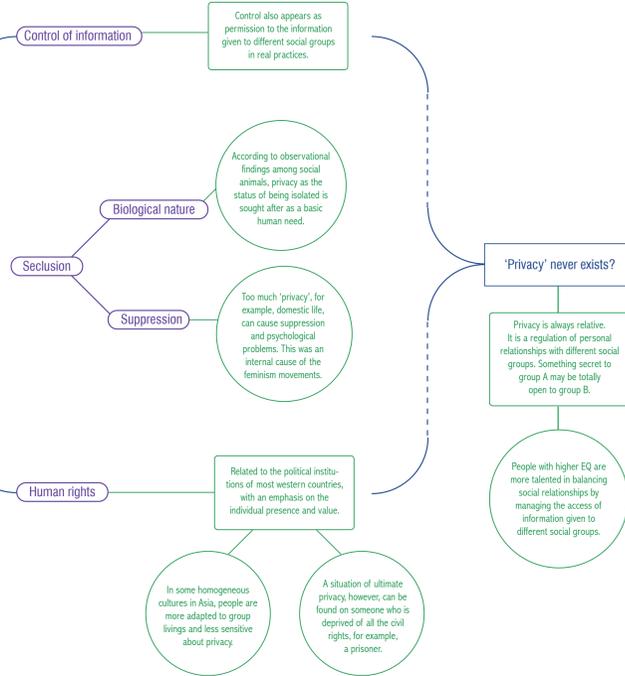
# A Brief History of Privacy In the Spectrum of Technology

'Privacy' evolving through social forms

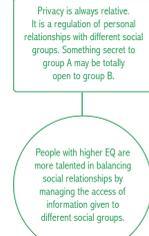


### The critical debate: What is privacy?

Defining 'privacy'



'Privacy' never exists?



A culture of collective surveillance started it all?

It is hard to tell which one started first: the awaking of privacy or that of surveillance as means of enforcing disciplines or governing?

Concealment as a reaction

Surveillance technologies that made defense more of a necessity

### Analogue age

Wiretapping

The extreme example being the wiretapping transcripts in the East Germany as a public archive after the fall of the Berlin Wall. It is a haunted experience to read one's own life written by an 'invisible hand', especially when the uncovering of 'privacy' might have the power to change one's fate.

DNA database

Intelligence investigation

Information existing in the form of data archive makes the uncovering of privacy irreversible: it becomes an endless iteration when the past visits the present. This creates idle efforts for the operation within the surveillance mechanics too, because the discipline or context where the record exist in may have disappeared itself. A 'selective memory' is maybe what should be expected with some advanced information systems.

Central surveillance

Biometrics

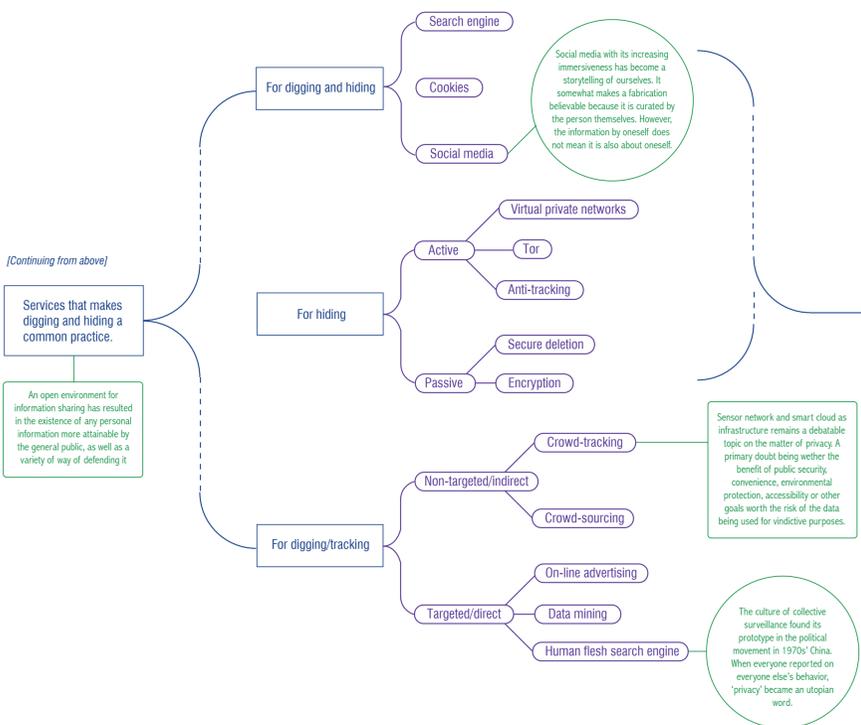
Info kept by third party

Third parties like banks, telecommunication carriers, airline companies keep records of individual activities. They can be dug out by government under a certain request such as search warrant or subpoena.

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### Digital age

(Continuing from above)

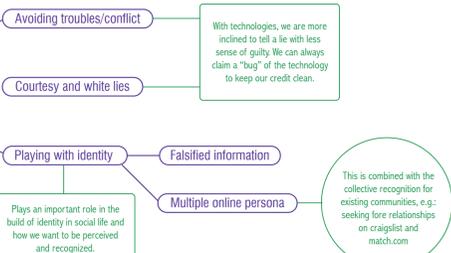


Purpose for hiding

As a defense of



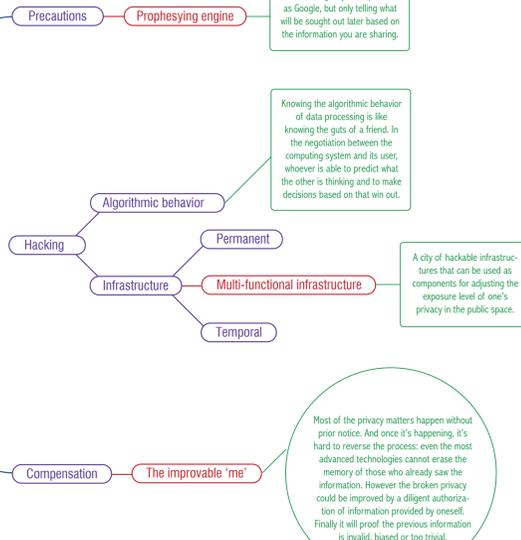
As regulation for relationships



Such practices, of increasingly importance to the use of social media, raise a question about current mode of privacy management for these services. As the policy focuses on the permission given about one's personal information, what social goals and experience- such as hiding and playing with our identity- can be offered as a service of privacy management.

It is more useful to consider the creative practice for self-regulated privacy (such as hiding using technology) instead of designing a schema for filtering the data to different audiences. This should be the next idea for designing privacy service.

Self-taught techniques



### Near future service for privacy | hypothetical inventions

### Far future service for privacy

Enabling creative use of privacy and preventing past from visiting present endlessly

The notion of privacy will experience a major change until the control over the information, no matter how strict and precise, no longer functions efficiently or becomes way more costly than the other way around, which is to give permission to trusted parties and groups. Then will we come to rethink privacy as a privilege and responsibility instead of taboo and restriction.

Service design

**Affiliation network**

A social networking service that encourages presentation of diversified self-image to different social groups. It provides analysis of your language and is able predict if a hiding or lying can be made under a specific relationship.

Technologies

Should we deploy a database system that knows how to forget and put an expiration date on every piece of information?

The Internet is now in its 20s. But imagine 50 years later, the outdated and invalid information will become a big burden and distraction of efficient use of the technology. Today there are numerous victims of gossip over past happening online, as well as unemployment caused by the discovery of previous surgical conditions. A lot pains can be reduced with the introduction of a "forgetting mechanics" of the Internet.