

## Game Changer 7: Privacy, Data, and Right to Self

### Transcript

Our 7<sup>th</sup> major transformation is privacy, data, and right to self. Which we can also think of as, who has access and influence over your actions and preferences? One of the things that people are becoming very aware of today is that today's business models, many of the business models of the biggest companies that are most important in our daily lives today, are predicated of course on you being the product. And while we continue to think of ourselves as the customer, as the endpoint of the reason for being for companies, that's not how a lot of them have come to be born and raised as it were in the world today. Businesses and governments are building systems in the world today specifically to collect data with which to predict and incent behavior.

Anybody who has followed any of the developments from China, and the societal surveillance systems that they have been perfecting on their own population and are aggressively exporting to other cities and countries around the world, even a lot of those conversations that are occurring in the US today about facial recognition technology, and cameras, and various types of surveillance and access to our digital lives. And then of course, because we are talking about digital life, and we are living in a digitized society, its coming to understand that in this kind of environment, every interaction, every digital interaction is a potential risk.

So, looking forward, these very big important questions and possibilities around the emergence and evolution of surveillance nations the issue about how companies and governments are being drawn to what's called algorithmic governance, using data and algorithms to essentially govern, make decisions, pass judgments- both predictive and after the fact. And then of course on the flipside, in the midst of what might start to sound like a dystopian future, you have ever present human ingenuity and how it does today, and will continue to turn towards, evading and foiling many of these same digital systems. And because so much of our life has become digitized, and is increasingly a digital life, the issue of privacy data and the right to self being again one of our critical, strategic issues moving forward.

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