



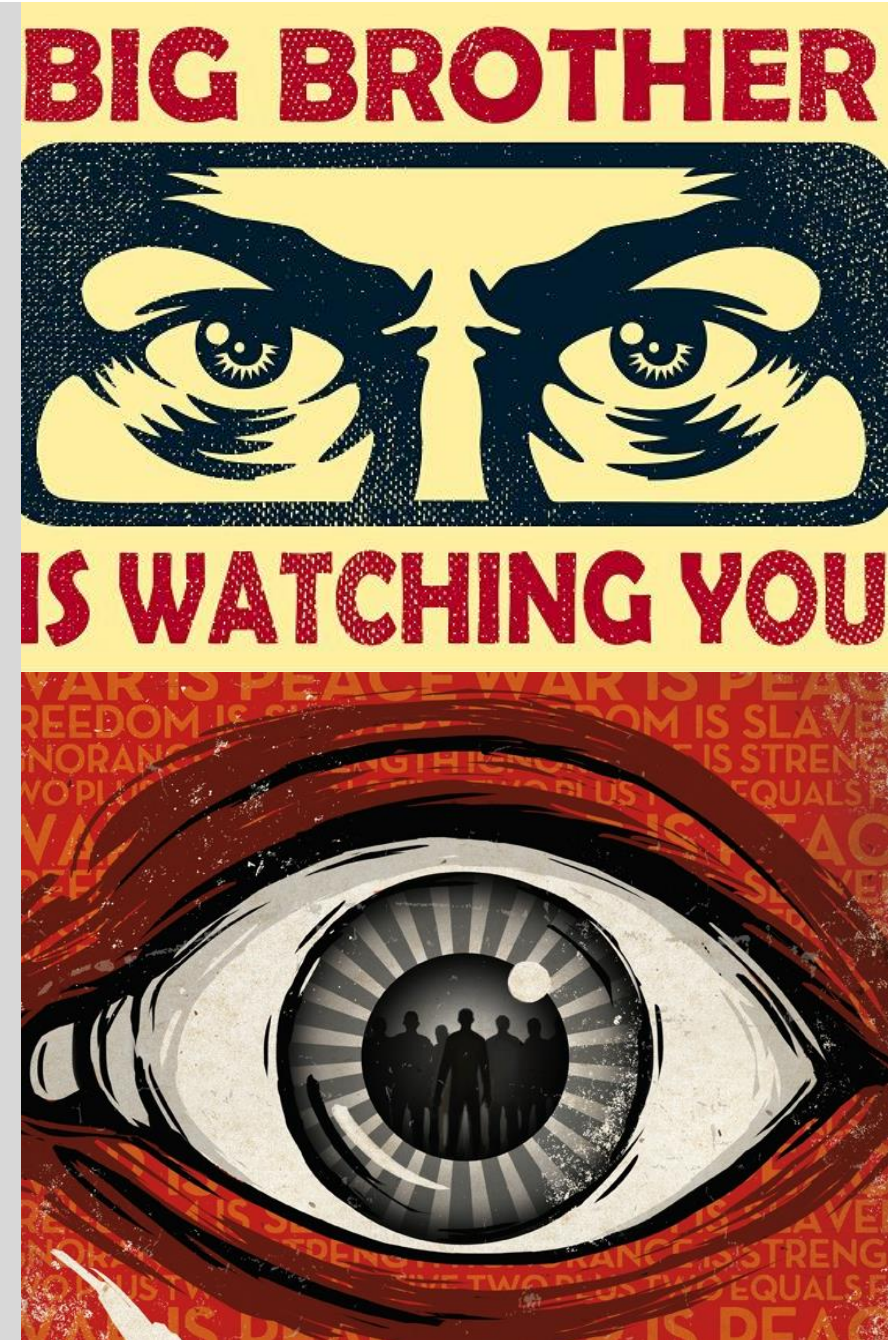
BIG BROTHER

ALLÉE Jade
CORDONNIER Salomé
GERBAUD Mathilde

What is Big Brother ?

Have you ever had an advertisement on a topic you had talked about a few hours earlier ?

- « 1984 » novel by George Orwell > fictional character
- Describe all institutions or practices that infringe on the freedoms





Who ?

- Public institutions : DGSE, NSA, government agencies
- Large private companies :
 - ❑ Apple, Amazon, Facebook, Microsoft ... (GAFAM)
- Unknown to us :
 - ❑ Acxiom and LiveRamp, Equifax, Oracle, Experian, TransUnion



What ?

- Daily life information:
 - ✓ appearance (face ID),
 - ✓ Health
 - ✓ Interests
 - ✓ habits...
- All information useful for commercial, political and military purposes.



How ?

- Classification of profiles > Income, Political orientation or Origin
- It exists specialised customer data agents > Axiom, Oracle...etc.
- Collect data. Example: recording conversations.
- Analyse



Why ?

- Information --> bought and sold every day
- Growing business
- Provide targeted advertising
- Anticipate our actions, decisions
- National "security" purpose
- Possession of strength thought

Examples

- Snowden, Tik Tok
- Amazon 2018 *Rekognition* (face recognition)
 - ✓ Attack on privacy & freedom, discrimination
 - ✓ Promote mass surveillance
- IBM: same idea but abandonment





Conclusion

- Regulated by Law : legal under conditions
- Illegal : mass collection of data, espionage
- Big brother > Discrimination
- GAFAM for example claim to protect our data > First to exploit it !