

LOOK, HERE'S HER BANK ACCOUNT. HER ACCOUNT NUMBER IS BOTH A CARDINAL AND ORDINATE NUMBER. CARDINAL IN THAT IT IS A TOTAL COLLECTION OF OBJECTS, CORRELATED WITH ANOTHER COLLECTION AND IDENTIFIED WITH A NUMBER: IT CORRESPONDS TO HER BANK ACCOUNT IN PARTICULAR. ORDINATE IN THAT IT DESIGNATES THE ONE ACCOUNT OF MANY WITHIN THE BANK'S ENTIRE COLLECTION. SEE THE POWER OF NUMERACY? THE REDUCTIONISM INHERENT IN ANALYTIC TECHNIQUES SUCH AS THESE CAME TO BE SEEN AS THE ANSWER FOR THE PROBLEM OF TOO MUCH INFORMATION THAT OCCURRED SEVERAL CENTURIES AGO!

ING ACCOUNT STATEMENT

Page : 1 of 1

ent period Account No.

11-08 00005-

			Deposits	Balance
				0.55
			694.81	695.36
				495.36
				474.11
2003-10-16	Fees - Interac	1.50		472.61
2003-10-20	Interac Purchase - ELECTRONICS	1975 2.99		469.62
2003-10-21	Web Bill Payment - AMEX	3314 300.00		169.62
2003-10-22	ATM Withdrawal - FIRST BANK	0064 100.00		69.62
2003-10-23	Interac Purchase - SUPERMARKET	1559 29.08		40.54
2003-10-24	Interac Refund - ELECTRONICS	1975 2.99		43.53
2003-10-27	Telephone Bill Payment - VISA	2475 6.77		36.76
2003-10-28	Payroll Deposit - HOTEL		694.81	731.57
2003-10-30	Web Funds Transfer - From SAVINGS	2620 50.00		781.57
2003-11-03	Pre-Auth. Payment - INSURANCE		33.55	748.02
2003-11-03	Cheque No. - 409		100.00	648.02
2003-11-06	Mortgage Payment		710.49	-62.47
2003-11-07	Fees - Overdraft		5.00	-67.47
2003-11-08	Fees - Monthly		5.00	-72.47
*** Totals ***			1,515.63	1,442.61

AGO? HA. ISN'T ALL THIS DATAVEILLANCE ILLEGAL? WHO ARE THESE DIRTBAG CORPORATIONS PAYING OFF TO KEEP THEMSELVES OUT OF TROUBLE?



NO ONE. NOT UNLESS YOU COUNT PRE-EMPTIVE MEASURES SUCH AS LOBBYISTS. THERE HAS BEEN A COMPLETE ABSENCE OF POLICY RESPONSE TO THE EXPLOSION OF DATAVEILLANCE. POLICY-MAKERS SUGGEST THERE SHOULD BE SELF-REGULATION ON THE PART OF THOSE GATHERING DATA—HAHA! THERE IS ALSO THE SUGGESTION THAT, AND THIS IS PROBABLY YOUR FRIEND'S BEST BET, THAT WE SHOULD RELY ON PRIVACY ENHANCING TECHNOLOGIES (PET).

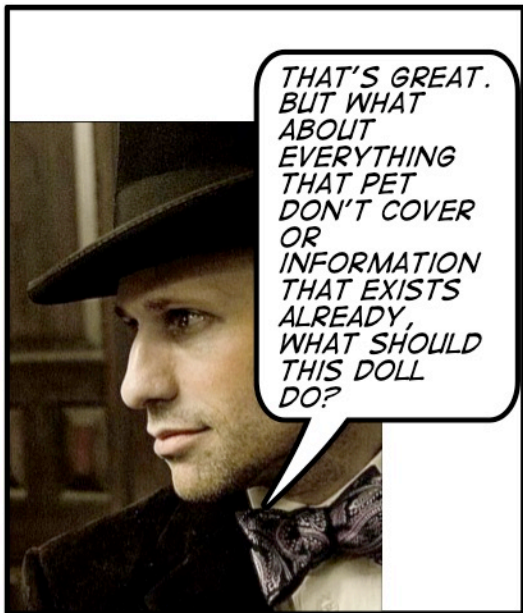
I ASKED THE DOC TO
TELL ME MORE...

PET IS A GENERAL TERM FOR A SET OF COMPUTER TOOLS, APPLICATIONS AND MECHANISMS WHICH - WHEN INTEGRATED IN ONLINE SERVICES OR APPLICATIONS, OR WHEN USED IN CONJUNCTION WITH SUCH SERVICES OR APPLICATIONS - ALLOW ONLINE USERS TO PROTECT THE PRIVACY OF THEIR PERSONALLY IDENTIFIABLE INFORMATION (PII) PROVIDED TO AND HANDLED BY SUCH SERVICES OR APPLICATIONS. EXISTING TECHNOLOGIES INCLUDE...

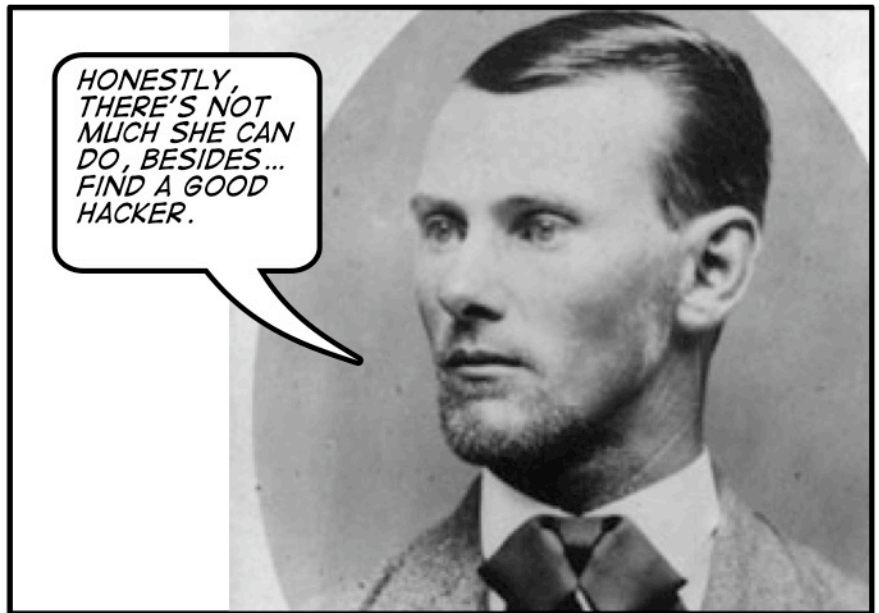
COMMUNICATION ANONYMIZERS: HIDE THE REAL ONLINE IDENTITY (EMAIL ADDRESS, IP ADDRESS, ETC.) AND REPLACE IT WITH A NON-TRACEABLE IDENTITY SUCH AS A DISPOSABLE OR ONE-TIME EMAIL ADDRESS, A RANDOM IP ADDRESS OF HOSTS PARTICIPATING IN AN ANONYMISING NETWORK, OR A PSEUDONYM. THEY CAN BE APPLIED TO EMAIL, WEB BROWSING, P2P NETWORKING, VOIP, CHAT, INSTANT MESSAGING, ETC.

SHARED BOGUS ONLINE ACCOUNTS: HERE, ONE PERSON CREATES AN ACCOUNT FOR MSN, PROVIDING BOGUS DATA FOR NAME, ADDRESS, PHONE NUMBER, PREFERENCES, LIFE SITUATION ETC. THEY THEN PUBLISH THEIR USER-ID AND PASSWORD ON THE INTERNET. EVERYBODY CAN NOW USE THIS ACCOUNT COMFORTABLY. THEREBY THE USER IS SURE THAT THERE IS NO PERSONAL DATA ABOUT HIM IN THE ACCOUNT PROFILE.

ACCESS TO PERSONAL DATA: THE SERVICE PROVIDER'S INFRASTRUCTURE ALLOWS USERS TO INSPECT, CORRECT OR DELETE ALL THEIR DATA STORED AT THE SERVICE PROVIDER.



THAT'S GREAT.
BUT WHAT
ABOUT
EVERYTHING
THAT PET
DON'T COVER
OR
INFORMATION
THAT EXISTS
ALREADY,
WHAT SHOULD
THIS DOLL
DO?

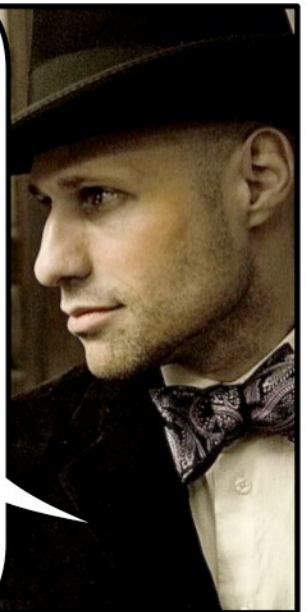


HONESTLY,
THERE'S NOT
MUCH SHE CAN
DO, BESIDES...
FIND A GOOD
HACKER.

AFTER MY MEETING WITH CLARKE. I SAW ROSIE
IN MY OFFICE. SHE HAD REFUSED TO
COMMUNICATE OVER THE PHONE OR COMPUTER.
THOUGH SHE WASN'T LOOKING SO HOT, I FELT
SORRY FOR THE GIRL. I TRIED TO LET HER KNOW
WE WERE UNDERTAKING AN **ALMOST**
IMPOSSIBLE TASK, TRYING TO DELETE ALL OF
HER DATA BODY.



BABY, YOU'VE
GOT TO
START USING
PET. I'M
GOING TO BE
USING IT
MYSELF
NOW-A-
DAYS. IT'LL
PROTECT
YOUR DATA,
AND PEOPLE
WON'T BE
ABLE TO
VIEW IT
WITHOUT
YOUR
CONSENT.



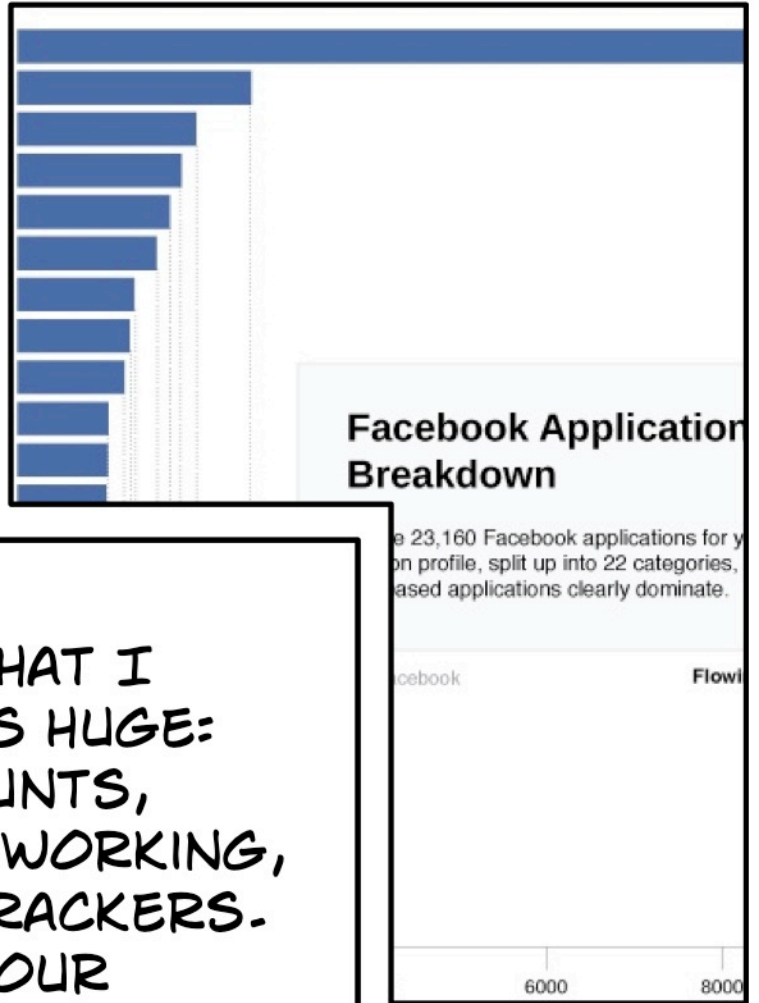
BUT JEEVES,
I DON'T
WANT MY
DATA TO BE
PROTECTED-
-I WANT IT
TO NOT
EXIST.

I DID SOME
RESEARCH FOR YOU
ROSIE, LOOKED UP
YOUR DATA BODY...

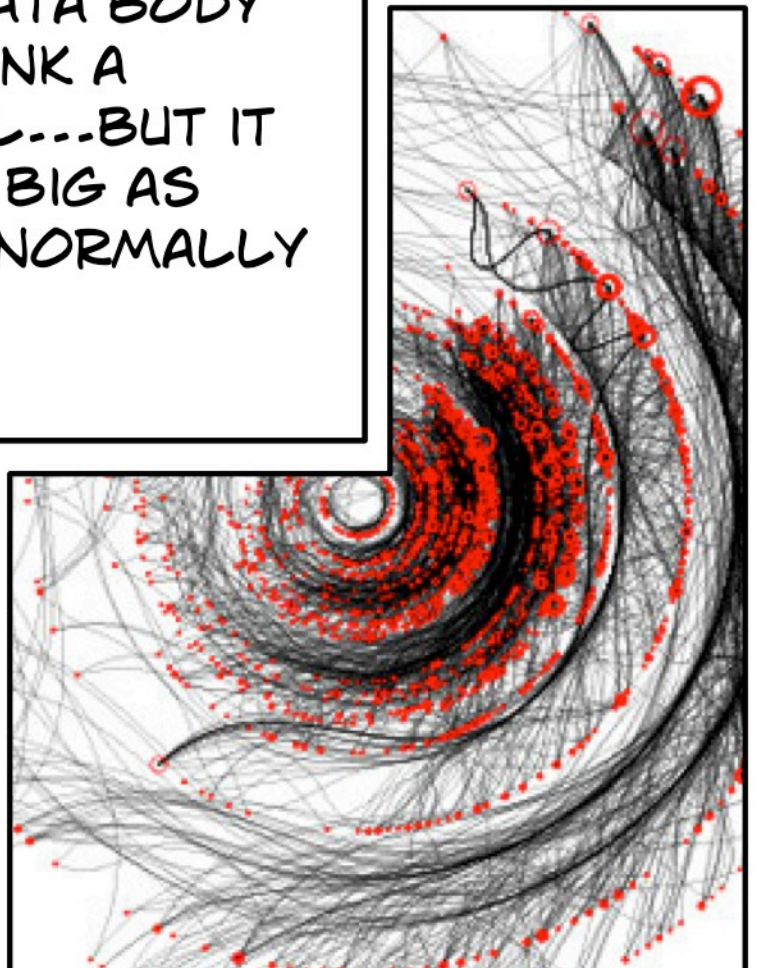
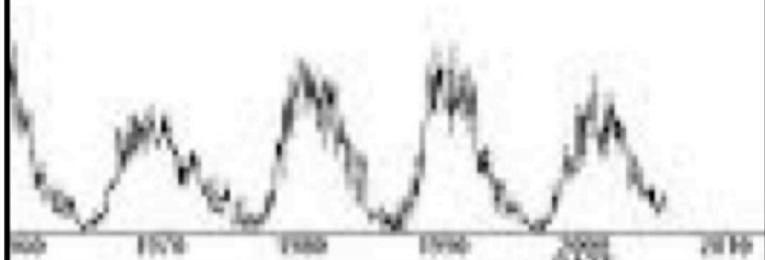
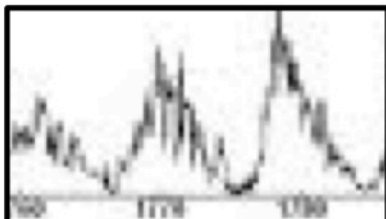


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Options	Processing Time
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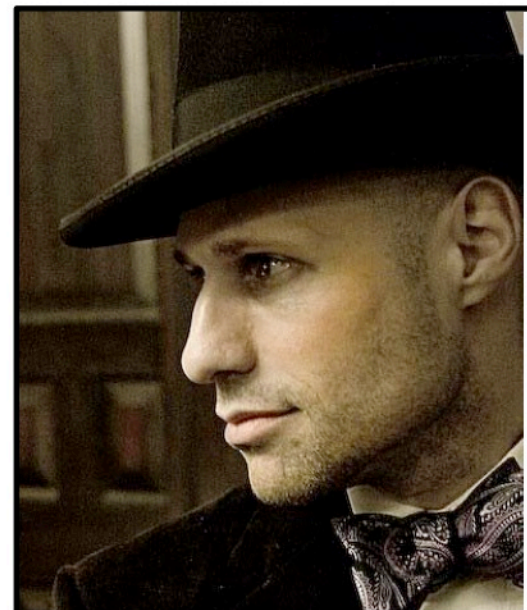
...FOUND WHAT I
 COULD. IT'S HUGE:
 BANK ACCOUNTS,
 SOCIAL NETWORKING,
 COOKIES, TRACKERS.
 WITH PET, YOUR
 EXISTING DATA BODY
 WON'T SHRINK A
 GREAT DEAL...BUT IT
 WON'T GET BIG AS
 FAST AS IT NORMALLY
 WOULD.



WITHOUT A
QUALITY
HACKER,
THERE'S
NOTHING
MORE THAT I
CAN DO.

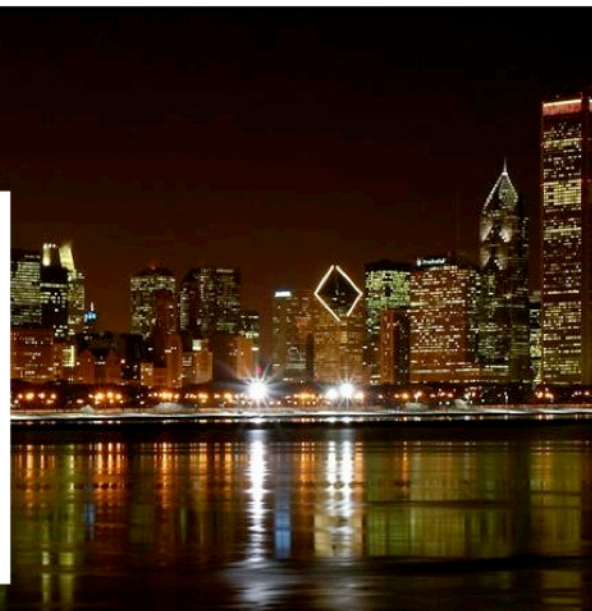



SOB



THE HACKERS


ROSIE WAS BREAKING MY COLD, HARD HEART. THROUGH SOME DOGGED DETECTIVE WORK AND LESS-THAN-LEGAL STRING-PULLING, I TRACKED DOWN TWO WHITE HATS CALLED BRIN AND PAGE. THEY WERE THE BRAINS BEHIND GOOGLE AND I THOUGHT IF THEY COULD PUT TOGETHER SOMETHING THAT COMPLICATED, THEY COULD EASILY BREAK DOWN A FEW VIRTUAL WALLS AND EXTRACT ROSIE'S INFORMATION.





DETECTIVE, YOU'RE THINKING TOO MUCH IN TERMS OF PEOPLE. WHAT YOU NEED MORE THAN A HACKER IS A HACKER'S TOOLS. ONE PERSON, TWO PEOPLE, A HUNDRED COULDN'T POSSIBLE UNDERTAKE RETRIEVING AND DELETING ALL THAT DATA WITHIN THE TIME FRAME YOU'RE TALKING ABOUT. YOU NEED AN ALGORITHM.

THAT SOUNDS LIKE A PAINFUL MEDICAL PROCEDURE.



NO. AN ALGORITHM IS A PROCESS THAT PERFORMS SOME SEQUENCE OF OPERATIONS. WHILE HUMANS MAY NOT BE ABLE TO WORK OR THINK QUICKLY ENOUGH TO EVER COMPLETE CERTAIN TASKS EFFICIENTLY, THEY CAN CREATE INSTRUCTIONS. IN THE FORM OF ALGORITHMS, FOR COMPUTERS TO CARRY OUT

THIS IS IN PART WHY WE CREATED GOOGLE: HUMAN-COMPILED LISTS OF VIRTUAL INFORMATION ARE LABOR-INTENSIVE AND LIMITED IN QUANTITY WHILE MANY SEARCH ENGINES PRODUCE TOO MANY LOW QUALITY RESULTS AND ARE EASILY MANIPULATED BY ADVERTISERS.



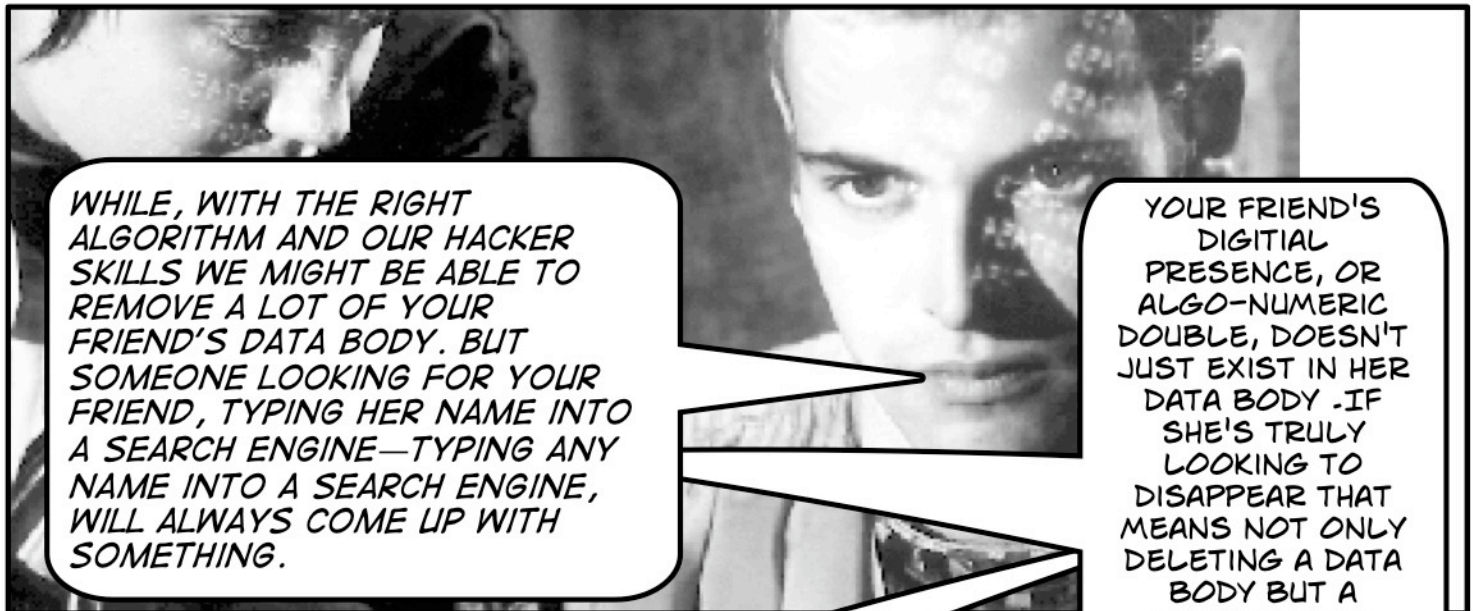
THAT'S BRILLANT. WITH YOUR HELP, WE'RE GOING TO BE ABLE TO REMOVE ALL DATA TRACES OF ROSIE!



*SORRY, ACE—
NOW THAT'S
IMPOSSIBLE.*



*IMPOSSIBLE...I
KEEP HEARING THAT
WORD!*



*WHILE, WITH THE RIGHT
ALGORITHM AND OUR HACKER
SKILLS WE MIGHT BE ABLE TO
REMOVE A LOT OF YOUR
FRIEND'S DATA BODY. BUT
SOMEONE LOOKING FOR YOUR
FRIEND, TYPING HER NAME INTO
A SEARCH ENGINE—TYPING ANY
NAME INTO A SEARCH ENGINE,
WILL ALWAYS COME UP WITH
SOMETHING.*

*YOUR FRIEND'S
DIGITAL
PRESENCE, OR
ALGO-NUMERIC
DOUBLE, DOESN'T
JUST EXIST IN HER
DATA BODY .IF
SHE'S TRULY
LOOKING TO
DISAPPEAR THAT
MEANS NOT ONLY
DELETING A DATA
BODY BUT A
SIGNATURE--
EVERYTHING
RELATED TO HER
NAME WHEN IT IS
SEARCHED IN
THROUGH AN
ENGINE SUCH AS
OURS!*

*WHEN YOU
FIGURE IN ALL
THE
HYPERLINKING
GOING ON, T
HAT'S BASICALLY
THE WHOLE
INTERNET!*



*I DIDN'T WANT TO BE THE ONE TO BREAK TO POOR ROSIE. THOSE GOOGLE GLUYS
MUSTA BEEN ABLE TO SEE MY DISAPPOINTMENT, BECAUSE THEY STARTED TO
ASK A LOT OF QUESTIONS...*

WHY WOULD ANYONE WANT TO DELETE THEIR ALGO-NUMERIC DOUBLE?

IS SHE A CRIMINAL?

WHAT'S WRONG WITH YOUR FRIEND?

EVEN IS SHE WAS, WHY DOESN'T SHE JUST MANIPULATE HER DATA INSTEAD OF TRYING TO DO THE IMPOSSIBLE AND DELETE.

I'M NO SHRINK, BUT'D I SAY SHE'S HAVING A MODERN-DAY IDENTITY CRISIS.

SHE SHOULD STOP WORRYING ABOUT HER NAME!

YEAH! "A ROSE BY ANY OTHER NAME WOULD SMELL SO SWEET, AND ALL THAT POETRY!

SHE'S JUST WORRIED.

SHE'S TRYING TO GET A JOB, BUT THEY LOOK AT HER DATA, AND NOT HER.

SHE'S NO CRIMINAL! IT SHOULD BE CRIMINAL WHAT CORPORTATI
ONS ARE DOING, COLLECTING HER DATA!

HOW DO YOU MANIPULATE DATA?

SHE DOES SEEM PRETTY CONFUSED...

BUT HER NAME IS THE PROBLEM, IF SHE IS ALL THAT MATTERS AND NOT HER NAME, WHY DOES HER NAME STOP PEOPLE FROM GETTING TO KNOW HER?

IT WAS A RUCKUS ALRIGHT. AT THAT MOMENT, ROSIE WALKED IN THE DOOR.

WHAT'S GOING ON?



THE MODERN WORLD, DOLL. GET WITH IT. IT'S IMPOSSIBLE TO DELETE YOUR ALGO-NUMERIC DOUBLE. THERE WILL ALWAYS BE TRACES OF YOUR DATA BODY AND SIGNATURE—WHY, THEY'VE EXISTED SINCE BEFORE YOU WERE BORN.



NO!



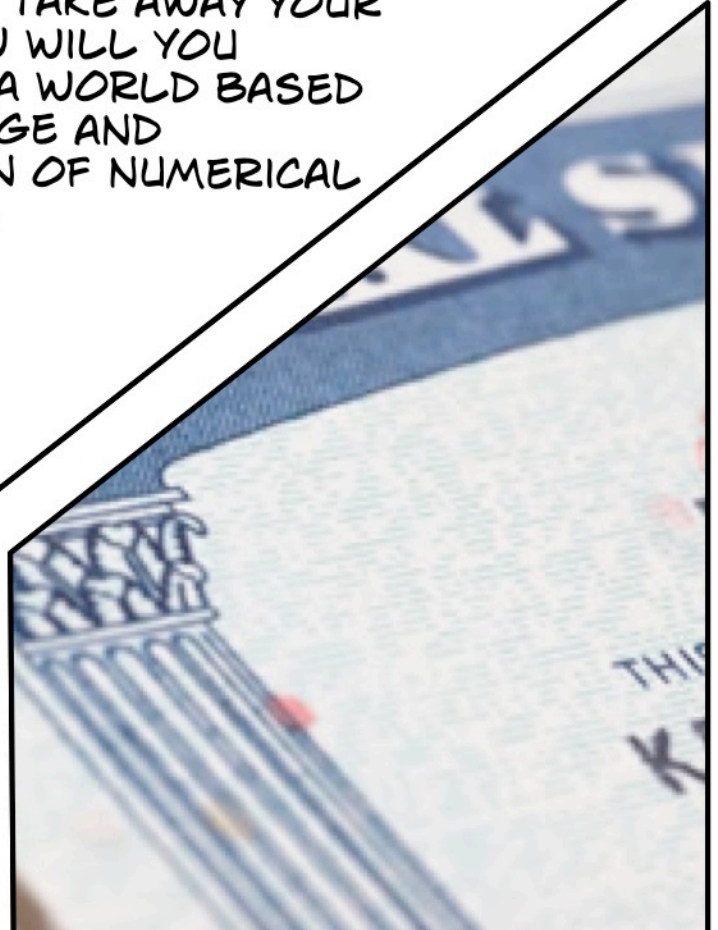
SOB

I WANT MY DATA TO DISAPPEAR, WHEN IT DISAPPEARS EVERYONE WILL NOTICE THE REAL ME!



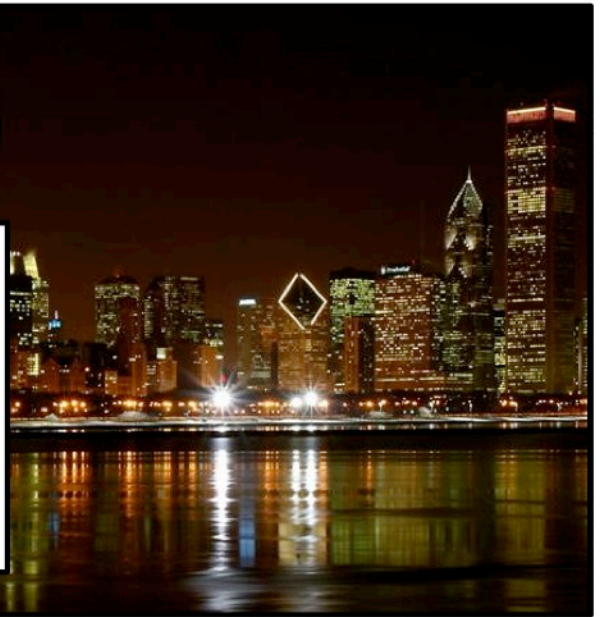


HATE TO BREAK IT TO YOU, BUT IF
YOUR DATA DISAPPEARS THEN
YOU DISAPPEAR. DATA,
NUMERACY, IS PART OF THE
CONTEXT OF THE CULTURE WE
LIVE IN. IF YOU TAKE AWAY YOUR
DATA BODY HOW WILL YOU
INTERACT WITH A WORLD BASED
ON THE EXCHANGE AND
COMMUNICATION OF NUMERICAL
INFORMATION...



THE MEETING

THE SKY WAS DARK AS PITCH THE FIRST TIME ROSIE WALKED INTO MY OFFICE. I HAD JUST FINISHED NAILING SOME POLITICIAN'S CHEATING WIFE AND WAS ABOUT TO HEAD DOWN TO MCNALLY'S TO TIP BACK A FEW. ROSIE CAME IN WITHOUT KNOCKING AND LOOKED MORE DISTRAUGHT THAN A COMPULSIVE GAMBLER WHO'D LOST HIS LAST PENNY TO THE PONIES.

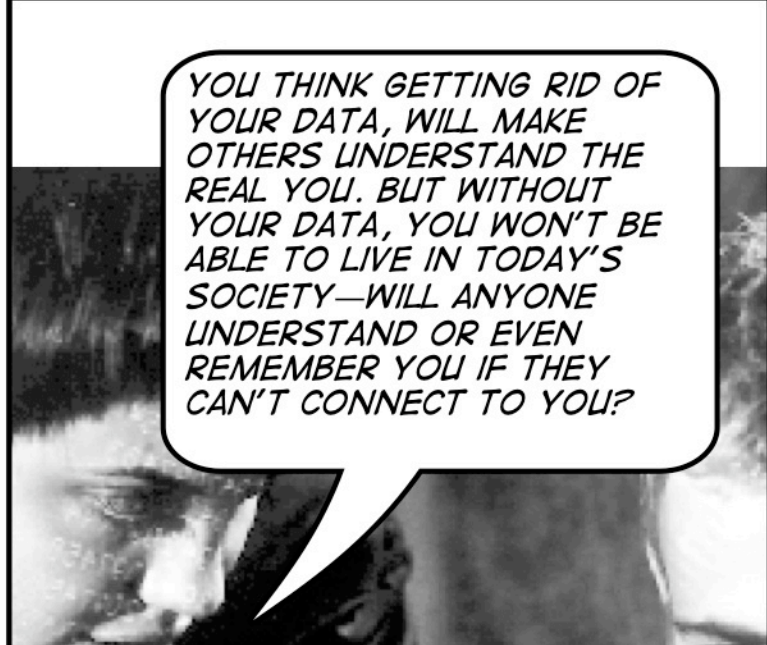


YOU **NEED**
TO HELP ME!



LADY, WHAT I NEED
IS A WHISKEY ON
THE ROCKS. COME
BACK TOMORROW.

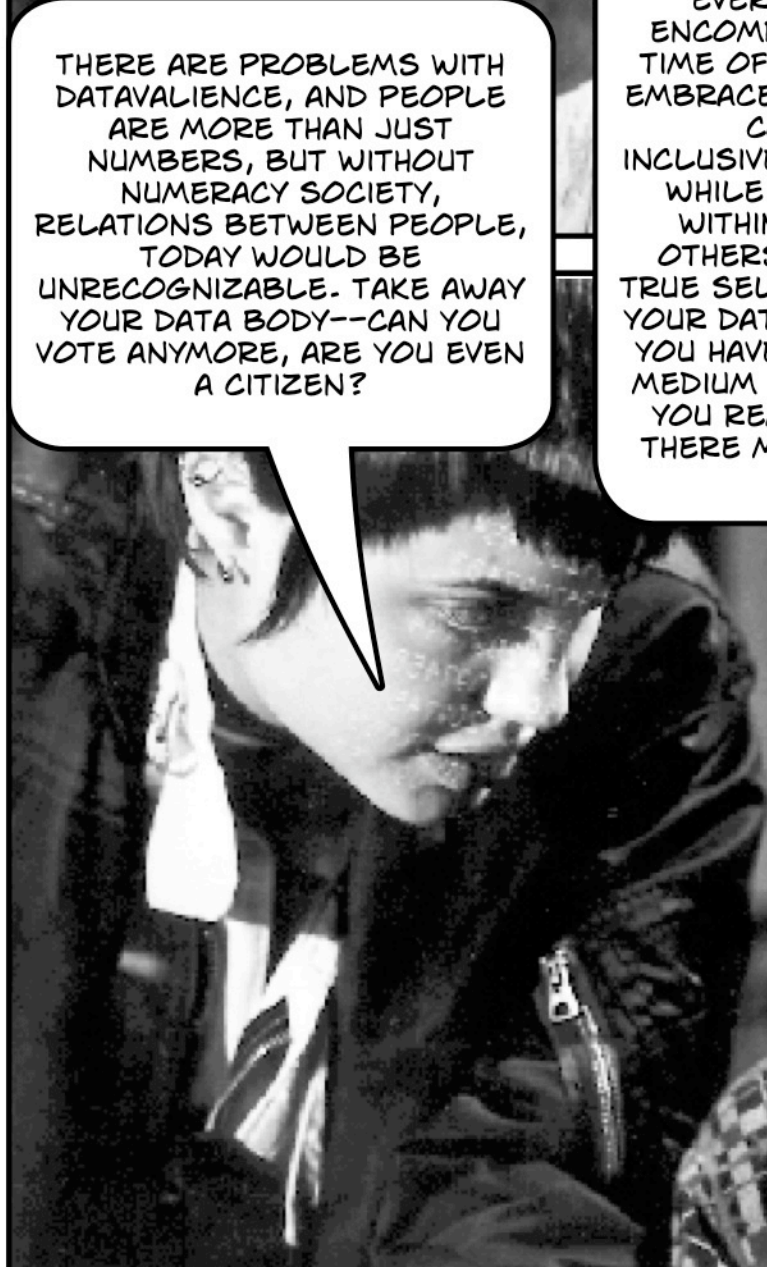




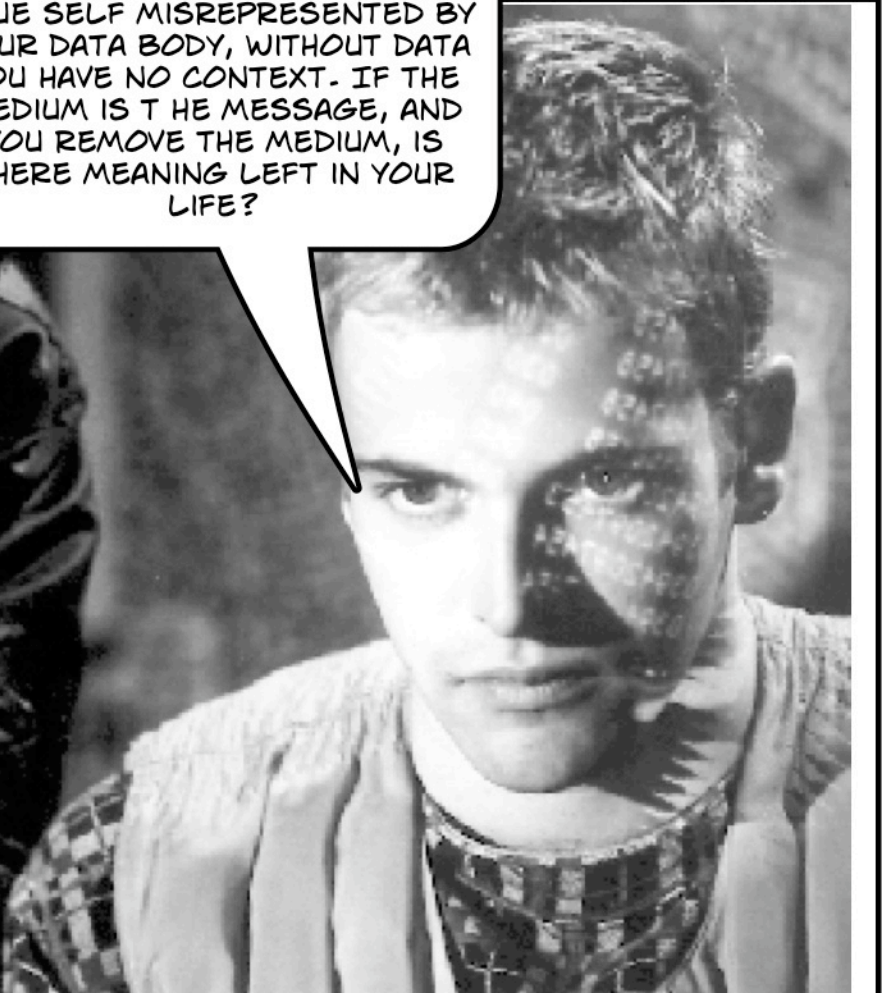
YOU THINK GETTING RID OF YOUR DATA, WILL MAKE OTHERS UNDERSTAND THE REAL YOU. BUT WITHOUT YOUR DATA, YOU WON'T BE ABLE TO LIVE IN TODAY'S SOCIETY—WILL ANYONE UNDERSTAND OR EVEN REMEMBER YOU IF THEY CAN'T CONNECT TO YOU?



I NEVER THOUGHT OF IT THAT WAY BEFORE...



THERE ARE PROBLEMS WITH DATAVALIANCE, AND PEOPLE ARE MORE THAN JUST NUMBERS, BUT WITHOUT NUMERACY SOCIETY, RELATIONS BETWEEN PEOPLE, TODAY WOULD BE UNRECOGNIZABLE. TAKE AWAY YOUR DATA BODY--CAN YOU VOTE ANYMORE, ARE YOU EVEN A CITIZEN?



REJECT YOUR SIGNATURE AND REJECT YOUR CONNECTION TO EVERYTHING YOUR NAME ENCOMPASSES. WE LIVE IN A TIME OF GREAT CONNECTIVITY, EMBRACE AND UNDERSTAND THE COMPLEXITY AND INCLUSIVENESS OF OUR WORLD. WHILE YOU MIGHT BE LOST WITHIN A SEA OF DATA ON OTHERS OR CONSIDER YOUR TRUE SELF MISREPRESENTED BY YOUR DATA BODY, WITHOUT DATA YOU HAVE NO CONTEXT. IF THE MEDIUM IS THE MESSAGE, AND YOU REMOVE THE MEDIUM, IS THERE MEANING LEFT IN YOUR LIFE?

THE TRUTH. IT HIT HER AND ME LIKE
A TON OF BRICKS. IT WAS
COMPLICATED, DIDN'T SMELL QUITE
LIKE ROSES, BUT WAS THE TRUTH
NONETHELESS

CASE
CLOSED.



THE END

I'M A PRETTY
HARDBOILED, NO-
NONSENSE GUY, BUT
THERE ARE THREE
THINGS IN THIS WORLD
THAT SOFTEN ME UP:
CASH, GIN, AND CRYING
DAMES. EVEN THOUGH
I SHOULD HAVE SENT
HER ON HER WAY, I
COULDN'T DO IT. LITTLE
DID I KNOW, THIS
BROAD'S CASE WOULD
FOREVER CHANGE THE
WAY I DO BUSINESS.

AT FIRST I THOUGHT THIS
WAS JUST ONE MORE
JUNKIE WHO'D HAD TOO
MUCH FRIDAY NIGHT NOSE-
CANDY. THEN I STUMBLED
ON THE MILLION-BUCK
QUESTION...

LADY, I
DON'T HAVE
TIME FOR
THESE
RIDDLES
YOU'RE
TALKING.
WHAT'S YOUR
NAME—WHO
ARE YOU?



OKAY MISS, WHAT'S
YOUR PROBLEM.

I'M NOT A HITMAN
—AT LEAST NOT AT
THE PRICE YOU CAN
PAY.

A DEAD BODY, HUH?
IS IT AN ABUSIVE
BOYFRIEND, A
JEALOUS LOVER, AN
EVIL TWIN? MOST
GALS CAN BURN,
DUMP AND COVER UP
THAT SORT OF THING
WITHOUT ANYONE'S
HELP.

I NEED YOU TO MAKE
SOMEONE DISAPPEAR.

NO, IT'S A BODY.

NO, IT'S A BODY
THAT'S ALIVE.
IT'S ALIVE AND
IT'S GOING TO
RUIN MY LIFE.



SHE REACHED IN HER PURSE AND TOOK OUT A SLIP
OF PAPER.

ACE.

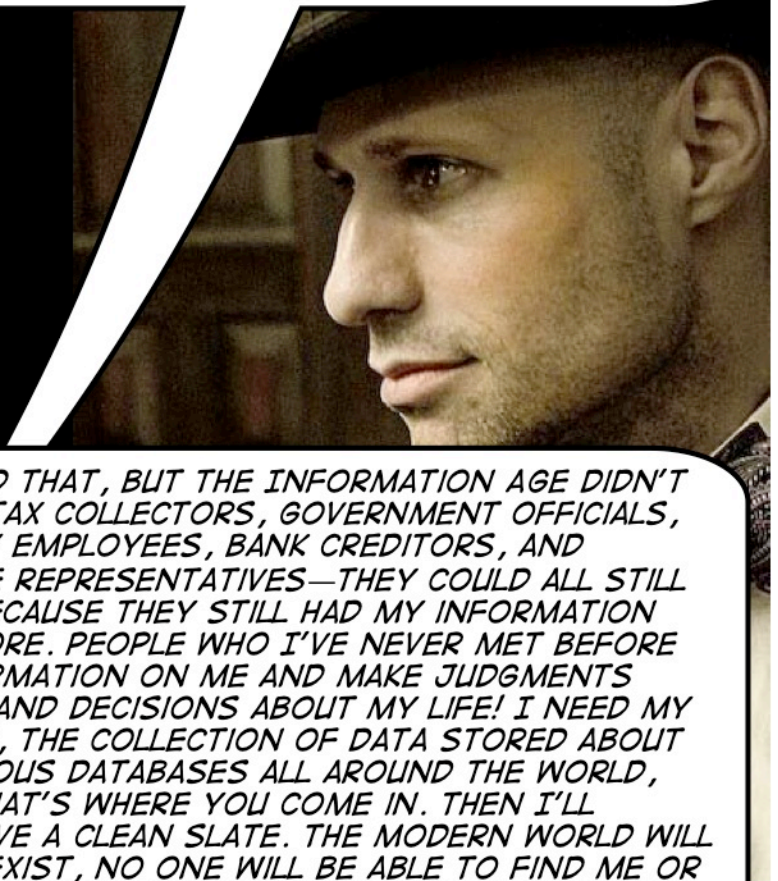
ROSIE, I GET IT. LIFE'S AS HARD AS A JADED COP WORKING THE NIGHTSHIFT. TECHNOLOGY IS A FICKLE AND DISEASED PRO WHO, EVERY SIX MONTHS, SLAPS ON NEW LIPSTICK AND DOUBLES HER PRICE, AND CALLS IT AN UPGRADE. WANT SOME FREE ADVICE? UNPLUG.

THAT'S IT. MY NAME IS THE PROBLEM, OR MORE SPECIFICALLY, THE DATA BODY CONNECTED TO MY NAME. IT'S THE INFORMATION AGE, DETECTIVE—

ACE. (YOU CAN CALL ME ROSIE). IT'S THE INFORMATION AGE AND I HATE IT. COMPUTERS, SMARTPHONES, IPODS, IPADS, WEBCAMS, 24-HOUR NEWS CHANNELS, SATELLITE RADIO, HDTV, GPS. YOU KNOW WHAT I LIKE ACE? BOOKS. HOLD-IN-YOUR-HAND, FEEL-THE-BINDING-WITH-YOUR-FINGER, SMELL-THE-PAGES WITH YOUR NOSE, BOOKS. I LIKE LETTERS TOO! AND TALKING TO A PERSON IN PERSON! AND BEING SEEN AS SOMETHING MORE THAN A NUMBER! THE INFORMATION AGE—IT'S A WHOLE OTHER WORLD AND I DON'T WANT ANYTHING TO DO WITH IT OR THE PEOPLE WHO LIVE IN IT.



NO! I TRIED THAT, BUT THE INFORMATION AGE DIDN'T GO AWAY. TAX COLLECTORS, GOVERNMENT OFFICIALS, UNIVERSITY EMPLOYEES, BANK CREDITORS, AND CORPORATE REPRESENTATIVES—THEY COULD ALL STILL FIND ME BECAUSE THEY STILL HAD MY INFORMATION FROM BEFORE. PEOPLE WHO I'VE NEVER MET BEFORE HAVE INFORMATION ON ME AND MAKE JUDGMENTS ABOUT ME AND DECISIONS ABOUT MY LIFE! I NEED MY DATA BODY, THE COLLECTION OF DATA STORED ABOUT ME IN VARIOUS DATABASES ALL AROUND THE WORLD, ERASED. THAT'S WHERE YOU COME IN. THEN I'LL FINALLY HAVE A CLEAN SLATE. THE MODERN WORLD WILL FORGET I EXIST, NO ONE WILL BE ABLE TO FIND ME OR BOTHER ME, AND I CAN EXIT THE INFORMATION AGE AND LIVE HOW I WANT!



SHE SEEMED A BIT OF STRANGE KID BUT I APPRECIATED HER STUBBORNNESS. I'LL ADMIT, I HAD NEVER DONE ANYTHING LIKE SHE WAS SUGGESTING, IN FACT, I'D NEVER EVEN HEARD OF THE PHRASE "DATA BODY" BEFORE. IN MY OWN FORM OF STUBBORNNESS, I WANTED TO PROVE TO HER THAT I COULD TAKE HER CASE AND MAKE THIS DAMN DATA BODY DISAPPEAR.

I SAID ADIEU TO MY
BUDDY GLOCK---

---PUT AWAY MY TRUSTY
LOCK PICKS---

THE SEARCH

ROSIE DISAPPEARED INTO THE NIGHT AND I WAS ON MY OWN TO FIND HER DATA BODY AND DELETE IT. SHE HAD NO MONEY AND I COULDN'T WORK FOR FREE FOR LONG SO THIS HAD TO BE SOLVED RIGHT QUICK. THE PROBLEM WAS THAT MOST OF MY USUAL TRUSTY TOOLS AND CONTACTS WERE OF NO USE IN THIS CASE. I KNEW THIS CITY'S UNDERWORLD LIKE THAT BACK OF MY HAND, AND WHEN NECESSARY, COULD PUT ON MY GLAD RAGS AND WINE AND DINE WITH THE BEST OF SOCIETY'S UPPER ECHELON. THIS DIGITAL WORLD WAS A WHOLE NEW PLACE HOWEVER, AND AT FIRST, I HARDLY EVEN KNEW WHERE TO BEGIN.

---HUNG UP
MY
TRENCHCOAT---

---AND TOLD THE LOCAL CREW THAT I
WOULDN'T BE NEEDING THEIR HELP THIS
TIME AROUND.



IT WAS TIME FOR THIS OLD DOG TO LEARN SOME NEW TRICKS. I TOOK TO THE 'NET. I'LL BE HONEST, BEFORE MEETING ROSIE, I WAS A SIMPLE MAN WHO ONLY USED THE WORLD WIDE WEB TO TAKE CARE OF A FEW BASIC NEEDS.

JUSTIN'S BETRAYAL

Jessica's nightmare comes true as

SAVE 60% OFF
Plus Get **FREE SHIPPING**
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25 HANDROLLED Dominican Cigars
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LIMITED QUANTITIES

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I FIRED UP GOOGLE, AND DECIDED TO FIND SOMEONE WHO COULD LET ME INTO THIS WORLD AND SHOW ME HOW TO FIND ROSIE'S DATA BODY. THE BEST MAN FOR THE JOB SEEMED TO BE THIS WISE HEAD NAMED CLARKE...

Google

smart birds who know the rap on data|

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Google Search

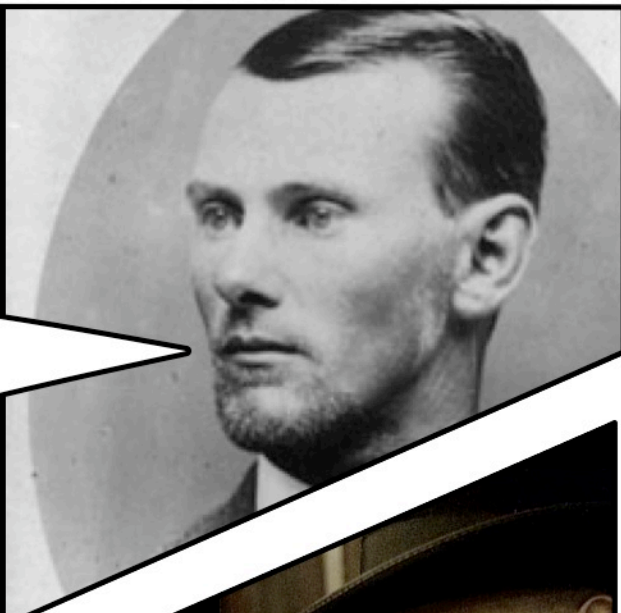
I'm Feeling Lucky

YOUR FRIEND IS TRYING TO ERASE HER DATA BODY? HOW MUCH TIME DOES SHE HAVE? NOT LONG? THAT'S GOING TO BE VERY, VERY DIFFICULT, IF NOT IMPOSSIBLE—ANALOGOUS TO CLEANING THE AUGEAN STABLES IN A SINGLE DAY.

I'M NO HERCULES, BUT LET ME TELL YOU CLARKE, I'VE DONE SOME PRETTY IMPOSSIBLE THINGS BEFORE. I'M STILL NOT SURE WHAT EXACTLY THE BROAD WAS TALKING ABOUT, THOUGH. SHE SEEMED A BIT CLICKOO, PARANOID ALMOST, IF YOU KNOW WHAT I MEAN.



YOUR FRIEND IS RIGHT TO BE WORRIED ABOUT HER DATA BODY. WHAT IS PARANOIA BESIDES REALITY SEEN ON A FINER SCALE? SHE ADDS TO HER DATA BODY ANY TIME SHE SIGNS UP FOR A SERVICE SUCH AS A LIBRARY OR CREDIT CARD, ENROLLS IN SCHOOL, PAYS HER TAXES OR PUBLISHES BLOGS OR PICTURES. ADDITIONALLY, SUCH DATA ISN'T JUST A NATURAL RESULT OF TRANSACTIONS IN THIS MODERN AGE. FOR THEIR OWN BENEFITS, CORPORATIONS AND GOVERNMENTS CAN CONSOLIDATE YOUR FRIEND'S PERSONAL DATA FROM MULTIPLE SOURCES WITH TECHNIQUES SUCH AS FRONT-END VERIFICATION, CROSS-SYSTEM ENFORCEMENT, PROFILING AND DATA MATCHING. THEIR DATA SURVEILLANCE, OR DATAVEILLANCE, IS ALMOST LIMITLESS.



SO YOU'RE SPOOKED BY SPOOKS, HUH? WELL CLARKE, SHE GAVE ME SOME BASIC INFORMATION—PASSWORDS AND SUCH—AND I'VE STARTED ERASING HER DATA BODY BY GOING INTO HER ACCOUNTS AND DELETING PICTURES, OTHER INFORMATION AND SHUTTING THEM DOWN. SEE, HERE'S HER FACEBOOK:



facebook

Search

Are you sure you want to deactivate your account?

Deactivating your account will disable your profile and remove your name and picture from anything you've shared on Facebook.

Kara will miss you



[Send Kara a Message](#)

Sean will miss you



[Send Sean a Message](#)

Lily will miss you



[Send Lily a Message](#)

Nabila will miss you



[Send Nabila a Message](#)

Eric will miss you



[Send Eric a Message](#)

Reason for leaving
(Required):

- ☐ I have a privacy concern.
- ☐ I don't understand how to use Facebook.
- ☐ This is temporary. I'll be back.
- ☐ I don't feel safe on Facebook.

HAHA!

YOU ARE UNDER A COMMON MISCONCEPTION REGARDING VISUAL SURVEILLANCE. MOST OF SURVEILLANCE IS INVISIBLE AND VIRTUAL. IF ANYTHING, IT IS ROOTED IN NUMBERS NOT PICTURES!

DELETING HER FACEBOOK PHOTOS IS THE LEAST OF YOUR WORRIES—AND, BESIDES, WHO'S TO SAY THAT JUST BECAUSE YOU DELETE A PHOTO OR PROFILE IT IS TRULY GONE.

WITH BOTH VISUAL AND VIRTUAL INFORMATION YOU NEED TO WORRY ABOUT COPIES, DATA GENERATED ON THAT INFORMATION, AND METADATA—DATA GENERATED ON DATA. FOR EACH UPLOADED PHOTO, FACEBOOK GENERATES AND STORES FOUR IMAGES OF DIFFERENT SIZES. FOR INFORMATION YOUR FRIEND MIGHT HAVE STORED ABOUT HER IN CERTAIN DATABASES, THERE IS DATA, PHYSICAL QUANTITIES HAVE BEEN CONVERTED INTO SYMBOLS—A COLLECTION OF NUMBERS, CHARACTERS, IMAGES OR OTHER OUTPUTS. META DATA MIGHT THEN PROVIDE THE PURPOSE OF THE DATA, THE TIME AND CREATION OF THE DATA, OR THE MEANS OF CREATION OF THE DATA. JUST BECAUSE YOU DELETE SOMETHING, DOESN'T MEAN EVERYTHING DERIVED FROM IT IS DELETED. LOOK, THIS IS A VISUAL REPRESENTATION OF JUST SOME OF THE DATA FACEBOOK COLLECTS ON ITS USERS. IT SHOWS THE AMOUNT OF "BREAK UPS" OF RELATIONSHIPS AMONG ITS USERS OVER TIME. TERRIFYING!

Spring Break

Valentine's Day

JAN

FEB

MAR

APR

MAY

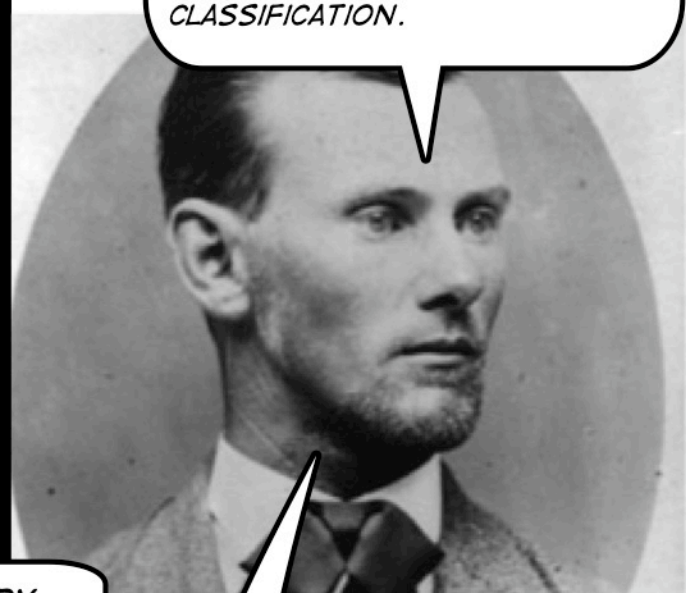
JUN

READER, I DID NOT LIKE WHERE THIS WAS HEADING...




I SEE THE
PICTURE, BUT
NUMBERS?
YOU'RE
TOOTING THE
WRONG
RINGER. I'VE
GOT NO HEAD
FOR THEM.

THEN YOU'RE
IN TROUBLE.
NUMERACY,
MIGHT BE
CALLED THE
ABILITY TO
REASON WITH
NUMBERS AND
OTHER
MATHEMATICA
L CONCEPTS
BUT ISN'T
SOMETHING
ONLY USEFUL
IN A
CLASSROOM.



ROOTED IN THE MATHEMATICS OF
DESCARTES, IT PROVIDED A NEW
SYMBOLIC LANGUAGE BASED IN
THE STORAGE OF INFORMATION
IN ABSTRACT OPERATIONAL
SYMBOLS AND THE USE OF
ALGORITHMIC OPERATIONS FOR
THE MANIPULATION AND
ANALYSIS OF INFORMATION. ITS
PRINCIPAL ADVANTAGES IN
MASTERING INFORMATION
INCLUDE GREATER ABSTRACTION
FROM THE UNIVERSE OF WORDS
AND THINGS, FROM EXPERIENCE,
AS WELL AS UNPRECEDENTED
CAPABILITIES OF ANALYSIS. ITS
PRODUCTS DRAW US FATHER
AWAY FROM EXPERIENCE THAN
DOES LITERACY, LETTING US SEE
AND SHAPE THE WORLD FROM A
TOTALLY DIFFERENT CRITICAL
PERSPECTIVES THAN
CLASSIFICATION.



WAIT LITERACY? EVERYBODY
READS AND SPEAKS. HARDLY
ANYBODY GOES AROUND
PLAYING WITH CALCULATORS!

NUMERACY, ISN'T
ALWAYS VISIBLE. BUT
NUMBERS ARE
EVERYWHERE, THEY
ARE THE BASIS OF ALL
OUR MODERN
COMMUNICATIONS.
I'LL TRY TO EXPLAIN,
AS WE LOOK AT YOUR
FRIEND'S DATA BODY.