

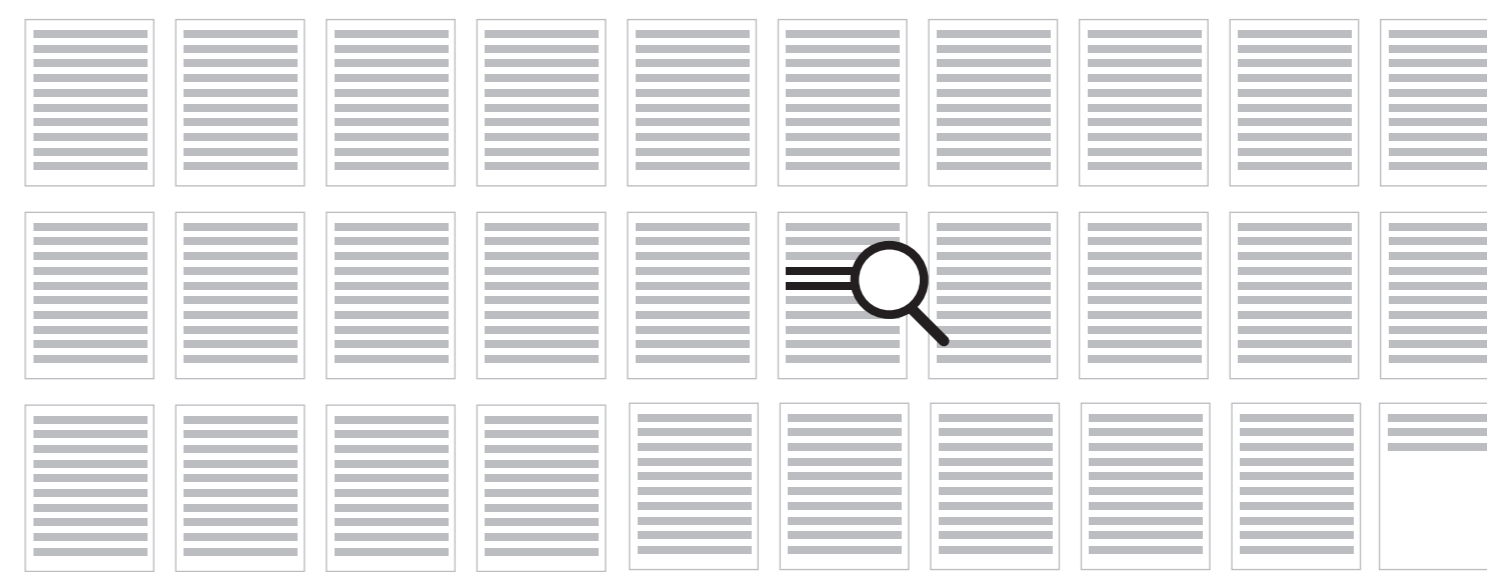
Register to vote

The voter who does not opt out of the open register agrees their data: "... can be bought by any person, company or organisation [including] ..."

- businesses checking the identity and address details of people who apply for their services such as insurance, goods hire and property rental, as well as when they shop online
- charities and voluntary agencies, for example to help maintain contact information for those who have chosen to donate bone marrow and to help people separated by adoption to find each other
- **debt-collection agencies** when tracing people who have changed address without telling their creditors
- direct-marketing firms when maintaining their mailing lists"

Open Register, UK Government Regulation
<http://www.legislation.gov.uk/en/uk/si/2013/3198/schedule/3/chapter/2/made>

I AGREE



Have a coffee and get online

The user of Starbucks WiFi agrees the coffee company can collect: "... your internet protocol (IP) address*, your device and mobile ad identifiers, the website that referred you to our website, **the web pages you view (including the date and time you viewed them)**, the services or functionality you access or use (including the date and time of your access or use), and the subject of the ads you click or scroll over."

*Information that identifies your individual device

I AGREE



Starbucks Privacy Statement
<https://www.starbucks.co.uk/about-us/company-information/online-policies/privacy-statement>

Go for a run

The user agrees their fitness app and smart device can collect: "... your email address, birth date, name, surname, phone number, delivery address, IP address, videos and pictures of you ... your number of steps, distance travelled, number of swimming strokes, number of calories burned, type of activity, level of activity, sport session time...**your weight, muscle, fat, heart rate, breathing rate, blood pressure.** ...noise level, light level, temperature level, CO2 concentration."

I AGREE



Nokia Health Privacy Policy Supplement
<https://health.nokia.com/us/en/legal/privacy-policy-supplement>

Travel by Tube

In 2016, Transport for London collected WiFi connection data from mobile devices at 54 Tube stations in central London. Travellers agreed to:

"When you are near one of our station WiFi access points and you have WiFi enabled, your device will request to connect which will be received by our WiFi network, even if your device does not subsequently connect. Collecting these device MAC address* connections may help us to better understand **customer movements through and between stations**, by seeing how long it took for a device to travel between stations, the routes the device takes and waiting times at busy periods."

*Unique identifier of device

I AGREE



Transport for London WiFi data collection pilot
<https://tfl.gov.uk/corporate/privacy-and-cookies/wifi-data-collection-pilot>

Check what your friends are doing

The user agrees to share their personal information: "... within the **family of companies** that are part of Facebook*."

*Facebook Payments Inc, Atlas, Instagram LLC, Onavo, Moves, Oculus, WhatsApp Inc, Masquerade, CrowdTangle



Facebook Privacy Policy and supplementary pages
https://www.facebook.com/full_data_use_policy and
<https://www.facebook.com/help/111814505650678>

Go to sleep

Wake up

The user agrees that their alarm clock can: "... collect, compile and analyse information, which will not identify you personally, on an aggregated basis and conduct research on end user demographics and behaviour based on such aggregated data. We may share this aggregated data with **research institutes, our affiliates, agents and business partners.**"

I AGREE



Sleep Cycle Privacy Policy
<https://www.sleepcycle.com/privacy-policy>



Hive Active Heating Privacy Policy
<https://www.hivehome.com/privacy>

Watch TV

The user agrees their TV can share personal information: "Please be aware that if **your spoken words** include personal or other sensitive information, that information will be among the data captured and transmitted to a third party through your use of Voice Recognition."

I AGREE



Samsung Privacy Policy
<http://www.samsung.com/sg/info/privacy/smarttv/>

Listen to some music

The user agrees when listening to music: "Apple does not represent or guarantee that the services will be free from **loss, corruption, attack, viruses, interference, hacking,** or other security intrusion."



Apple Terms and Conditions
<https://www.apple.com/uk/legal/internet-services/icloud/en/terms.html>

Search for an article

The user agrees Google can:

- Learn the **sound of your voice**
- Learn how you say words and phrases
- Recognize when you say "Ok Google"
- Improve speech recognition across Google products that use your voice.



Google support pages
<https://support.google.com/websearch/answer/6030020?hl=en>



Nectar Card Privacy Policy
<https://www.nectar.com/about/privacy-and-legal/privacy-policy>

Go food shopping

The user agrees: "Your information may be analysed to see how you use the Nectar programme, to **understand your shopping behaviour** and to send you (and/or additional collectors on your account) information and offers ..."



I AGREE

Find your keys

The user agrees their torch app can: "... use and share with third parties, including advertisers, non-Personal Information you provide in using iHandy Services, such as **general demographic and location information** that does not identify you personally. The use and disclosure of such non-Personal Information is not subject to any restrictions under this Privacy Policy"



iHandy Flashlight
<http://www.ihandysoft.com/privacy.html>



Meet a friend at a museum

The visitor agrees: "If you do not use the free Wi-Fi network but you have Wi-Fi enabled on your smartphone, tablet or another internet-enabled device, your device can still be detected by the Wi-Fi service. We record data about the **location and type of devices in the Museum** that have Wi-Fi enabled so that we can monitor the flow of visitors around the Museum, and to improve our services."



Natural History Museum Privacy Policy
<http://www.nhm.ac.uk/about-us/privacy-policy.html>

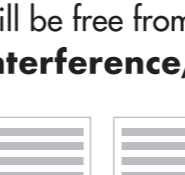
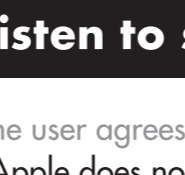


Look for love

The user agrees their dating app can: "... access certain Facebook account information, such as your public Facebook profile (consistent with your privacy settings in Facebook), your email address, interests, likes, gender, birthday, education history, relationship interests, current city, photos, personal description, friend list, and **information about and photos of your Facebook friends** who might be common Facebook friends with other Tinder users ...If you chat with other Tinder users, you provide us the content of your chats"



Tinder Privacy Policy
<https://www.gotinder.com/privacy>



A DATA-DAY IN LONDON

I AGREE

GOOD MORNING

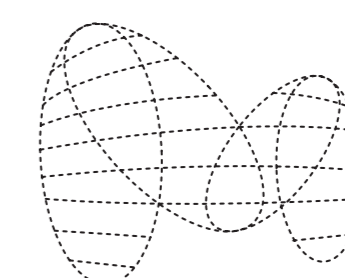
THE GLASS ROOM

「LOOKING INTO YOUR ONLINE LIFE」

The Glass Room
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25 October - 12 November 2017
theglassroom.org

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TACTICAL
 TECHNOLOGY
 COLLECTIVE