

## **B.J. Mendelson Talks About Your Privacy, and How to Get It Back**

- B.J. Mendelson:** 00:00:00 ... while I tend to be interactive during the presentation. I might try to hold off a little bit on that. So just hold onto your questions, and then I'll stop and say, "Who has questions?" I have some history with the area. I was supposed to go to George Mason University. Um, I'm Jewish, and I tell you that because when I was going to transfer from upstate New York, Alfred State College, I was the only one. I was the only Jewish kid there on the entire campus, and so I was like, "Oh, I want to go to DC. I want to be an FBI agent someday." My parents were like, "No no no, you want to go to this other school" and this is a real quote "because there are Jews there."
- Audience:** 00:00:38 (laughs)
- B.J. Mendelson:** 00:00:41 And so I didn't go to George Mason, and I wound up going to a place where there were no Jewish students, or very few. I've always regretted, I have never seen the campus before. This was my first time seeing the campus, so that was very cool. So, this was, this was really nice.
- B.J. Mendelson:** 00:00:56 I wanted to go into SUNY Potsdam. Exactly.
- Audience:** 00:01:00 (laughs)
- B.J. Mendelson:** 00:01:00 Exactly. Yeah. That's typically the response to that.
- Audience:** 00:01:05 I'm a Clarkson graduate.
- B.J. Mendelson:** 00:01:06 Oh, there you go! All right. Golden Knights! One person, this is, so you are the first. I've been doing this for ... I've been traveling the world since about 2012, doing presentations about my first book, and you are the first person to actually be like, "I know that place."
- B.J. Mendelson:** 00:01:22 "It rings a bell." So that's very cool. So, a little bit about me. My presentations are very atypical, as you might know. I dress a certain way, I speak a certain way. And the reason why is because during the Great Recession, a lot of former real estate agents and real estate brokers, decided to put on a suit and go out there and become social media

marketing experts. And it almost became like the de facto uniform for a social media marketing expert, was the suit and tie. And when I wrote my first book, Social Media is Bullshit ...

- Audience:** 00:01:54 (laughs)
- B.J. Mendelson:** 00:01:54 Can I tell you, when I first started doing presentations in 2012, I would say, "Social media is bullshit," and you could feel everyone in the room just tighten up. But now in 2018 everyone laughs. So, I feel, I feel really good about that.
- Audience:** 00:02:09 (laughs)
- B.J. Mendelson:** 00:02:12 And so for me, I had, I knew I had to look different. And so, I just dressed the way that I would dress on the metro. You know, I'm wearing a funny t-shirt. I'm wearing jeans. You know, when you give presentations, half of it's what you say, but the other half is how you say it. And I think it's really important to keep with that. So, if you're writing a book called Social Media is Bullshit, you wear a pro wrestling t-shirt to a presentation. I do swear. I'll try not to. I don't know if anyone has issues with swear words, but I'll do my best to keep that a little limited. Okay? (laughs)
- B.J. Mendelson:** 00:02:54 So just to give you an idea of why we're gathered here to talk about privacy and talk about your data. I mentioned I've been traveling around the world since about 2012. I've been to Moscow, which was absolutely bizarre.
- B.J. Mendelson:** 00:03:07 If you've never been to Moscow, it is the only place, I think, that you could see a van that hasn't been washed since the 1990s, next to a brand new Mercedes, next to a car that I could not identify with a goat in the back seat.
- Audience:** 00:03:24 (laughs)
- B.J. Mendelson:** 00:03:26 And this is going across a six-lane highway with no signs anywhere, so. Uh, it's a very interesting place. But I tell you that because, yeah, when you travel, you tend to collect user reward points, or Marriott rewards, or things of that nature, I had completely forgotten that I was a Marriott rewards member. So, imagine my surprise this morning when I woke up, walked up to the counter, and the person behind the counter says, "Are you a Marriott rewards member?" And I said, "No." And just as I was saying no, on my Android device – I have a Pixel 2 and an iPhone. On the Pixel 2, it had my Marriott rewards number.

**Audience:** 00:04:05 (laughs)

**B.J. Mendelson:** 00:04:07 That it came completely unprompted, but just based on the geolocation of where I was, and the information that they had been gathering, they knew that number would come in handy.

**B.J. Mendelson:** 00:04:18 And that's sort of the world that we live in today.

**Audience:** 00:04:21 Oh, my.

**B.J. Mendelson:** 00:04:23 So uh, we'll get to that. We'll get to that.

**Audience:** 00:04:23 (laughs)

**B.J. Mendelson:** 00:04:27 You may have gotten some emails recently. How many of you have seen, in the past week, "Our privacy policy has changed."

**Audience:** 00:04:40 [crosstalk 00:04:40] Definitely.

**B.J. Mendelson:** 00:04:40 And does anyone know why that's happening?

**Audience:** 00:04:41 The European [crosstalk 00:04:43]

**B.J. Mendelson:** 00:04:42 Some of it is relating to what happened with Facebook, which we'll talk about. A lot of it has to do with the GDPR law that's coming into effect over in the European Union, which we're gonna talk a little bit about. But just know that it's not being done out of the kindness of their heart. You know? Like, they're not suddenly updating the terms of service and making it readable for the first time ever because they feel like it. There're now laws, and it's possible, some big consequences that are coming, which are gonna force them to do that. And by the way, how many of you have ever read the terms of service?

**B.J. Mendelson:** 00:05:18 Okay. So, this is more hands than I usually see, which is great. Well, down here [in D.C.] you have to. More often than not, most people don't. And it's designed for that reason. Terms of service are usually crafted in such a way that you're not going to read it. They've done studies where they've said that it's three times the length of the Bible, some of the terms of services.

**Audience:** 00:05:38 (laughs)

- B.J. Mendelson:** 00:05:39 Now come on, I've read the Bible, that's quite a long book. Some people will tell you that it's like five times the length of Hamlet. And so, if you've never read the terms of service, I just want to stop and tell you, don't feel bad. It's intentionally designed, and it's now only because of the law that they've stopped and said, "All right, you gotta make this legible for humans." Okay. A little bit about me. So, I wrote this book called Social Media is Bullshit. It came out from St. Martin's Press. I then wrote another book which was ghostwritten for a tech company executive, and that's the book that lead me to writing about privacy. Because what he had said to me was, "When you talk about sort of the greed and unethical behavior that we see in the tech industry, you're- you're only getting part of the picture. You're not looking at what happens when you dangle billions of dollars in front of 18, 19 and 20-year-olds." I said, "Okay, well, tell me more."
- B.J. Mendelson:** 00:06:40 And so we wound up doing about three years' worth of research in how different tech companies grew. And wouldn't you know it that all of the fun shiny stories that we hear in the news, about being humble and starting up in, you know, your parents' garage, are not true. And it was actually a lot of unethical behavior going on. So how many of you are familiar with Airbnb? Okay, so Airbnb, and this is not a comment on their company today, this is just how they got started ... hired a notorious spammer as their CTO. He was on the list of registered, known people that had violated spam laws. And the first thing he did when working for Airbnb was spamming everybody in order to grow the company.
- B.J. Mendelson:** 00:07:23 Facebook. How many of you have seen The Social Network? Okay. You might have missed this scene, but Facebook actually purchased third-party email providers overseas and in Malaysia, harvested all of those emails and then spammed people in order to grow overseas. Somehow, maybe that scene got cut for time? Maybe Justin Timberlake wasn't available for it. But my point is that what we're told, how these companies actually grew, and how they, what they really did, it's this fascinating story. And within that story we start to see that your data is sort of at the core of it.
- B.J. Mendelson:** 00:07:59 And when you dangle billions of dollars in front of 18, 19 and 20-year-olds, they don't have, the gift of wisdom, let's say. They're just gonna say, "I would like a billion dollars please, right now, thank you." And off they go, and they'll do whatever it takes to get it. And so, for a fun little thing, if you ever google the term "growth-hacking"

- Audience:** 00:08:19 Say it again?
- B.J. Mendelson:** 00:08:19 Growth-hacking. It's a very obnoxious term. It doesn't mean anything. It's like social media marketing. Doesn't mean anything. It's just a new term to describe stuff that's been working since the '90s. But if you google the term growth-hacking, you'll see all sorts of stories about companies doing exactly what Cambridge Analytica was doing. Cambridge Analytica, by the way, what they were doing, that's not an outlier. You know, that's not something that they figured out, they were oh so smart and special and "We're gonna harvest all your information." Everyone was doing that. Everybody. That is no exaggeration.
- B.J. Mendelson:** 00:08:54 If you think of a tech company, they at some point have probably downloaded and collected your information, without your consent, more often than not, and have used it in some way to market to you in ways that you might not know. They've used your data to increase insurance premiums and this is my personal favorite. How many of you shop on Amazon? Okay. Amazon, despite claiming they do not do this, adjusts the price of the item you're looking at based on data they have on you.
- B.J. Mendelson:** 00:09:22 When I talk about these things, I want you to understand that Cambridge Analytica was not an outlier. When we talk about Facebook coming up and talking to Congress, that's not something that's out of the blue. That's not unique. It might be unique to us 'cos we don't usually talk about it. It doesn't get news coverage. But what these companies have done over the past 20 years with your data and if, it is par for the course. How many of you remember Netscape Navigator? Okay. How many of you know what Netscape Navigator's first business model was? If you guessed ... what was that?
- B.J. Mendelson:** 00:10:02 Right, right, yeah. Well, they sold servers poorly. That didn't work out for them. But one of the first things they did was collect your information. And provide it to advertisers. One of the first things AOL did, or Prodigy, who remembers Prodigy, way back in the day? They figured out very quickly that they needed another way to make money. And collecting your user information was at the core of this. So, nothing I talk to you about today is new or should be presented as new. I want to stop here and talk about the government. One of the tricky things about this presentation is that each part of it could easily be its own thing. And that was one of the challenges I faced in doing the privacy book, where I wanted to do something that

anyone could read ... And by the way, I will give a free PDF copy to everyone in this room, if you would like to read the privacy book. I will do that at the end of the presentation. But my goal was to say, "Okay, the privacy debate is too academic. It's too impenetrable." There are some wonderful books out there, Algorithms of Oppression by Doctor Safiya Noble, was very good. That book talks about the use of data to basically redline people, which is something we thought we had gotten rid of in the '60s, and now, and now it's back. It's a wonderful book but it's also ... How many of you are familiar with APA style? Right, so APA format doesn't allow for a lot of personality. And so sometimes, you know, her book is written in that way, so I couldn't give it to someone on the street. You know, I would say, "Look, the book is kind of challenging. It's written in a very academic way."

- B.J. Mendelson:** 00:11:37 I couldn't find a book that just talked about Facebook and what they were doing with your data and talked about the government and what you what they were doing with your data in a way that was accessible. And kind of funny. I have a whole bunch of fart jokes in the book, because ... what you find when you write a book is you need to amuse yourself, and that's how I got through three years of researching privacy and what's happening with your data.
- B.J. Mendelson:** 00:12:01 So that brings me to the government. I am different from most privacy advocates in that I don't have ... an official position on the government. Most privacy advocates will come here and say, "The government is bad, and data collection is bad, and it's wrong, and it's evil." And I'm sort of, I tend to look at things more as shades of gray. And so, what I mean by that is if you look throughout the history of the country, I'm a little bit of an amateur historian, and it's like, was very big into the Revolutionary War, so it's awesome to be here, and then I got into the Civil War. Anyway ...
- B.J. Mendelson:** 00:12:35 When we look throughout American history we find that the federal government, almost since the beginning, had one policy or another that allowed them to spy on its citizens. Whether you were a foreign citizen and you were writing letters and sending it abroad, you might have been susceptible to search at some point, and someone reading your letter. For better or worse. My favorite example is during the Civil War.
- B.J. Mendelson:** 00:12:58 Abraham Lincoln was a very big fan of the telegraph. He used to spend a lot of time in the war room, and so they

would listen in on conversations being sent over telegraph, and if they heard a conversation that was harmful to the drafting of Union soldiers ... So it's not that they were censoring everyone like looking for signs of dissent. But if they found anyone who was talking about what would make it difficult to raise more troops for the Union cause, that's where they would get involved. They would shut it down immediately. And they did that using the telegraph. They rounded up those people, they arrested them. They did a roundup of Southern newspapers, and they arrested the journalists and editors, when they found that their speech was, detrimental to the Union cause. This is Honest Abe. Honest Abe is doing this! So, think about that.

- B.J. Mendelson:** 00:13:43 Now let me fast-forward to 1917. And 1917, that's the first time that we kind of created an official policy about what the United States government can and can't do when listening in on your conversations. And what's hilarious to me about this is that the government was really concerned that Western Union was not going to cooperate. They were really worried, to the point that they weren't going to pursue eavesdropping on a wide scale, because they thought for sure the companies weren't going to cooperate. So, they go into Western Union, and they sit down, and they're all very humble and apologetic, and saying, you know, "We would like to listen in on conversations," and then the president of Western Union said, "Sure, why not?"
- Audience:** 00:14:22 (laughs)
- B.J. Mendelson:** 00:14:22 And that opened the floodgates. Because then, tell me if this sounds familiar. At the time, there was a presidential election. And good old Teddy Roosevelt, and Woodrow Wilson, and some of the other candidates were running on a platform, basically, around fear of immigration. How many of you might be of German descent? If you were German at this time, they considered you a potential spy, to the point where they were confiscating German property, and they, had sort of the makeshift internment camps that they were rounding up German Americans and putting them into. If that sounds a little familiar, it should, because we did it again in World War Two, and then, you know, even today we still have some of those backwards practices in place.
- B.J. Mendelson:** 00:15:06 And so everyone was running on this campaign of, "We can't trust those Germans. They're gonna sabotage the war effort." And so, the government goes, "Okay. What if we put on the books the Espionage Act?" Essentially. And

there's a few other laws that go along with it. But basically, what it allows the country to do, is whoever the enemy is, we can spy on the enemy. If we think that their activity is somehow detrimental to the war effort, or detrimental to other things. And if you notice, "enemy" is not clearly defined. The reason why I don't take an official hard position on this is because of the following. Can anyone tell me when the first terrorist attack on American soil was?

**Audience:** 00:15:06 The first what?

**B.J. Mendelson:** 00:15:53 The first terrorist attack on American soil.

**Audience:** 00:15:55 [crosstalk 00:15:55] The Revolutionary War.

**B.J. Mendelson:** 00:15:56 Well, okay, so after we're established as a government, I should say. So, a little after ... what was that? I heard '31?

**Audience:** 00:16:04 1941.

**B.J. Mendelson:** 00:16:04 '41.

**Audience:** 00:16:06 Pearl Harbor?

**B.J. Mendelson:** 00:16:07 World War One?

**Audience:** 00:16:07 And that was an explosion-

**B.J. Mendelson:** 00:16:10 Yes, it was a little after World War One.

**Audience:** 00:16:10 ... ammunition dump, right?

**B.J. Mendelson:** 00:16:10 And so-

**Audience:** 00:16:15 intentionally set.

**B.J. Mendelson:** 00:16:15 Yes.

**Audience:** 00:16:19 Um, New Jersey.

**B.J. Mendelson:** 00:16:20 The one, the one I always use as an example, though, is involving Italian anarchists in 1920. What was it?

**Audience:** 00:16:30 Sacco and Vanzetti?

**B.J. Mendelson:** 00:16:31 Yup. Who set off, some of you already know that, who set off a horse bomb on Wall Street. You know, I can't even begin to imagine what a horse bomb looks like. But my

point in telling you about this is that this was three years after we started collecting data en masse. And since then, there's been a number of incidents and attacks where we haven't necessarily been able to prevent it because of the collection of data. How many of you saw *The Looming Tower* on Hulu just recently? It's also a wonderful book, if you haven't seen it, it talks a little bit about the intelligence failures that led up to the events of September 11th.

**B.J. Mendelson:** 00:17:08 But here's the other side of that argument, and here's why I don't come down too hard on the government. For those of you who remember the Boston Marathon bombing, we caught them within a week because of the data we had. We were able to recognize, through a facial recognition database, "Oh, hey, I know who those guys are." Unfortunately, we knew who they were for a while ... that's a whole other thing. But we were able to catch them quickly. So, for that reason I don't take a position. So, I don't mean to dissuade you on it. I just try to present both sides of the story with the American government. And frankly, the other thing is that unless someone in this room is over 100 years old ...

**B.J. Mendelson:** 00:17:48 No one in here has ever been alive at a point where we haven't had something on the books that allowed the government to spy on its citizens. So, when I tell people, I say, they've been doing it before you were born. And throughout history when we've got upset about it, like during the Edward Snowden thing, and during the '50s, what typically happens is the government will go, "Okay, okay, we'll knock it off. For now." And they take a step back, and then they sort of wait like a decade, and then something else happens and they're back to it again. So, to me it's not something that I think we can fix. And so, I don't spend a lot of time really discussing it for that reason. But I just want to make you aware of it.

**B.J. Mendelson:** 00:18:24 And it's sort of amazing how quickly we forget, because Edward Snowden was only four years ago. I don't think he's a hero, which also makes me controversial in privacy groups. I've talked to a number of people who work for the government, who are lawyers and are familiar with some of the damage that was caused from the information he had leaked out, which led to apparently a lot of financial losses and loss of lives, so I don't ... mention him to praise him. I just mention him to point out, it's not too long ago everyone was talking about the NSA spying on you. And here we are in 2018 with no recollection about that uproar.

- B.J. Mendelson:** 00:19:50 Let me tell you about what we can fix. We can fix Facebook. I know it doesn't look like that. How many of you saw the hearings with Zuckerberg and Congress? How many of you were frustrated by our representatives and their questions?
- B.J. Mendelson:** 00:20:17 This is a little bit of a, it's a side note but I think it's important. When this book came out, the privacy book, I contacted every single government around the world and said, "Please take a look at this." So Canada took it. New Zealand took it. A lot of members of the EU took it. Australia took it. I called up Senator Grassley's office. I called his Chief of Staff, because I'm smart enough to know, you don't contact the Congressperson, you contact their Chief of Staff, because that's the person who's really in charge. I said, "Please read this before you go forth and question Zuckerberg." And he never got back to me. And that was true for every single representative that went on to question him. I was a little frustrated by that, because I think ... What I wrote is not a technical book. It's something you can give your kids and be like, "This is why Facebook is bad." And they'll understand in 150 pages why. It's not even that long. And so, I thought, "Okay, well, there's fart jokes, and maybe I can get members of Congress to read it."
- B.J. Mendelson:** 00:21:18 ... I was mistaken. So, when Zuckerberg went up before Congress, you might have heard him say, "Even I don't understand how these algorithms work."
- Audience:** 00:21:18 That poor thing.
- B.J. Mendelson:** 00:21:29 That poor baby, right? Just a side note about Zuckerberg. There's a timeline, going back to 2008, with Mark Zuckerberg saying, "We're sorry we've done this with your data. We will do better." 2008, 2009, 2011 when the FTC cracked down on Facebook and issued a consent decree saying, "If you ever do this again, we're gonna crack down, we're gonna come for you." And uh, they haven't. But he's been doing the same, "Oh, you know, I'm just a Harvard kid who started a company out of my garage," and people chew that up, and they believe it.
- B.J. Mendelson:** 00:22:28 So what was frustrating about when Zuckerberg came up there is that Facebook has the infrastructure right now to solve a lot of the issues that we talk about. But let me first tell you about some of those issues. How many of you know the term "shadow profile"? Okay, so I'll tell you a little story. There's a friend of mine that used to work for DOD.

He's what we would typically describe now as, like, a doomsday prepper. You know, he's got a little shelter that he lives in more often than not. He's hoarding silver. He's never used anything in the internet involving social media. There are no pictures of him anywhere. Anywhere.

**B.J. Mendelson:** 00:23:12 Facebook has a profile on him. Isn't that crazy? Fun fact, did you know Facebook has the world's largest database of faces? So if someone you know uploads a photo and tags you, Facebook already knows who you are. They already have your face in their system. So even if you're like my friend, who's never used these platforms, someone somewhere has a picture of him that's been uploaded through Facebook. And through information that they collect through data brokers, or through their own information-gathering. Or through some of the more shady "growth-hacking" tactics they have what's known as a shadow profile. Even if you've never used Facebook, they have a profile on you.

**B.J. Mendelson:** 00:23:59 It's a little scary. Right? It's a little overwhelming. You might be wondering why this is. It's because the advertising industry is really stupid. (laughs) Uh, I wish I had a really technical and, like, deep explanation as to why Facebook is as valuable as, and why your data is as valuable as it is. There isn't. Advertising industries are typically set up to make the most money possible and squeeze their client as much as they can. So, if they're able to say ... And not all of them obviously, like, some are good. Some are good. But I've found more bad ones than good ones. And so, when Facebook came along, and Google came along, I don't want to let them off the hook, WPP, which is the world's largest advertising agency, said, "Hey! I can make a premium by selling social media marketing services, and selling Facebook ads, and wouldn't you know it, it's just gonna cost you a little extra. Maybe a couple hundred million dollars. Throw it our way and we will put that money into Facebook." That's where the flow of money comes from. So, it's not that they're just collecting you to be creepy. And I think it's important to understand. They're not ... Facebook is not stalking you. Well, they kind of are stalking you.

**Audience:** 00:25:12 (laughs)

**B.J. Mendelson:** 00:25:13 But they're not, they're not doing it because they're evil. They're doing it because there's a very large financial incentive to collect as much information on you and your friends and family as they can. 19% of America's gross

domestic product is tied up into this. So, we're talking trillions of dollars here. And because advertising agencies do a whole song and dance for their clients, nobody stops and asks questions. Nobody stops and goes, "Hey, that Facebook advertising, does that work?" How many of you have tried Facebook ads? No? Okay, that's good. Don't. (laughs) They don't work, for the most part.

**B.J. Mendelson:** 00:25:54 And part of the reason is that over half of the traffic on the web is fake, and Facebook's platform is inundated ... just recently they said they had deleted 500 million fake accounts. I don't know if anyone saw that. It was probably more, if we're being honest.

**Audience:** 00:26:11 Fake?

**B.J. Mendelson:** 00:26:11 Fake as in, it could be someone in Bangalore, who has been hired to click on things, and they do that for a whole variety of reasons. Sometimes they do that to make the account look real. Sometimes it's fake, um, because they want to persuade you. I don't want to go into, too much into the Russian thing, but that's a good example of a fake account., Russian operatives going in there, trying to dissuade you of your different opinions. So, no one is, no one is policing this, is really what I want to get at here, and that's the thing I want you to understand. But if you know why this is happening, you know how to stop it. If you understand that social media marketing is bullshit, and that Facebook ads are not effective, and that Google's ads are only effective to a point, but just very expensive, then you start to realize, "Okay, there are these things we can do to go and fix the problem."

**B.J. Mendelson:** 00:27:06 There's a couple things you can do immediately to stop this, before I start to go into some of the larger things. You might know, our friend Mark Zuckerberg has a piece of tape over his laptop camera. Most famously, when the Edward Snowden story leaked, a lot of people said, "Oh, you know, put the camera, put the post-it note over your laptop camera." And the reason why is because the NSA ... I got chewed out for this by a couple people in the NSA. Allegedly. Everyone's heard me say allegedly?

**Audience:** 00:27:39 (laughs)

**B.J. Mendelson:** 00:27:40 Allegedly, there were certain employees that were working at the NSA that were collecting pictures of beautiful women, and sharing it with one another, and how they were getting these pictures was through the laptop

camera. So most famously, Snowden has his laptop camera covered. I highly recommend you do it. And I'm gonna take it a step further. If you have a device in your house that is connected to the internet and has a camera, you should absolutely cover it up.

- B.J. Mendelson:** 00:28:09 I'm not saying it will be hacked. Please don't walk out of here and be like, "Oh, my God, the hackers are everywhere! They're in my house!" No. It's just that's possible. And if you want to reduce the possibility, then there are these little steps you can take, like covering up your web camera. And if Zuckerberg can do it, you can do it. I think that's fair. I think that's completely reasonable.
- B.J. Mendelson:** 00:28:31 Second thing, and this is very old-school. How many of you know the story behind the Sony hack? Do you remember that from a few years back?
- B.J. Mendelson:** 00:28:42 Yeah, there's, so there was a whole thing with a film coming out with Seth Rogan ... and one of the reasons the hack was as bad as it was, was because on the desktop of a couple different employees was a folder called "passwords."
- Audience:** 00:28:59 (laughs)
- B.J. Mendelson:** 00:28:59 Does anyone want to guess what was in that folder?
- B.J. Mendelson:** 00:29:03 So for that reason, I just tell you that's a crazy example. And that's also true for Target. A lot of people don't realize that the big Target data breach happened because of an HVAC employee who just so happened to have the passwords on the desktop. So, I think we can all agree, keeping your passwords on your computer is a really bad idea. Here's what you do. You just get a notebook. Good old-fashioned pen and paper, and you put your passwords in it. I know, when I tell that to people my age they groan. "Ugh, paper."
- Audience:** 00:29:36 (laughs)
- B.J. Mendelson:** 00:29:36 I don't think I'm gonna have that problem with this audience, which is good. But I do recommend writing down your passwords, and changing it once a year, unless you're the victim of a data breach. So, for example, I'm a Chili's customer. I enjoy taking my family there. They love it. I just had to change all my passwords because of the Chili's data breach. By the way, they had the world's greatest headline for that. I don't know if you saw it.

- B.J. Mendelson:** 00:30:00 In the Washington Post, it says, I want my data back, data back, data back, data back.
- B.J. Mendelson:** 00:30:09 It's just wonderful.
- B.J. Mendelson:** 00:30:12 Unless you're the victim of something like that, like if you're a Target customer or a Home Depot customer and there's a data breach. You only need to change your passwords once a year.
- B.J. Mendelson:** 00:30:20 And here's better news, you don't need to have some crazy asinine password like "four leaf clovers marshmallows and balloons" and then changing all the o's to zeros and the r's to asterisks and putting in a pound sign in the middle of it. Yes, that is more secure, I'm not disputing that. But, I think about my dad who is going to turn 70, he's not remembering that. He is not remembering something that's got like this crazy password. But, what you can do and what will protect you almost as well is to come up with something that's completely nonsensical. That's just words, like a random string of nonsense. A good example of this and this is the famous example from XKCD, which is a web comic strip, is "correct horse battery staple" you as a person can picture all those elements, but if you're a computer and you're just randomly spitting out numbers trying to crack a password, although it's possible, it's more likely they will give up before they actually figure out "correct horse battery staple".
- B.J. Mendelson:** 00:31:28 So, I encourage you to find fun imaginative passwords and use that.
- B.J. Mendelson:** 00:31:32 The last thing before we get into like the big stuff and then we'll start to do some questions. The Electronic Frontier Foundation has some great resources. One of them is called HTTPS Everywhere. If you go to EFF there's like a tools page, and you just click on tools and you'll see this. I highly recommend it. I don't know if I need to tell this crowd that you know HTTPS is better than HTTP, um, but it is. So, make sure you go and download that.
- B.J. Mendelson:** 00:32:07 And then second is something called Privacy Badger. There's all sorts of ad blockers out there, some of them are kind of sleazy but there is a few like Ad Block which I used to use, which came out and was like oh, we're going to protect you from all the ads, and then they turn to the advertisers and said, pay for a fee we'll show your ads. Which was really shady. And they've since backed off on this but for that reason I recommend Privacy Badger. It's

the EFF. EFF is a not for profit organization so there's no incentive to, to creep on you.

- B.J. Mendelson:** 00:32:44 Okay, those are the little things that you can do right now. Now, we're going to start to get into the bigger territory. Um, it's at this point that I must share with you that I am a liberal.
- Speaker 1:** 00:32:55 No!
- B.J. Mendelson:** 00:32:55 I know! Surprise, right? But yesterday a funny thing happened. How many of you read Politico? You might have seen this. A funny thing happened. Rupert Murdoch came out and said that the government should intervene and regulate Facebook and Google. And I'm finding that more and more of my conservative friends are now starting to say. Okay, I'm for government regulation but this is out of control. This is, this is getting ridiculous, someone needs to step in. And here's just a quick fun Rupert Murdoch story, I was once in the elevator with him, I had no idea who he was. I was going up to the sixth floor to visit someone at the New York Post and I was with an editor and I was in front and Rupert was behind me and Rupert gets off the elevator first. He runs the building, he owns it, he gets off the elevator first. So, I'm about to step on out, you know just minding my own business and the editor grabs me and pulls me back and Rupert sort of like walks around and walks off and does his thing. And she goes, "It's Rupert Murdoch". And so, whenever I tell the story about Rupert Murdoch and I tell you that Rupert Murdoch is even saying, "Hey, maybe we should regulate this." I always have to go (whispers) "It's Rupert Murdoch!"
- B.J. Mendelson:** 00:34:14 Now government intervention can take a lot of forms. I'll give you a couple of quick examples. How many of you remember the violent video game craze in the 90s, like 1992, 1993 there was a game called "Night Trap" which came out that got a lot of publicity but then there was "Mortal Kombat". Which was really what I think excited the populous. The government went to the video game industry and said, look, we don't want to regulate you, but in the past we've done this where if you don't come up with a system, we'll do it, we will step in, we will crack skulls. We will step in and intervene if you don't solve the problem yourself. So, the video game industry said okay whoa.
- B.J. Mendelson:** 00:35:10 Essentially it (the video games) were unrated, so video games now have a rating system for this reason. Where before if you went to the store and ... My niece is four, her

name is Olivia. And if Olivia walked into the store and bought "Mortal Kombat" back in 1992 she would not know what she was about to get. And so, the government said, this is out of control you need to fix it. So, the game manufacturers got together and said okay, we're going to rate the games. And if this sounds familiar it's because they did the same thing with the comic book industry where there was a lot of concern about the content in comic for right or wrong. And so, the government said, we're not going to regulate you but, if you don't fix this, we will, we will step in.

- B.J. Mendelson:** 00:35:49 More recently we did this with Microsoft. Everyone probably remembers Internet Explorer being Internet Explorer, "the world's greatest web browser". And Microsoft actively saying things in board meetings like, "We'll choke the air out of them." about Netscape. That's a real quote, you can actually look at the court transcripts and that's, that's something that was said. So that's just like Microsoft's mindset back in the late 90s. Well, they settled with the DOJ, and they said okay, because the DOJ originally was going to go and break Microsoft up. They said all right we're not going to do that, we're going to agree to a bunch of different stipulations instead. So, I tell you this, this is all a long way of saying that regardless of your position on government intervention there are different ways to approach it, that is one of them.
- B.J. Mendelson:** 00:36:34 The second is to do with what's happening over in the European Union with the General Data Protection Regulation. It's better known as GDPR and GDPR is the reason why you've gotten all those friendly emails all of a sudden saying our privacy policies have changed. GDPR basically says this, the term of service can no longer be something that takes 27 people to figure out. I should not need every NASA rocket scientist to tell me what this is. You should tell me in plain language what I'm agreeing to, what you're doing with my data and, you should give me more control over it.
- B.J. Mendelson:** 00:37:12 Just to give you an idea of the kind of data that's collected, some of you might have heard that us millennials, I hate that term but please bear with me. Us millennials enjoy the dating app Tinder. Under the GDPR in the European Union you can request all of the information that Tinder has on you, and they have to comply. So GDPR is interesting in that, if you are, let's say an American company but you have members of the EU that are traveling or doing whatever here in the states you have to adhere to GDPR. And so, a reporter in Germany said I would like all the

information that Tinder has on me. It can't be much right, Tinder is completely superficial, you swipe right on the pretty people, you swipe left on the people that aren't interesting, that's all, that's all it's advertised to be. Guess what? She gets in the mail 800 pages of her personal data, all of her texts, all of the activity within a bunch of different apps on her phone, all of her messages on Facebook, everything she has liked on Facebook. And it just goes on and on and on. And under GDPR you can now request that information if you're a member of the EU. Sadly, they did not tell her her likability score, which is what determines how well you rank within the system but ... baby steps.

- B.J. Mendelson:** 00:38:37 Under GDPR there's also something really interesting that we don't have here in the states. Some of you, actually probably statistically, all of you, probably had your data stolen in the Experian data breach. They said it was 145 million, the number has slowly crept up more and more over time.
- B.J. Mendelson:** 00:38:57 My favorite example of companies lying about how bad these data breaches are, is Yahoo. How many of you had a Yahoo account or have a Yahoo account? Yahoo initially had said, oh you know it's only about 50M people it's no big deal. At the time they were being bought and so they didn't want anything to screw up the deal. But it came out after Yahoo had been purchased, oh by the way, all three billion accounts had been compromised.
- B.J. Mendelson:** 00:39:24 In the United States there are some laws but it gets kind of sketchy as to how they can be applied to stop things like that from happening. Under GDPR in the European Union, you can now be fined up to three to four percent of your income which translates into hundreds and millions of dollars.
- Speaker 1:** 00:39:46 For each?
- B.J. Mendelson:** 00:39:46 For each breach. Each breach. So now, there is some of these companies that have gotten a little tricky. I don't know how many of you know this, but tech companies don't pay their taxes and regardless of how you feel about taxes, put that aside. Apple is a great example, they have 289M that they're just sort of sitting on, that they could buy Facebook. For that reason they don't want to pay American taxes and for years had an office over in Ireland, and in Ireland they were able to get away with not paying taxes. But, under GDPR because they are incorporated in

the European Union they would have to comply with all of these new privacy laws. Wouldn't you know it, just this month, Facebook has decided that everyone in the European Union is now managed by the office in California. So, the law is not perfect is what I'm talking about. There's going to be a big fight. You're going to be reading about it a lot and it's going to be interesting to see how it works out.

- B.J. Mendelson:** 00:40:44 But, the reason why I tell you all this is because in Canada, in Australia and in New Zealand what they've done is essentially looked at GDPR and said yeah I want that. Just give me that, give me that law, just copy it word for word bring it in. GDPR again is not perfect but those countries are now copying it which is wonderful but it's not quite happening here.
- B.J. Mendelson:** 00:41:12 Okay, so there were three ways things will change in the United States, and then I'll take your questions. I love questions, so I hope you do have them.
- B.J. Mendelson:** 00:41:22 Number one ... This is something that has been discussed since 2000 by Lawrence Lessig and then later Jeron Lanier and a few other people. There's a new book that just came out, and it's got a terrible name, it's written by a Yale economist. The book is very good, I can't recall the name, I think it's like "Radical Markets" but even there they are talking about getting paid for your data. Outrageous you say! Impossible you say! But wouldn't you know it that just last week Facebook announced that they were investing in cryptocurrency, and in blockchain technology. Which would allow them to track each and every individual user. More than they already do. And compensate you for your data.
- B.J. Mendelson:** 00:42:02 So when I say get paid for your data, I don't want you to think it's this far off thing, or this impossible thing. The one thing, one of the directions we seem to be heading in, or the solution to this data issue is that you would just be compensated. Now my friends over in Europe tell me that that's not a solution. They are very big believers that privacy is a human right and you should not be selling your human right. But over here in the States we're all about making money so, so far I haven't had too much objection to that.
- Speaker 3:** 00:42:27 Can I choose not to?

- B.J. Mendelson:** 00:42:30 Yes, so under GDPR for the first time you can opt out of the terms of service and still use the platform. That's not something you can do in the United States. The United States, it's called a contract by adhesion. It's a completely one-sided contract between you and the tech company, where the tech company basically says we can change this whenever we want. Under the European Union however you can opt out and say, you know what, I don't want to use Facebook anymore delete all my data, or you know what, I want to use Facebook, but I don't agree to this, this, and this, and I need to have more control.
- B.J. Mendelson:** 00:43:03 We're seeing that more with search engines right now, it's called the right to be forgotten. So, if you're a member of my generation, the odds are good you've done something really stupid. And the odds are also very good that that's been categorized and indexed somewhere on the web. Under the right to be forgotten, Google would now have to go and delete that. We don't quite have that here in the States but we have this template that we can copy. So, getting paid for your data is one of those things.
- B.J. Mendelson:** 00:43:36 I'm just thinking of how I want to phrase this. The second thing is, I don't want to get too technical, but this is actually the group to do it. There is a browser called Brave, and how Brave works is essentially, you know I talked a little bit about the ad blockers. Well what Brave does essentially is it blocks out all the ads and it says to you, hey would you like to sell your information. I am a fan of pro wrestling, I am wearing a Pro Wrestling t-shirt. A pro wrestling company could go to Brave or through some other intermediary and say all right this particular user, likes this stuff, I would like to pay them for their time and attention. Instead of just seeing random ads that are targeted that have nothing to do with anything, like a washing machine that you looked at once, that's now following you all over the web, you would get the advertisements that you actually want to see. So that's another way that this could work.
- B.J. Mendelson:** 00:44:28 And then we've also talked about, when I say "we" I mean just privacy people, a license fee where Facebook, it's not going to be a lot of money so everybody calm down, where Facebook once a year would send you a check for \$356 or whatever it is, in exchange for using your personal information. That seems to be where the United States wants to address the problem. We seem less likely to, to go full on with GDPR. We're looking more into can I, can a person sell their data, and if so what are the ramifications of that, and what does that look like? That's not perfect.

None of these things are. Nothing I told you in this presentation is perfect. It's actually a really big debate.

- B.J. Mendelson:** 00:45:09 Let me tell you just one more thing and this is the big item. If you're really upset about this. Back in 2014 I was approached by a couple of different organizations that wanted me to run for congress. Which is kind of outrageous if you know anything about me. Yeah so here is this.
- B.J. Mendelson:** 00:45:28 What's that?
- Speaker 4:** 00:45:30 Maybe you would have won.
- B.J. Mendelson:** 00:45:32 I don't know, maybe? I was once in Psychology Today for not lying. Which is a fun, fun thing. But, they approached me, and at our first organizational meeting we got around the table and we said listen, we don't think we can change anything here. It's a lot of corruption out of that district, there're block votes that enable that corruption there's a gentleman who is committing fraud, who just out in the open is rigging elections and doing all sorts of things. He is violating the law, but no one is listening to us. Now the District Attorney wants nothing to do with it so, we're never going to get this guy. I said we'll get this guy, we'll make it happen. So, we started doing all the organizational activities to run for congress and we start talking to the FBI and I'm pleased to tell you that gentleman went to jail for election fraud, even though we thought no one would ever get him. And even though I didn't actually run, I pushed both of the candidates to address the issue we were talking about.
- B.J. Mendelson:** 00:46:30 So, I tell you that because I struggled with, when I talk to people my age and younger again, they'll say well why does it matter, I can't change it, or why bother. And I do very much believe that getting involved on the state and local level makes all the difference. I don't have a lot of confidence in the federal government, for a variety of reasons.
- B.J. Mendelson:** 00:46:55 I want to point out, part of the reason these tech companies have gotten away with what they've gotten away with. I'm saying this as a liberal democrat so please understand, that the Obama Administration on multiple occasions gave Facebook a pass and gave Google a pass. There were multiple times when the DOJ was going "this time we're going to get them", we're going to do an investigation into Google and both times that they came

close to rendering a decision they said ah it's fine, it's no big deal. Wouldn't you know it the people that visited the White House most under the Obama Administration were the heads of Google and Facebook? So, it's not, when I say I have no confidence in Federal Government that's not a Democrat or Republican thing, that's just the way the Federal Government has been operating. On a state and local-level you can make a difference.

- B.J. Mendelson:** 00:47:43 In New York City we have seen a law come on the books that says you cannot use data to redline, you cannot use data to discriminate against people. You cannot use data to discriminate and say, I'm not hiring you. Because that's what's happening right now, insurance companies are making decisions on data you don't even know they have. There's the service Grinder which is in the news right now because on there they'll tell you the HIV status of people on Grinder. And it will tell you whether or not they're taking a medication that's supposed to be preventative. Grinder is selling that information to pharmaceutical companies.
- B.J. Mendelson:** 00:48:23 On the federal level I don't know if we can stop that but under the New York City law, that's not okay. That's something that we, can now be investigated, discussed. Over in Seattle, and Washington is a red state and they said okay, we might not be able to get the changes we want on the larger level but in the city of Seattle, they have a privacy chief. And there is a person entirely dedicated to the collection of information of your data, within the city limits and their goal is to reduce the amount of information that's being collected. Which is a big problem. Part of the problem with government is that they collect a ton of information they don't necessarily need, but they might ask for it for one reason or another and that leads to different data leaks. And so, in Seattle they've said, all right we're just going to ask you for the information that we absolutely need to file critical services. And if you're upset about something Facebook or Amazon is doing then we're going to look into it.
- Speaker 6:** 00:49:13 How come you said Washington state is a red state?
- B.J. Mendelson:** 00:49:17 Typically I, I've found when I talk in different parts of that State, when I talk about privacy and government regulation-
- Speaker 6:** 00:49:24 You're talking on the other side of the world.

- B.J. Mendelson:** 00:49:25 Yeah, yeah, there's a lot uh, there's a lot of cringing going on. Whereas when you're in Seattle there's a lot of oh yeah, let's do it. Which by the way, not one side is better than the other. Because sometimes on the left there's a lot of, yeah we should do something, and then nothing happens. Or the discussion is very academic, which is part of the problem with the privacy stuff in the first place. Where you have professors talking to professors, but you don't have professors talking to the general public about their privacy, and about their data and what's being done with it. In a way that's, that's accessible. So, the left isn't better than the right is really what I want to get out there.
- B.J. Mendelson:** 00:50:02 Last thing, and we'll do questions. I'm going to give you my phone number. This is my actual number. I do this because I am of the belief that presently I have no control over the data that's out there about me. We talked a lot about the online stuff, because that's the stuff that people are worried about. But your local grocery store collects a ton of data on you. There are sensors all over the place that collect information that could be used to fight global warming or climate change. There are cameras everywhere so. I'm of the opinion that there's nothing I can really hide. So, I don't mind giving people my number. I don't recommend anyone doing that, but I've just decided as an experiment that I'm going to do it.
- B.J. Mendelson:** 00:50:44 And if you just text me saying I saw your presentation tonight I will send you a free PDF copy of the privacy book. I recommend you buy the audiobook, I prefer the audio book, it's funnier. It's read by a gentleman named Roger Wayne, who read last year's non-fiction best seller, "The Subtle Art of Not Giving an F\*" I cleaned it up. That was, he was the narrator for that book, and he's the narrator for my privacy book. And so, if you'd like to check it out I recommend the audio edition. I have no problem sending you the PDF. That phone number is 646-331-8341. I'll give it again, it's 646-331-8341. And just let me know that you were here today and I'll send you a free PDF.
- B.J. Mendelson:** 00:51:32 Yes now questions so you-
- Speaker 7:** 00:51:33 How do you spell your last name?
- B.J. Mendelson:** 00:51:34 Mendelson uh, so it's, it's not like the composer. He is a distant relative but he, they changed his spelling it's, M-E-N-D-E-L-S-O-N. So, Mendelson.
- Speaker 8:** 00:51:45 Are you taking questions?

- B.J. Mendelson:** 00:51:49 Yes.
- Speaker 8:** 00:51:53 You've talked a lot about privacy with respect to social media, with respect to the internet and web browsers. Are you going to say a few words about privacy with respect to the use of cell phones and the technology that is out there which is very scary?
- B.J. Mendelson:** 00:51:53 Sure, yes.
- Speaker 8:** 00:52:15 About cell tower emulators that are all around the Washington D.C., northern Virginia, and Maryland area for, monitoring, collecting your cell phone use, when you think you're connecting to a cell tower you're connecting to a rogue device.
- B.J. Mendelson:** 00:52:35 Yes uh, how many of you use Google Maps?
- Speaker 9:** 00:52:39 I do.
- B.J. Mendelson:** 00:52:39 Okay, Google Maps, all right, does anyone know where the information comes from to tell you that there's traffic?
- Speaker 10:** 00:52:48 Other cell phones.
- B.J. Mendelson:** 00:52:49 Other cell phones, all the cell phones that are around you, it's pinging their server. So, uh, not to sound scary.
- Speaker 10:** 00:52:57 It is scary.
- B.J. Mendelson:** 00:52:58 It is scary, I try not, I try to be ... the reason why I don't go in too much into the tech in the actual presentation, I go into it more in the book, is because I try to be, I try to be as optimistic as I can.
- B.J. Mendelson:** 00:53:10 Exactly. Or as fair and balanced as I can be so, yes, the odds are very good that your cell phone or smartphone is the world's best tracking device. There is, if not Facebook, how many of you might have heard that Facebook is listening to your conversations? If it's not Facebook it's another app. And again, how they get away with this, it's all buried in these terms of service that are intentionally not made clear. And so, it's very possible that if you want to have a sensitive conversation and you've got your cell phone on you, you are not having a sensitive and private conversation. If it's not the phone it's an app, if not the OS it's something else. Android is a little worse than Apple, but I don't want to let Apple off the hook you know they do

have a few privacy issues. So yeah, that's something I'm glad you brought up, because I always talk about Google Maps. And I'm using the information in a way that people don't realize. And so, it is scary for that reason. And so, there's not much in the moment you can do about it, beyond what I've talked about.

- B.J. Mendelson:** 00:54:12 There's other things like an RFID. I don't yet have a pacemaker, but at some point, I will, in the not too distant future. And so, one of the examples I use in the book, is that the pacemaker has got the serial number, and I don't know how many of you watch "Homeland" but there was a story in "Homeland" where they, they killed the, I think it was the Vice President, through his pacemaker. That can actually be done.
- B.J. Mendelson:** 00:54:38 Yeah that is something that is unfortunately very real and that's why I'm kind of putting it off. As long as I can. So yeah, I talk a little bit about the internet because that's the thing that you're going to deal with the most on a day to day basis. But, it is any internet connected device. How many of you have an Alexa or a Google Home. I got one for my dad, and he's going to turn 70 in October and, I thought it would be helpful for him to use, you know to set timers and remind him of things. But more than a few times we've had conversations where the wake word, because that's the word you have to use to activate the Google Home or the Alexa, we did not use the wake word and it just kicks on and goes, " I'm sorry, can you repeat that?" What?! So there is this constant battle going on between the devices, not just the internet, but your smart phone, the Google Mini, there are many, the RFID chips that you might have in your wallet.
- B.J. Mendelson:** 00:55:35 There's a hacker convention where, if you go into this convention you do not bring your wallet, you do not bring your cards because someone's got a little box that will just pull all of the information off of it.
- B.J. Mendelson:** 00:55:46 So, again I spend more time on the privacy stuff on the internet because that's more consumer friendly. But it's certainly true that that's not where the conversation ends, it actually goes much further. The good news is that the things that I've talked about, contacting either your local representatives, your state representatives, looking at GDPR and what could be applied to different devices and things like that. We do have a template to fix it. That's the same regardless of what area we're talking about. Did that answer your question?

- Speaker 8:** 00:56:14 Yes, just one quick thing. I'll be driving in my car and out of the blue Siri will talk to me.
- B.J. Mendelson:** 00:56:23 Uh-huh, it's always listening.
- Speaker 8:** 00:56:26 I don't even have to wake her up and say hey Siri, I'm just driving along, and she'll start talking to me.
- B.J. Mendelson:** 00:56:31 The thing that's frustrating to me is that, so Facebook publicly says they are not listening to you. I don't know how many of you have had this experience, I've had it, a couple of my friends have had it where we'll be talking about something. And they'll open up their phone and open up Facebook and Facebook all of sudden has an ad for the exact thing-
- Speaker 8:** 00:56:51 Yes.
- B.J. Mendelson:** 00:56:51 That they were talking about. Publicly they're telling you that they don't listen, but the truth of the matter is technologically it's very easy to do. And they'll tell you oh, well you know it takes up too much data to do that. But a lot of people tend to use their devices on Wi-Fi connections, a lot of those Wi-Fis are 5G connections so it's very easy for them to be able to get your data.
- Speaker 11:** 00:57:13 Why are we so concerned about the Chinese firm that Trump is trying to ...
- Speaker 11:** 00:57:21 Aren't they phone people?
- B.J. Mendelson:** 00:57:24 Yes, this is, this is the thing that I've run into with trying to promote "The Privacy Book". The American media is only interested in privacy as long as it relates to Donald Trump. And I can safely say that because I printed out a list, to sound very old school. I printed out a list of about 10,000 contacts, liberal and conservative, and people that are middle of the road. I've contacted each and every one of them, I started back in January, I just finished a couple of weeks ago. And I've had the same conversation with all of them. "Yes, this is great, how does it relate to Trump?" And so, that's why if you haven't noticed Facebook is off the map. We're not even talking about Zuckerberg anymore, we're now talking about whatever it is that Trump is up to. Or we're very focused on what was happening with Russia and what they were doing with Facebook. So that's sort of the reason why it's not, when he talks about things like that the hook is, oh there he goes again.

- B.J. Mendelson:** 00:58:24 The thing that's frustrating to me though is historically I've, again amateur historian, I've studied a lot of presidential administrations and we've had administrations that were more corrupt, obviously at this point than his. And yet we've talked about other things when we've had those other presidents in office. But for whatever reason, some of it's the economics or the way the media works today. Which I can talk about if anyone is curious. It just generates page views and traffic to talk about Trump, or have Trump in the headline, then it is to talk about privacy. That's why we hear about that, but we don't hear about Google Maps spying-
- Speaker 13:** 00:58:57 Excuse me, if I could get my two cents in here please. Hi it's me.
- B.J. Mendelson:** 00:59:02 Oh sorry.
- Speaker 13:** 00:59:03 It's me. If you would please, I had a little trouble understanding what you said about the audio book. If you could make that information available to us.
- B.J. Mendelson:** 00:59:14 Sure.
- Speaker 13:** 00:59:14 Okay, my other point is, do you have any sort of organization that a volunteer could tap into to become a part of what you're doing?
- B.J. Mendelson:** 00:59:26 Let me answer the first one first, because it's easier.
- B.J. Mendelson:** 00:59:29 The audio book was narrated by Roger Wayne who read "A Subtle Art of not Giving an F\*" it's on Audible it's 10 dollars. Uh, but I will send you a free PDF copy if you text me.
- Speaker 8:** 00:59:39 Can you repeat the phone number?
- Speaker 13:** 00:59:42 See, see, I'm hard of hearing.
- B.J. Mendelson:** 00:59:44 And I talk fast.
- Speaker 13:** 00:59:45 So if you would make, put that in written form and send it in a PDF-
- Speaker 14:** 00:59:50 I'll put it in the newsletter.
- B.J. Mendelson:** 00:59:53 Yeah that'd be great.

**Speaker 13:** 00:59:53 Okay and the other question was if one of us, if I wanted to become a volunteer in service of this cause.

**B.J. Mendelson:** 01:00:03 Right.

**Speaker 13:** 01:00:03 Is-

**Speaker 15:** 01:00:00 In service of this cause, is there, do you have ... Are you it? Or is there some sort of organization ...

**B.J. Mendelson:** 01:00:09 So ...

**Speaker 15:** 01:00:09 If you, have you, or have you considered maybe starting to create ...

**B.J. Mendelson:** 01:00:14 I have.

**Speaker 15:** 01:00:15 Such an organization?

**B.J. Mendelson:** 01:00:15 What we've, what we've found ... So we have a lot of groups out there. There's the Electronic Frontier Foundation I mentioned, there's a few others. What was that? EIA? And they're all good at very different things but they tend ... They don't seem to be overly aggressive about what I'm talking about. They were kinda quiet in a lot of the articles that are coming out about Facebook. What the EFF in particular has done is they've said, "Oh we've got those tools and we're very concerned about it, and we're contacting our Congress people."

**B.J. Mendelson:** 01:00:47 There's nobody that's coming out there and saying, you know, on a local level, right here in Virginia, there are things we could do right now. I'm sort of ... I see a good group of people here that could certainly take up that mantle, though, and get organized and take it on. Unfortunately, I seem to be it, at the moment, again, because I'm sort of an outlier in that I don't take that anti-government position, a lot of the other organizations are very much concerned of what the NSA does and doesn't do, and I'm entirely focused on what the private industry does and doesn't do with your data, and so it's hard for me to talk with them because they'll look at my book, and this is a real conversation where they've been like, "Yes, but what about the government?" I'm like, "I don't care." They've been doing it long before I was born, they will be doing it long after we're all dead. Uh, you can't stop that. But I do care about what we can do with Facebook, so at the moment, I'm sort of ... Okay, that's ...

**Speaker 16:** 01:01:44 Let's uh, go to ...

**B.J. Mendelson:** 01:01:46 Sure.

**Speaker 17:** 01:01:48 I got a new set of hearing aids.

**B.J. Mendelson:** 01:01:51 (Laughs)

**Speaker 17:** 01:01:51 Now don't laugh, it's not funny. And it's amazing, the things that I can do and the things that I hear that nobody else hears, because they're interconnected in this electronic world. My wife has a number of electronic devices that control drugs that enter her system. It turns ... And, and she got a system that, provided a control. Remote control, wire, wireless control. It turns ... The wireless control failed, so we put an app in the machine, in the, cellphone, and it works even better.

**B.J. Mendelson:** 01:02:43 Yep.

**Speaker 17:** 01:02:44 And you can go on and on and on, I'm a bit of an electronic voyeur, excuse me. I used to hear the president. That was my best joke. I just think it's hopeless. There is so much electronics out there, there's so many transmissions that take place, and their using of data is so intensive, and there's so many smart people out there trying to exploit it that you are in a hopeless position. Maybe ...

**Speaker 16:** 01:03:18 Wow, no, we're not hopeless ...

**B.J. Mendelson:** 01:03:21 I've had a heart condition, had heart issues since about 2001. And one of the things that we'll do to track, like, an EKG is there's an app on the phone. Now I know, even though it's supposed to be secure, and no one has access to my EKG but my cardiologist, that it's very easy to either A, break into that app, and steal that data, or B, I mentioned the Grindr example where, you know, the companies are actively selling information. And what's frightening and I think the thing we can stop, though, is that people's health insurance premiums are doubling because of the data that we have out there.

**B.J. Mendelson:** 01:03:57 A lot of you might not even realize that if you have a heart issue, that they can discern that based on different data points that are out there, and I was ... I've been a customer of Anthem, and Anthem could easily go and raise their rates, and it's something that they've actually talked about internally, of using your data to figure out what they should charge you.

- B.J. Mendelson:** 01:04:17 I'd like to think that we can institute some consequences to that, I don't think we can stop all of it. I don't, I really don't think we can stop all, because, you're right, there will always be someone who's gonna go, "Hey, I can make a billion dollars by breaking this." That's how we got into this mess in the first place, 18, 19, 20-year-olds getting that economic incentive to make these decisions, which led us to where we are tonight.
- B.J. Mendelson:** 01:04:42 So I don't think we can ever stop it, but what I like to think is we can at least penalize and punish just a little bit better than we actually do.
- Speaker 18:** 01:04:50 My question ... I'm not worried about someone cloning my phone in day to day life. But I am in airports, and also copying things that are in my wallet, and what I ... think I've been able to solve it by essentially establishing a Faraday Cage around my phone.
- B.J. Mendelson:** 01:05:09 Okay.
- Speaker 18:** 01:05:10 And my wallet with material ... Cloth type material.
- B.J. Mendelson:** 01:05:13 Okay, nice.
- Speaker 18:** 01:05:13 That I got from an inventor, and now you can't transmit ... Faraday Cage works both ways.
- B.J. Mendelson:** 01:05:13 (Laughs)
- Speaker 18:** 01:05:19 Uh, you can't transmit while you do that. But my question is, do you believe that will work? What, if I can establish a proper Faraday Cage around those two items?
- B.J. Mendelson:** 01:05:29 I mean, there're people that sell lead-lined wallets. Uh, for that exact purpose, or lead-lined things that you can put your phone in. It's possible. I think that we might see more of that in the coming years where someone might say, "You know what, we can't change it, so we can take action into our own hands." I think it's very possible that we'll be seeing that a lot more. We're starting to see even, this is more minor. But people are no longer allowed to bring phones into concerts for that reason.
- B.J. Mendelson:** 01:05:58 People are worried about ... Concerned about being recorded, so they put the phone into a pouch that cannot transmit, and the pouch does not unlock until the concert is over. And that's something that my fellow millennials are all like, "What is this pouch and why do I have to put my

phone in it?" But I, I do think that's gonna become increasingly common. I would not be shocked if, at Target, over the next five years they're selling you products that could do just that.

- Speaker 19:** 01:06:23 Yeah, I think to simple marketing, I've yet to hear the name of your book.
- B.J. Mendelson:** 01:06:27 Oh! It has two different titles. I tell people just to go to [yourprivacybook.com](http://yourprivacybook.com). The reason why I tell people to go there is I have two titles because of this. The print edition, the pdf, which I'll share with you is a little cleaner, there are fewer jokes in it, it's ... You know, there are still references in it that are probably a little inappropriate, but it's more straight and to the point.
- B.J. Mendelson:** 01:06:52 The audiobook is funnier, and so what we decided to do, we said, "Okay, if it's going to be different from the manuscript, then we should probably have a different title." But if you go to [yourprivacybook.com](http://yourprivacybook.com), it'll give you both options. It'll give you the Audible link and it'll give you the option to buy it. I, again, I recommend, the audio edition, but ...
- Speaker 20:** 01:06:52 What about the old-fashioned thing, the library?
- B.J. Mendelson:** 01:07:15 Okay, so it's not yet in a lot of libraries.
- Speaker 20:** 01:07:19 Do you hope?
- B.J. Mendelson:** 01:07:20 Yes, um ...
- Speaker 20:** 01:07:20 Okay.
- B.J. Mendelson:** 01:07:22 So again, so [yourprivacybook.com](http://yourprivacybook.com) will give you that option.
- Speaker 13:** 01:07:26 Okay, two questions.
- B.J. Mendelson:** 01:07:27 Yeah, sure.
- Speaker 13:** 01:07:28 Unrelated. Question number one is, would using the Tor browser hypothetically prevent Google from building up a history of you?
- B.J. Mendelson:** 01:07:35 Okay.
- Speaker 13:** 01:07:36 And the second question goes back to your comment on password managers. I agree with you, it's a good idea just

to write them down. The issue is though that it's often convenient not to. Now, Dashlane's a popular manager. We had a talk on it a few months ago.

- B.J. Mendelson:** 01:07:52 Okay.
- Speaker 13:** 01:07:52 And a problem with Dashlane, in my opinion, is that for a fee, it will be happy to back your data up online, where it's accessible from anywhere.
- B.J. Mendelson:** 01:08:00 Yep.
- Speaker 13:** 01:08:00 Which to me is rather terrifying, and their response to that is, "Well, we can give you two-key, or two-factor authentication. We can, you can make a USB thumb drive which will only let you and you alone access the database." Any comments on that would be appreciated.
- B.J. Mendelson:** 01:08:17 Yes. I don't talk about Tor or VPNs because ... Well, I do talk about them in the book. I don't talk about them in the presentation because I am finding just by talking about Privacy Badger is a lot for people to understand. I talk about the Brave Browser, it's asking a lot for someone to go and find this new browser and try it out. Tor is not the most user-friendly thing in the world. I enjoy it, I do use it for some things. It can be broken and hacked into. But it's one of those things, if you wanna take one of those extra steps, you could use Tor. You could use Ghostery, you could use any other virtual private network that's out there.
- B.J. Mendelson:** 01:08:57 I don't trust the password managers because I know that one of them has had a security leak in the past. Where all the passwords just got out there, so I know it's convenient, you know, I gotta go through this a lot with my parents where on Safari, it stores everything. And I'm like, "You really ... I know that it's easy. But you have to remember that that information is not entirely safe. "You know, what happens if someone hacks your computer? What happens if there's a security breach on the other end?"
- B.J. Mendelson:** 01:09:24 Apple, by the way, Apple usually gets a pass in a lot of these discussions. But how many of you remember the celebrity scandal from a few years ago where we had nude photos of celebrities leaked and spread all over the web? The reason why that happened is that there was an exploit in iCloud, that Apple had known about for months, and had done, done nothing to fix. And then it was only after the leak they turned around and went, "Oh, we should probably fix it."

- B.J. Mendelson:** 01:09:49 So I, again, you know, a company might tell you it's safe and secure and you have two-factor authentication ... I know even with the cryptocurrencies that, you know, you gotta plug in to authenticate, supposedly that's very safe but I just, anything that we say is safe, it's like the Titanic. It's unsinkable, right? Nothing will ever happen. So I don't, I just don't buy into it too much.
- Speaker 21:** 01:10:12 You mentioned the right to be forgotten. I'm involved in an ongoing argument with a friend of mine with whom I normally agree on everything. And we are diametrically opposed on a right to be forgotten. He sees it as a tool for millennials to erase stupid things that they've done. I see it as a catastrophe for journalists and historians.
- B.J. Mendelson:** 01:10:32 Yes.
- Speaker 21:** 01:10:33 And, you know, if you look at an obituary for a public figure, it will usually lead with that which they most wish had been forgotten.
- B.J. Mendelson:** 01:10:40 Sure.
- Speaker 21:** 01:10:40 And my impression is that RTBF can be abused.
- B.J. Mendelson:** 01:10:45 Yes, absolutely.
- Speaker 21:** 01:10:45 That it's much, it's much too easy to get rid of something that is just embarrassing, that you just, maybe you were a felon, maybe you were in some kind of financial fraud, and you can say, "Oh, I don't like that being out there. I don't like people finding it." Even though all it does is erase the searchability, it doesn't get rid of the underlying content.
- B.J. Mendelson:** 01:11:05 Right.
- Speaker 21:** 01:11:05 It makes it much more, almost impossible for journalists, historians, to really do research. Because people are out there on the blackboard with the eraser, just scrubbing parts of their lives. So, he likes it, even though he's no more a millennial than I am. And I dislike it, because I'm more interested in reading newspapers and history. And, and just, can you say a couple of words about internet of things, as a separate topic on privacy? Because it seems that you talked a little bit about it with the Amazon Echo, and all the different other things, but there are cameras and all kinds of things. Gonna be gazillions of these devices that nobody's paying any attention to on the security.

- B.J. Mendelson:** 01:11:44 Right, so this is a little bit of a cop-out on the first question. I agree with you. Where the concern comes from is if you're a person of color, some of us feel that information that, that's out there could be used disproportionately against them than it would if you're white. I leave that to ... Human's rights advocates, and social justice advocates. It's a little outside my wheelhouse. I have been a journalist, so typically I would go, "Yeah, you probably shouldn't be able to get rid of that so easily." But I can also see the other side of the argument where, there's reams of data that we have out there can negatively affect different groups, and that's not ok either.
- B.J. Mendelson:** 01:12:23 On the internet of things, basically what I tell people is that if it exists, and it's hooked to the internet, it can be hacked. I'm not saying it will. Please don't walk out of here and say I'm saying you will be hacked like, when you go home. What I am suggesting, though, is that if you have a device, or within about five years, if you're in a self-driving car, those self-driving cars are collecting a whole lot of data about you.
- B.J. Mendelson:** 01:12:45 There's an example I use in the book where if there's an adult entertainment store, and you keep using a self-driving car to go to that adult entertainment store, you might find all of a sudden emails and newsletters about similar products. And so, when we talk about the internet of things, a lot of those solutions I talked about would apply to it, but, yeah, it, it can be a little overwhelming. I mean there are so many things out there that are not your phone and not your laptop that does collect your data, that we don't even talk about. Like self-driving cars is one of them, the Echo and Alexa is one, uh, it can be a little overwhelming, so that's why ...
- Speaker 22:** 01:13:17 You need a Faraday Cage around your car.
- B.J. Mendelson:** 01:13:19 I need a Faraday Cage around my house is what it comes down to, you know. But yeah. So, anyone into self-driving cars, that's something to keep in mind, too, is that it collects a lot of data.
- Speaker 8:** 01:13:33 I have a, a statement you don't need to necessarily respond to, and I have a question. So, the statement is, these days, more and more employers are making a search of Facebook, Twitter, and LinkedIn, and, which are the, really the three major social networks, that exist today, as a routine part of doing, background and qualification checks of prospective employees. And, that message, I

wish would make more of an impression on young people who are entering the job market, because, what they have ... Their presence on social media can have a lifelong effect in their ability to land a job. And a lot of people are wondering why they're having such a hard time getting a job, they don't really think about checking the history of their use of social media. That's my statement.

- Speaker 8:** 01:14:35 I see you nodding your head so I think you agree with me.
- B.J. Mendelson:** 01:14:38 Yeah, I actually actively delete my tweets after 30 days. There are services out there which I'm very thankful for that, that help with that, and I'm, yeah, I'm a big believer that a lot of people my age and younger ... I gave presentations to a couple of college football teams that were freshmen, and yeah, there's a lot of issues about the NCAA and regulation of what you can and can't do, student athletes, and so we talked quite a bit about that exact issue of, you need to clean up your social media profile and you need to be aware of what's on there.
- B.J. Mendelson:** 01:15:07 Now, whether or not it's right or wrong for employers to do that is sort of a different discussion. I'm of the opinion that they should not be collecting that data or have access to it, but I can't stop them either.
- Speaker 8:** 01:15:17 So here's my question.
- B.J. Mendelson:** 01:15:17 Sure.
- Speaker 8:** 01:15:18 You mentioned a moment ago the cryptocurrency. I don't wanna talk about cryptocurrency.
- B.J. Mendelson:** 01:15:18 (Laughs)
- Speaker 8:** 01:15:23 I'm not necessarily a believer ...
- B.J. Mendelson:** 01:15:23 Who is?
- Speaker 8:** 01:15:24 I'm not necessarily a believer in the future of cryptocurrency. But I am a believer in the prospective value of blockchain technology. And I'm wondering whether you have thought about the potential for the growth and implementation of blockchain technology to be applied to personal privacy, to the improvement, and solidification of individual privacy using that technology.
- B.J. Mendelson:** 01:15:54 So there's a theory ... I work with a couple people in the cryptocurrency space, and the working theory is that you

can better protect your privacy using cryptocurrency. So that's one. Two is that you can actually sell your data if you choose to, because of the blockchain. Uh, that seems to be where that discussion right now is coming in, because you can actually track your data pretty accurately as it's going out. I don't know what the future looks like for that, but that's typically what I'm hearing over and over and over again, is, you know, in five years, you can sell your data through the blockchain. I don't know if that's right or wrong, but that's typically the discussion that's happening right now.

- Speaker 17:** 01:16:35 Yeah, one interesting area that's just been opened, a new door, new technology, involves the capture, the arrest of this rapist murderer out in California. What they did was they had the DNA samples of victims, and they matched that, they went against files of DNA, of people who've put their DNA to these services, and they didn't find him, but they found distant relatives. And they used the genealogy technique, actually they, apparently they got the wrong person at one point. But eventually, they found him, and none of this was warranted, wasn't any warrants. No protection, people were fools enough to give their DNA samples voluntarily to these services, and the services and the technology work like a charm! So, if you think you got another problem, just think about what can be done if you give up a DNA sample.
- B.J. Mendelson:** 01:17:53 It's true. I was curious about 23 and Me, I wanted to see what the results were. I was a little concerned about some of my genetic history. It is a little bit of a black hole thanks to the Nazis. I don't know about my distant relatives and what issues they might've had. I had very limited information, so I went and used 23 and Me for that reason, where I said, "Okay, I wonder if there's information." So, you know, I don't have a ... I'm not against those services, but you're right, here is nothing that says that the government can't just go in and say, "I would like to look at that data."
- B.J. Mendelson:** 01:18:27 And there's nothing also that says if you're 23 and Me that you can't sell that data, which is a little concerning. So, whether or not that's a good thing or a bad thing, I don't know, it's definitely something that, that needs to be thought about, though, is that ... I think about the Occupy Wall Street thing where they found, DNA on a bike chain, which led back to a cold case in New York City involving a rape. And they were only able to do that because of those services. So, it's like anything.

- B.J. Mendelson:** 01:18:56 Is there a right or wrong answer? I don't know. I think it's gonna be somewhere in the middle. And I think honestly, we'll have this debate, it's gonna be somewhere in the middle, especially when it comes to law enforcement and government. That's my safe answer. I've been chewed out more than a few times, by the CIA, the FBI, and the NSA. So now I'm trying to, like, it's shades of gray. It's in the middle.
- Speaker 23:** 01:19:17 You mentioned the European Union's new privacy laws. At the other end of the spectrum, the People's Republic of China has practices of collecting data on Chinese citizens that goes way beyond 1984.
- B.J. Mendelson:** 01:19:17 Yes.
- Speaker 23:** 01:19:43 Have, are you looking at those practices and then taking that into consideration as you propose solutions to the privacy issues?
- B.J. Mendelson:** 01:19:53 China is always tricky. This is what I've found. In the West, when it comes to regulation on the usage of data, it's a discussion that we have. I don't know if it's as much a discussion over in Asia.
- B.J. Mendelson:** 01:20:27 For those of you that don't know, China's basically issuing a score to all of their citizens, and if you're like a jerk, they'll lower your score and you won't be able to ride the train. And you know, that's, it's, odd in plenty of funny ways, but they could also punish you for like, you know, if you're a dissident, as well, they could just say, "Alright, you're rated ten, so you can't get work."
- B.J. Mendelson:** 01:20:47 I don't know how many of you have seen The Orville. It's basically Star Trek with a different name, but they did an entire episode where everyone was obsessed with their score. I think that's kinda what we see happening in China. We kinda have that now in the States. I think that's sort of my position on it, I think that it's just government sanctioned over there in China. I think here, at least with my age and younger, we're sort of obsessed with the number of followers we have, the number of likes that we have, and we sort of use that.
- B.J. Mendelson:** 01:21:15 For a long time there was a service called Klout, which just recently closed, but Klout basically said, "Oh, well you're a 90 on Facebook and you're important." Then you get free stuff. I think what we're seeing in China is just like an

official usage of that. I don't know how it's gonna work out. I don't think it's gonna hold, honestly.

- B.J. Mendelson:** 01:21:33 It's one of those things where China sort of does what China does, and I don't know how it's gonna shake out. I don't know if that's a good answer, but that's, that's the best answer that ...
- Speaker 13:** 01:21:56 I had just a quick footnote to what you were saying earlier.
- B.J. Mendelson:** 01:21:59 Sure.
- Speaker 13:** 01:21:59 I recently did a search on Amazon for a pair of exercise shoes.
- B.J. Mendelson:** 01:21:59 Sure.
- Speaker 13:** 01:22:04 And then I located the shoes, and I said, "Oh, I'm gonna go back and buy it through this. We have a ... And then when I went back to the link, I couldn't find the same prices.
- B.J. Mendelson:** 01:22:13 Mm-hmm (affirmative). Amazon swears that they do not do this, but they ... This is another one of those things, where they adjust the prices based on who you are and what data they have on you. There's been a number of news reports on this. Amazon denies it, denies it, denies it. But yes, it's, this is one of the ramifications of having all of your data out there. It's sort of like what's happening in China, where we can make decisions based on, what your people score is.
- B.J. Mendelson:** 01:22:38 Here, Amazon can just go, "Alright, well based on the readings and information I have on you, I'm gonna charge you twenty dollars more for those shoes, or I'm not gonna make it available at all." That's why, again, I talk about, there should be consequences, whether or not it is ultimately hopeless in the end, I do think, if we have just a little bit of teeth, we can crack down on things like that. Because it's not fair, and it's not right. And, you know, I talk about the book, Algorithms of Oppression, and, the human redlining coming back, and these are real instances of data being used against people, whether it's a product that you're buying or where you live. And so, I, I think it's really important that we just try to stop it as best we can.
- Speaker 24:** 01:23:13 So, I actually have, just a suggestion.
- B.J. Mendelson:** 01:23:19 Sure.

- Speaker 24:** 01:23:19 If you decide to, instead of using a notebook for your passwords, if you use a three by five file card box ...
- B.J. Mendelson:** 01:23:27 Alright.
- Speaker 24:** 01:23:27 It's easier to keep alphabetized. Secondly, I'd like to point out that this issue is nothing new. There's a movie, called Inherit the Wind.
- B.J. Mendelson:** 01:23:38 Mm-hmm (affirmative).
- Speaker 24:** 01:23:39 Based on the Scopes "Monkey" Trial where, at one point, Spencer Tracy says, "I don't like to think of the world is governed by an entity that says yes, you can have the telephone, but you give up privacy."
- B.J. Mendelson:** 01:23:54 Right.
- Speaker 24:** 01:23:55 "Yes, you can have the car. But you give up, the right to silence. You give up the right, right not to be disturbed."
- B.J. Mendelson:** 01:24:04 So, number one, that's one of my favorite plays, there is a scene where the attorney looks at the monkey. I don't know if you're planning on seeing the play or seeing the movie with Jack Lemmon, but he turns and looks at the monkey and goes, "Grandpa?" And I just, no matter how many times I've seen the film or seen the play, I just always laugh at that. There's a saying in the Bible, "There's nothing new under the sun." And that's true. We saw that with social media marketing where social media marketing was just previously internet marketing or viral marketing, just under a different title.
- B.J. Mendelson:** 01:24:33 So it's certainly true, this is, this is not a new debate. I was talking in the car on my way up here about virtual reality. That's another example of this, where it's been around since the 50s, but now, you know, now it's a little bit more on the forefront. It's not new technology.
- B.J. Mendelson:** 01:24:47 So there's always gonna be some debate within any society about what the tradeoffs are, and Netflix is a great example. I'm a Netflix customer. Is anyone else use ... Okay. You pay Netflix. Netflix collects data on you, and that's how they recommend your movie choices. That's sort of the agreement, that's the tradeoff that you have in using Netflix. Now, ideally because you pay, they shouldn't be selling it. I've never read anything saying that they are selling your information, but that's, that's one of those tradeoffs that we're constantly making.

- B.J. Mendelson:** 01:25:16 Don't know if we'll ever go in one way or the other. I kinda like the idea of paying for Facebook, and this is something they've been testing the waters on, you can see this. If you Google, "Pay for Facebook," I know Sheryl Sandberg recently said in the news that it's something that they've been thinking about, and, of course she threw out some ridiculous number. She's like, "It would cost you 48 dollars a month." No it won't. That's, that's just ridiculousness. But they're sort of testing the waters of, "If you pay for Facebook, does that mean they're not gonna creep on you?" And I, the idea is that paying for it would be no, but there's always gonna be some kind of tradeoff.
- Speaker 25:** 01:25:49 Just to get a sense of how much you delve into something like this, like one of the jokes about, signals that hop around the world and stuff like that. One of the places that they will tend to stop at on its journey, is Savage, Maryland, where the Fort Mead is, the NSA. And I'm kind of curious, you might've sensed this number. How much data are these guys seeing every day generated by the world? Do you have any kind of sense of how much stuff we're treating these days? I know it would be, you know, higher the next day, but ... Dazzle us.
- Speaker 16:** 01:26:28 They build new buildings every five business days ...
- B.J. Mendelson:** 01:26:34 Let me put it to you this way. I can give you, on the low end, what I think it is. 'Cos I've been corrected by them. And I was thinking it was a few hundred terabytes a minute. It's much higher. So, I, I don't know what that upper limit is, but I do know it's ... Every minute, there is hundreds of terabytes of info, at least coming into their data centers.
- Speaker 16:** 01:26:57 Okay. We're gonna do two more questions, Kathy and then Don, and then we have to wrap up.
- B.J. Mendelson:** 01:27:02 Okay.
- Speaker 16:** 01:27:03 Okay?
- Kathy:** 01:27:03 Is there any ... Is there anything you can do now, or I can do now, to motivate Amazon to be more honest?
- B.J. Mendelson:** 01:27:12 Make them pay their taxes, honestly.
- Kathy:** 01:27:15 No, I know, but I mean ...
- B.J. Mendelson:** 01:27:18 Yes.

- Kathy:** 01:27:18 As far as they're charging me what they feel like?
- B.J. Mendelson:** 01:27:20 So the way, the way to do it is to go to the local government, and report it as an issue, and show them the news reports and show them, because there's a lot of people that have actively reported this, so show them the data and say, you know, "Pass something, and get the news to cover it." That's always been the trick, and I know it sounds ridiculous, like, going to the local mayor, that's all it's gonna do. It creates a story, though, and a story can trickle off into other outlets, and it inspires other people to do it.
- B.J. Mendelson:** 01:27:48 So that's sort of the answer I have, is start right now on the local level, because if it works, it's successful, it can trickle up.
- Don:** 01:27:59 What is your position on freezing credit at the three credit bureaus?
- B.J. Mendelson:** 01:28:05 As in, not to do it because of the ... I don't think it matters. I really don't. I think that the cat's sort of out of the bag. And, I don't know if many of you know this, but Experian, Equifax, Transunion, they sort of make up the numbers. It's not, you know, something that's very scientific. They tell you it's scientific and they tell you there's all sorts of data points, and maybe there's some truth to that, but I can't recommend freezing it because I just ... I don't see what the point is.
- B.J. Mendelson:** 01:28:39 I think tomorrow they could easily turn around and say, "Yeah, we're changing our policies, and it's gonna affect you through those." So tomorrow there could be another data breach. So, I just don't see the benefit in doing it.
- Speaker 16:** 01:28:49 Okay, with that, thank you.