

**SUBDUE
YOUR TECH**



SUBDUE YOUR TECH?

- Modern technology is everywhere
- It's great in some ways but also abusive in others
- Big Tech is increasingly powerful and their goals are not aligned with yours
- SUBDUE YOUR TECH is about raising awareness and calling people to action



Contents

- Tech 101
- Tech Abuse
 - **Whistle-stop** tour
 - 12 principles
- SUBDUE YOUR TECH



Tech 101

What is a computer?

an **electronic** device that can store large amounts of **information** and be given sets of **instructions** to organize and change it very quickly

an **electronic** machine that calculates data very quickly, used for storing, writing, organizing, and sharing **information** electronically or for controlling other machines

an **electronic** device that processes **data** according to **instructions** that are provided by computer programs

A device that computes, especially a **programmable electronic** machine that performs high-speed mathematical or logical operations or that assembles, stores, correlates, or otherwise **processes information**

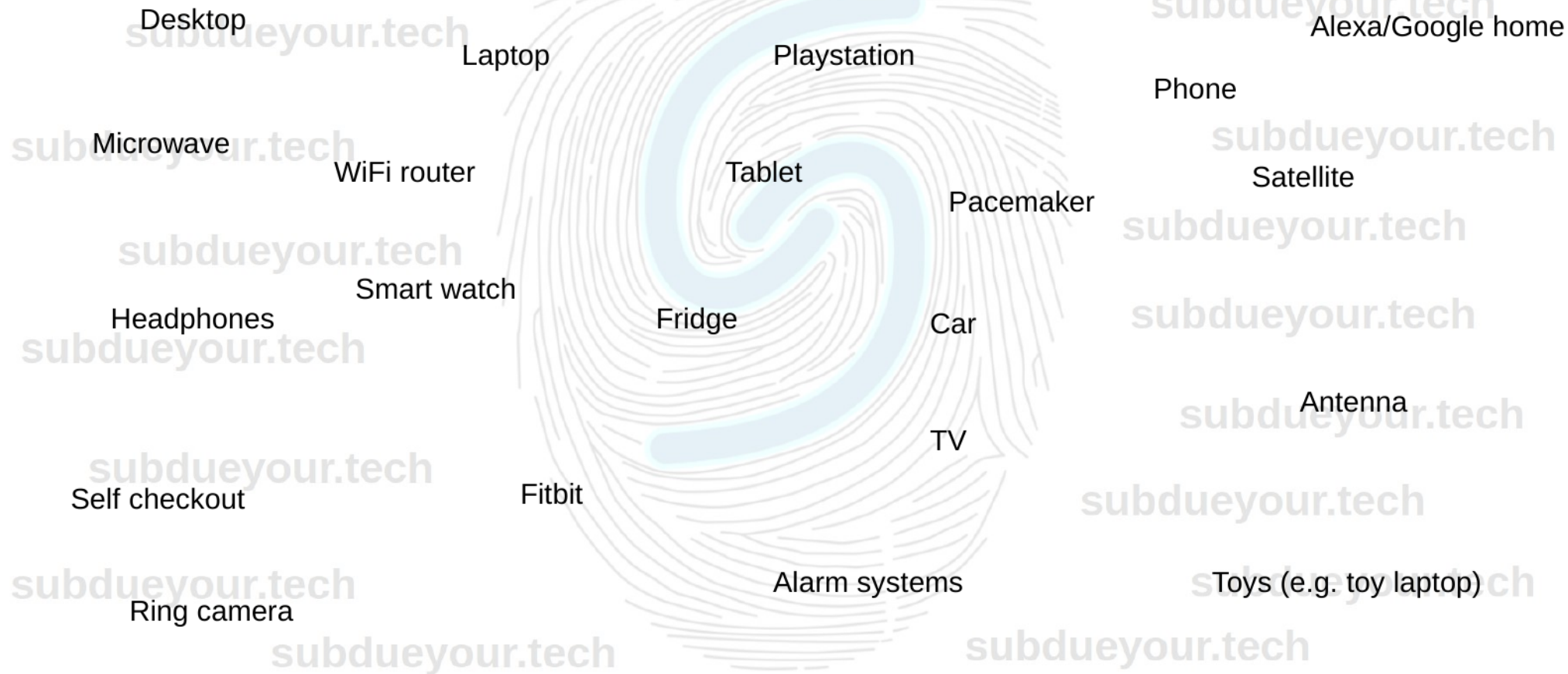
a **programmable** device that stores, retrieves, and processes **data**

A computer is a machine that can be programmed to automatically carry out sequences of arithmetic or logical **operations**

What is a computer?

- A computer = **anything** that runs on electricity and processes data according to some preconfigured instructions, basically

Examples of computers...



What is hardware / software?



Hardware = physical components (e.g. a screen, camera or microphone)

```
// Dealing with collisions: let's define a generic function
// to check if two shapes are intersecting (colliding)
template<class T1, class T2> bool isIntersecting(T1& mA, T2& mB)
{
    return mA.right() >= mB.left() && mA.left() <= mB.right()
        && mA.bottom() >= mB.top() && mA.top() <= mB.bottom()
}

// Let's define a function that deals with paddle/ball collision
void testCollision(Paddle& mPaddle, Ball& mBall)
{
    // If there's no intersection, get out of the function
    if(!isIntersecting(mPaddle, mBall)) return;

    // Otherwise let's "push" the ball upwards
    mBall.velocity.y = -ballVelocity;

    // And let's direct it dependently on the position where the
    // paddle was hit
    if(mBall.x() < mPaddle.x()) mBall.velocity.x = -ballVelocity;
    else mBall.velocity.x = ballVelocity;
}

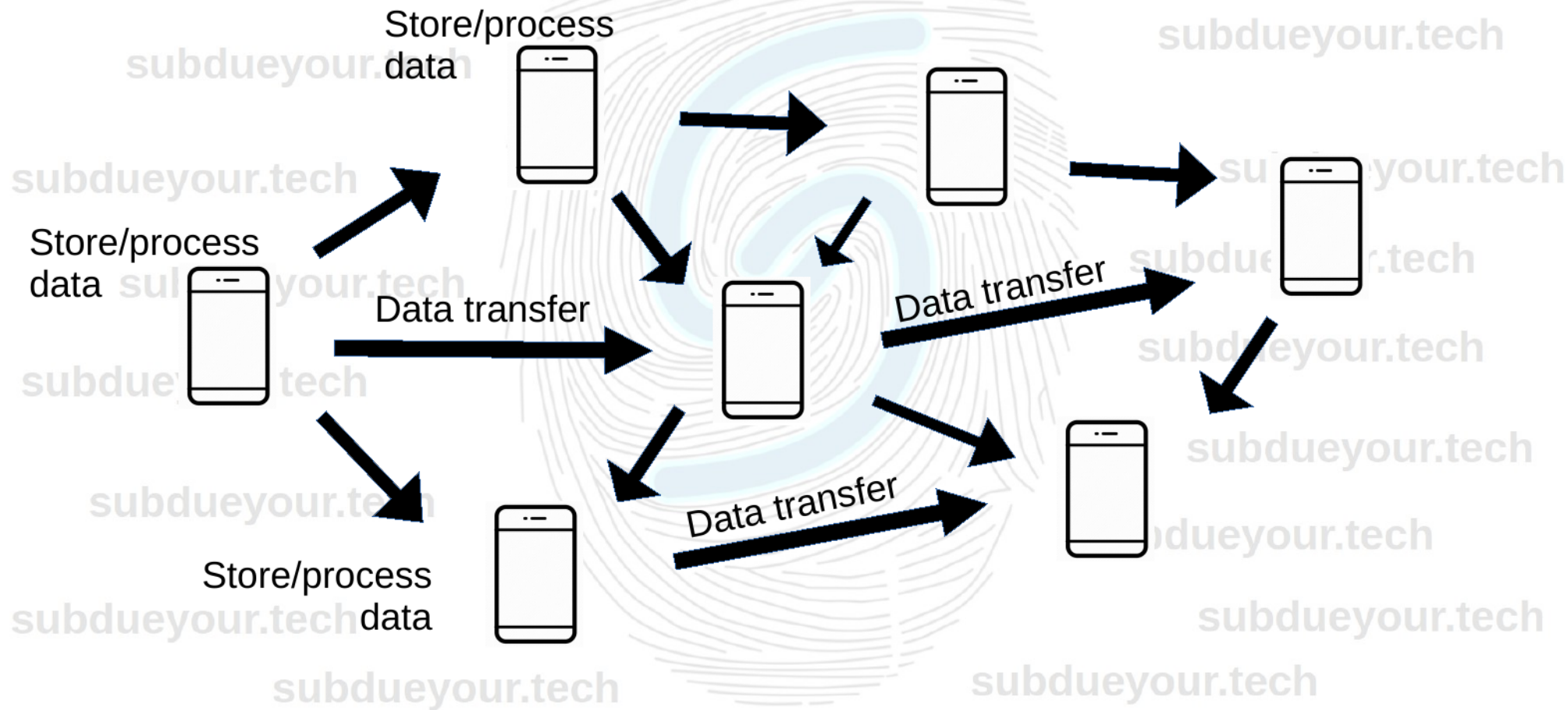
int main()
{
    Ball ball(windowWidth / 2, windowHeight / 2);
    Paddle paddle(windowWidth / 2, windowHeight / 2);

    RenderWindow window({windowWidth, windowHeight});
    window.setFramerateLimit(60);

    while(true)
    {
        window.clear(Color::Black);
```

Software = written instructions that control the physical components (e.g. an app)

What is a network?



Who/what is 'Big Tech'

- A blanket term for the multi-trillion tech industry invading all aspects of life





Tech Abuse



Hal Varian – Chief Economist,
Google

RICHARD T. ELY LECTURE

Computer Mediated Transactions

By HAL R. VARIAN*

Every now and then a set of technologies becomes available that sets off a period of “combinatorial innovation.” Think of standardized mechanical parts in the 1800s, the gasoline engine in the early 1900s, electronics in the 1920s, integrated circuits in the 1970s, and the

of component technologies which encouraged combinatorial innovation.

The earlier waves of combinatorial innovation required decades or more to play out. For example, Hounshell (1984) argues that the utopian vision of interchangeable parts took well over a

Beyond Big Data¹

Hal R. Varian²

There is now a computer in the middle of most economic transactions. These computer-mediated transactions enable data collection and analysis, personalization and customization, continuous experimentation, and contractual innovation. Taking full advantage of the potential of these new capabilities will require increasing sophistication in knowing what to do with the data that are now available.



Hal Varian – Chief Economist,
Google

“ Due to the dramatic cost decrease in computers and communication, there is now a computer in the middle of virtually every transaction. This computer could be as simple as a cash register or as complex as a data center. These computers were mostly put in place for accounting reasons, **but now that they are available these computers have several other uses...** ”

- Beyond Big Data



Hal Varian – Chief Economist,
Google

“ ...I want to talk to you about four such uses:

- Data extraction and analysis
- Personalization and customization
- New kinds of contracts due to better monitoring
- Continuous experiments

”

- Beyond Big Data

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

“Computer mediated transaction” example:

- taking/sending a photo

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech



What happens when your phone takes a photo?

- Your phone stores some information about which colours to assign to some pixels?
- Anything else?

EXIF data

- Image metadata
- Captured and embedded into each photo you take
- Since a phone is just a handheld computer, the act of taking a photo can be easily exploited for other means...

I checked the EXIF data of a random photo a friend sent to me...

File Name	Date/Time Original	Exposure Mode	Connection Space Illuminant
Directory	Create Date	White Balance	Profile Creator
File Size	Offset Time	Focal Length In 35mm Form	Profile ID
File Modification Date/Time	Offset Time Original	Scene Capture Type	Profile Description
File Access Date/Time	Offset Time Digitized	Lens Info	Profile Copyright
File Inode Change Date	Region Extensions Angle Info Roll	Lens Make	Media White Point
File Permissions	Region Extensions Confidence Level	Lens Model	Red Matrix Column
File Type	Region Extensions Face ID	Composite Image	Green Matrix Column
File Type Extension	Region Applied To Dimensions H	GPS Latitude Ref	Blue Matrix Column
MIME Type	Region Applied To Dimensions W	GPS Longitude Ref	Red Tone Reproduction Curve
JFIF Version	Region Applied To Dimensions Unit	GPS Altitude Ref	Chromatic Adaptation
Exif Byte Order	MPF Version	GPS Time Stamp	Blue Tone Reproduction Curve
Make	Number Of Images	GPS Speed Ref	Color Temperature
Camera Model Name	MP Image Flags	GPS Speed	Modify Date
Orientation	MP Image Format	GPS Img Direction	Thumbnail Image
X Resolution	MP Image Type	GPS Img Direction	GPS Altitude
Y Resolution	MP Image Length	GPS Dest Bearing	GPS Date/Time
Resolution Unit	MP Image Start	GPS Dest Bearing	GPS Latitude
Software	Dependent Image 1 Entry Number	GPS Date Stamp	GPS Longitude
Modify Date	Dependent Image 2 Entry Number	GPS Horizontal P	MP Image 2
Host Computer	Profile CMM Type	Compression	Circle Of Confusion
Y Cb Cr Positioning	Profile Version	Thumbnail Offset	Field Of View
Exposure Time	Profile Class	Thumbnail Length	Focal Length
F Number	Color Space Data	XMP Toolkit	GPS Position
Exposure Program	Profile Connection Space	Creator Tool	Hyperfocal Distance
ISO	Profile Date Time	Date Created	Light Value
Exif Version	Profile File Signature	Region Area Unit	Lens ID
	Primary Platform	Region Type	
	CMM Flags	Region Extensions Angle Info Yaw	
	Device Manufacturer		
	Device Model		
	Device Attributes		
	Rendering Intent		

> 150 items

Some particularly interesting bits of info that you might not know
your phone is embedding inside your photos...

File Name : IMG_7824.JPG

File Modification Date/Time : [REDACTED]

File Access Date/Time : [REDACTED]

Host Computer : iPhone 14 Pro

Flash : Off, Did not fire

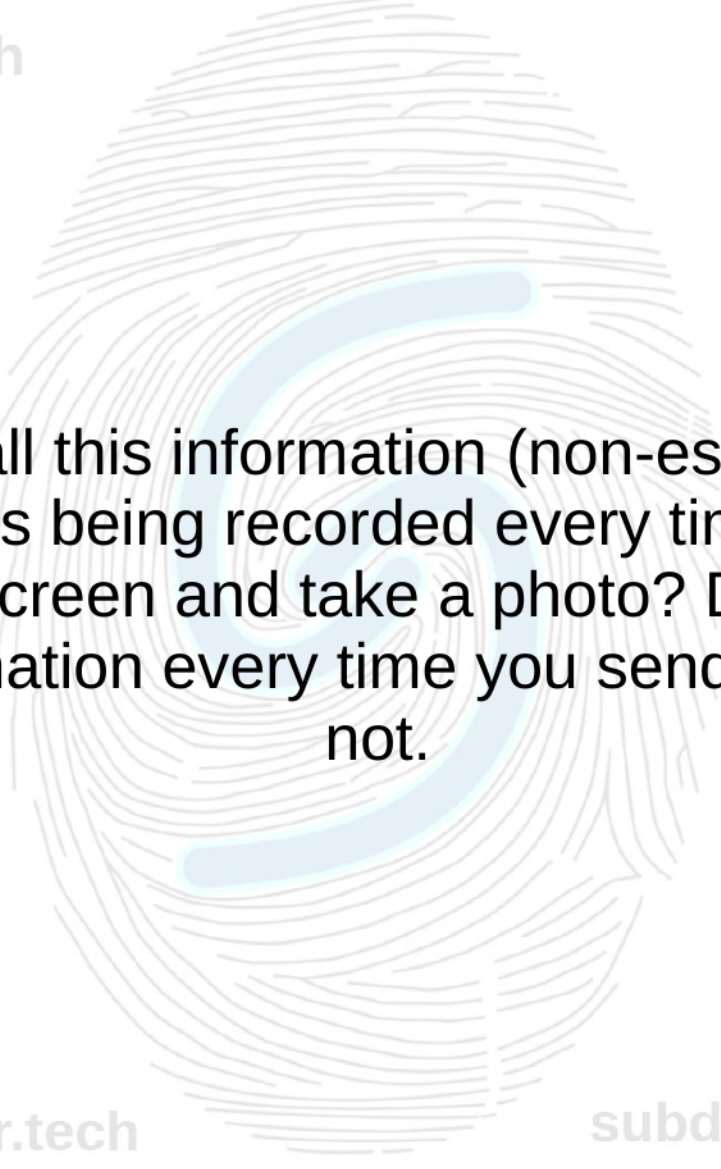
Run Time Since Power Up : 4 days 19:42:46

(information redacted for my peace of mind)

Even more interesting bits...

GPS Altitude	: 8.2 m Above Sea Level
GPS Latitude	: [REDACTED] deg 35' 39.52" N
GPS Longitude	: [REDACTED] deg 58' 13.02" E

(information redacted for my peace of mind)



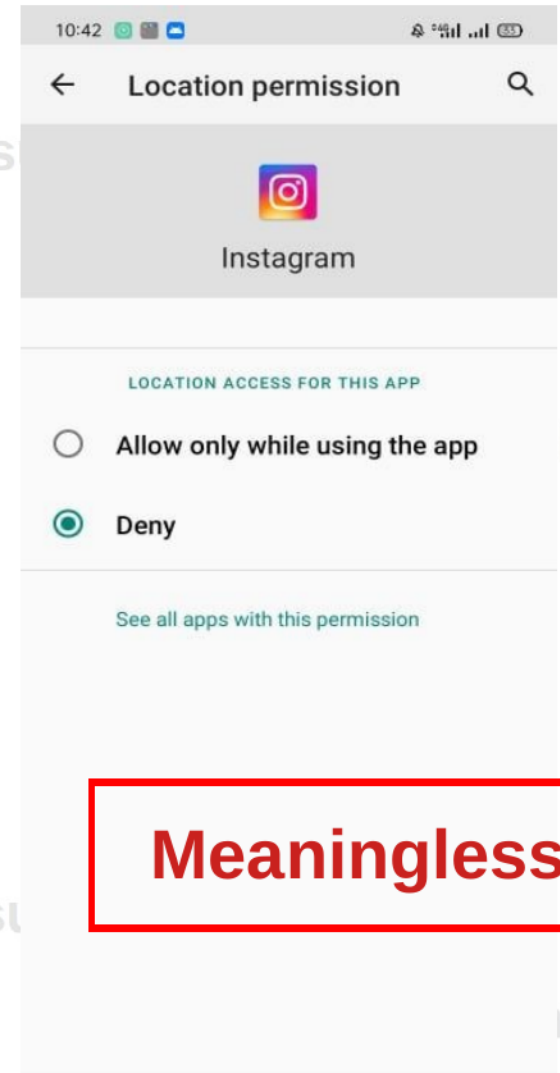
Did you know that all this information (non-essential information, it should be added) is being recorded every time you tap that cute little circle on your screen and take a photo? Did you know you are sharing this information every time you send a photo? Probably not.

Well, your favourite apps know.

Note:

It is essentially meaningless to use your phone's permissions manager to "disable location access" for apps that have access to your photos. They have your EXIF data.

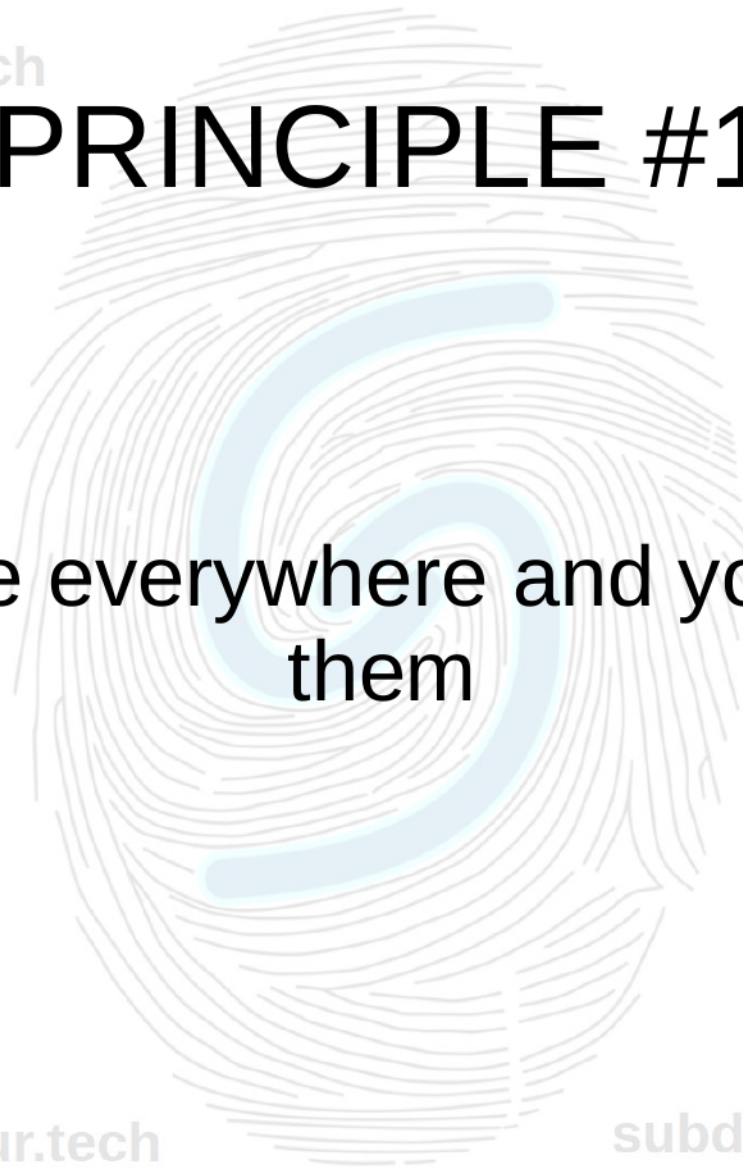
Although it's meaningless, note that it is deliberately still presented to you in your phone as a meaningful activity.



Meaningless

PRINCIPLE #1

Computers are everywhere and you own none of them



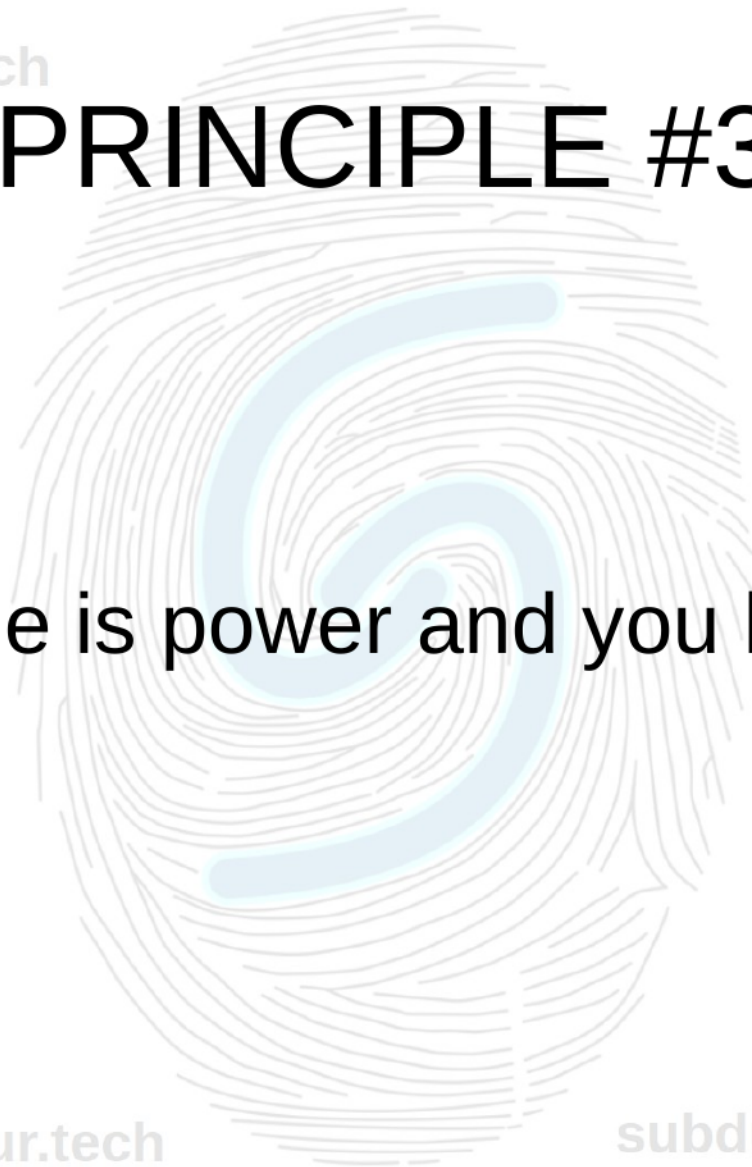
PRINCIPLE #2

Software is invisible and tells lies



PRINCIPLE #3

Knowledge is power and you have none



Why is your tech lying to you all the time?

- Your personal data is extremely valuable
- It creates a deep, intimate, highly detailed, permanent description of an individual / a group

How would you feel if I had a record of...

- Your precise location, recorded every second
- The times at which you woke and slept, everyday for the past 10 years
- Your heart rate
- ALL your Google searches
- Transcripts of all conversations in your home

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

Being spied on is extremely bad. How has it
become so normalized?

Who wants your data?

- **Big Tech**
- Data brokers
- Governments
- Scammers/hackers



Big Tech wants your data...

- ...for selling to advertisers
- ...for artificial intelligence models



Surveillance Capitalism

Creator of the term “surveillance capitalism”. Defined it as...



Shoshana Zuboff – Author

“ A new economic order that claims human experience as free raw material for hidden commercial practices of extraction, prediction, and sales. ”

- The Age of Surveillance Capitalism



- Google: Founded 1998
- Google AdWords: launched 2000
 - Needed to make money
- Using your search history (and other activities) to determine adverts with high 'click-through' rate
- Some of your data is taken by force
- Pioneered this approach. Many corporations followed suit.

Getting your data

- Search history
- Browsing history
- Purchasing history
- Cookies
- Trackers
- Fingerprinting...





“ With Google’s unique access to behavioral data, it would now be possible to know what a *particular* individual in a particular time and place was thinking, feeling, and doing... ”

- The Age of Surveillance Capitalism



“ ... That this no longer seems astonishing to us, or perhaps even worthy of note, is evidence of the profound psychic numbing that has inured us to a bold and unprecedented shift in capitalist methods ”

- The Age of Surveillance Capitalism

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

Advertising or coercion?

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech





- 2004: \$1m per day
- 2010: > \$10 billion per year
- Google is **very** good at studying you through your data

Surveillance Capitalism

She also defined it as...

“ A movement that aims to impose a new collective order based on total certainty. ”

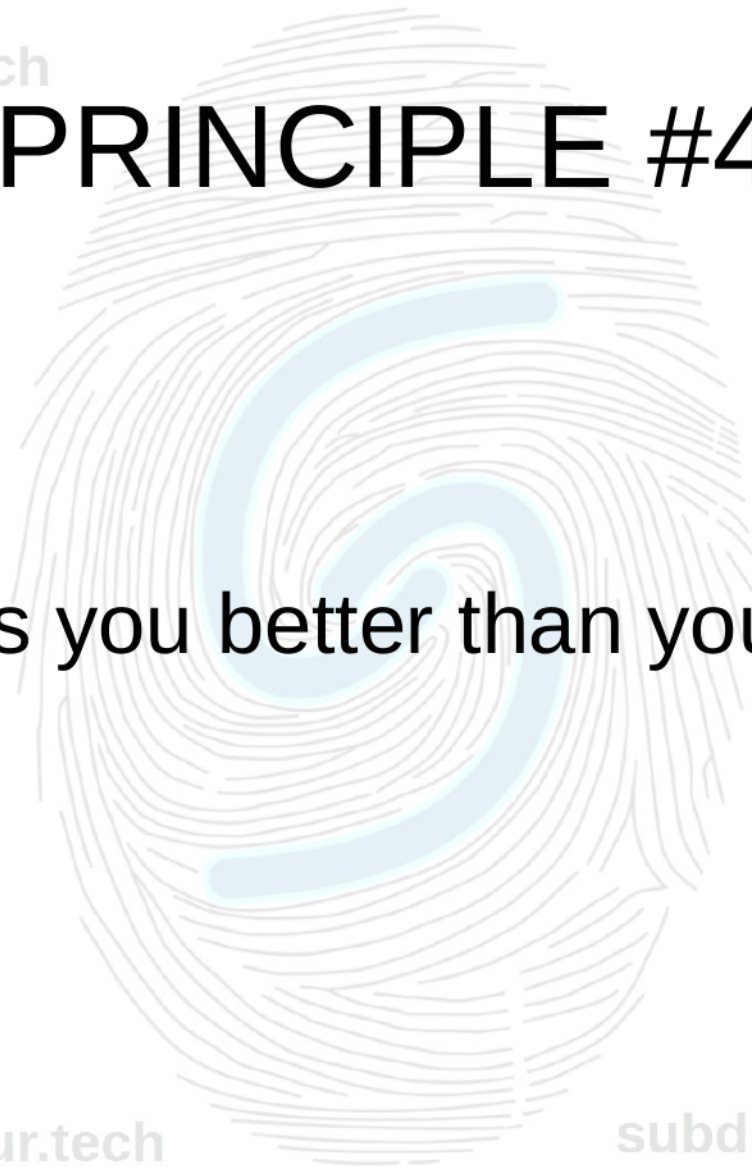
- The Age of Surveillance Capitalism



Shoshana Zuboff – Author

PRINCIPLE #4

Big Tech knows you better than you know yourself



Big Tech wants your data...

- ...for selling to advertisers
- ...for artificial intelligence models

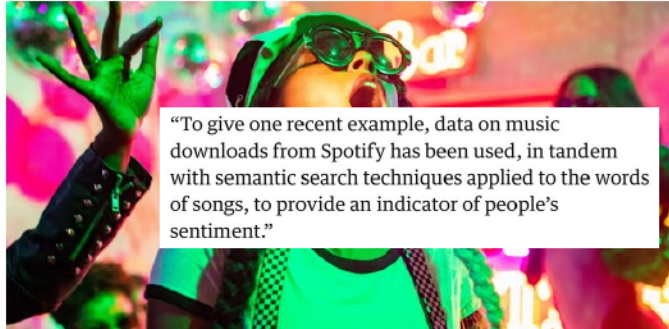
What is artificial intelligence?

- Pattern recognition on steroids
- **Anything** stored digitally is just a number
- Store enough numbers and a pattern **will** emerge
- People are now “throwing AI” at anything and everything (of course, there are some positive applications)

Throw AI at it

Spotify trends could help us gauge the public mood - Bank of England

Chief economist says 'taste in books, TV and radio may also offer a window on the soul'



"To give one recent example, data on music downloads from Spotify has been used, in tandem with semantic search techniques applied to the words of songs, to provide an indicator of people's sentiment."

Microsoft Could Bring You Back From The Dead... As A Chat Bot

Jan 04, 2021, 04:38am EST



Microsoft's chat bots may imitate the dead

FINANCIAL TIMES

First UK police force to try predictive policing ends contract

Use of Predpol cancelled, but Met will try to develop its own system



Are you okay with this?

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech



When did you sign up?

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

“Well these companies play fair. They’re not going to use *my* data for that. Maybe other people’s. People who signed up”

Yeah... No.

WIRED

JAN 9, 2025 5:33 PM

Meta Secretly Trained Its AI on a Notorious Piracy Database, Newly Unredacted Court Docs Reveal

One of the most important AI copyright legal battles just took a major turn.

tom's **HARDWARE**

Meta staff torrented nearly 82TB of pirated books for AI training — court records reveal copyright violations

9 February 2025



PRINCIPLE #5

Big Tech play dirty

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

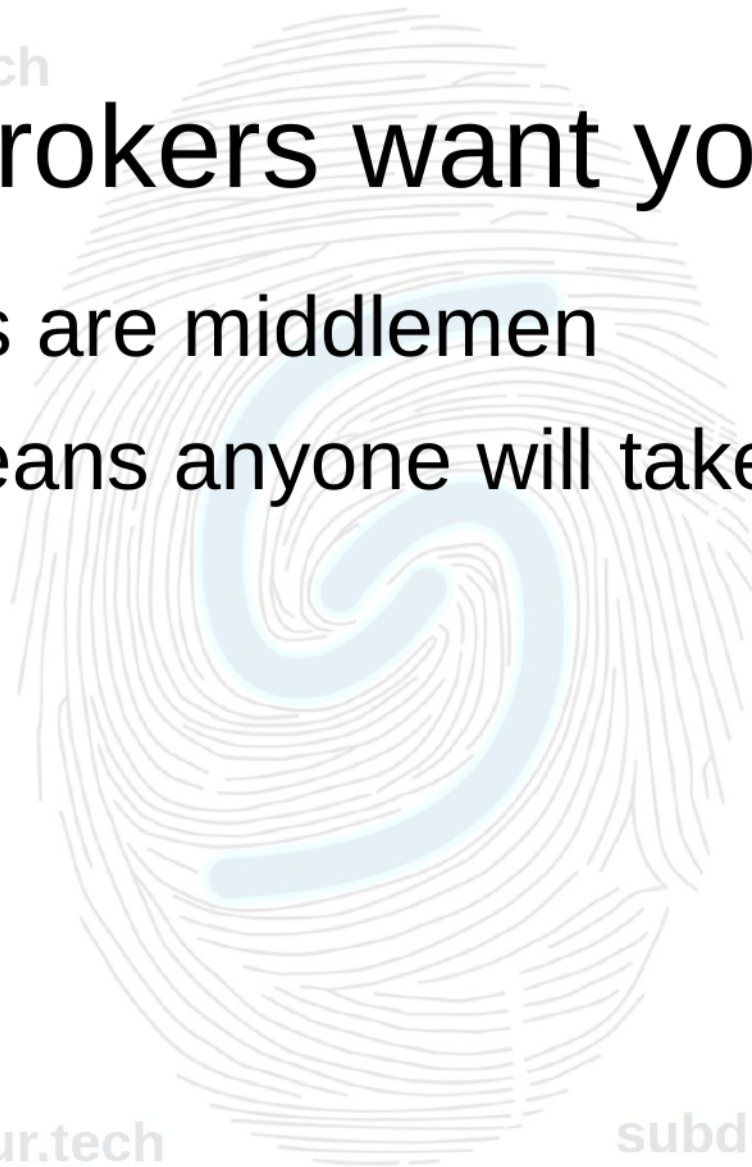
Who wants your data?

- Big Tech
- **Data brokers**
- Governments
- Scammers/hackers



Data brokers want your data

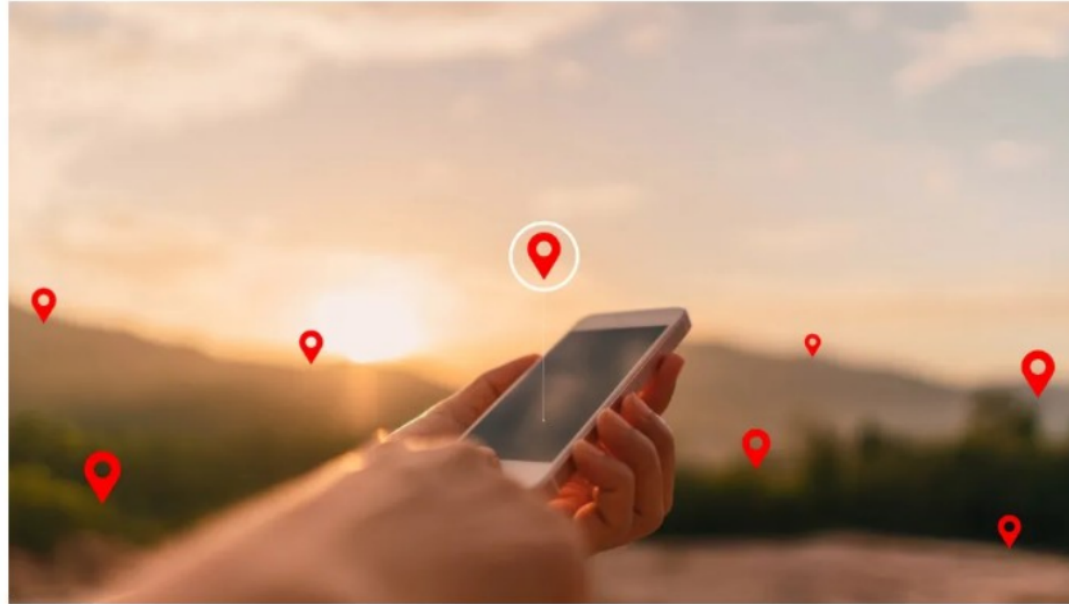
- Data brokers are middlemen
- Age of AI means anyone will take any data



Millions of phone location records feared leaked as one of the biggest data leaks ever may be a whole lot worse

Published 7 February 2025

Gravy Analytics is facing yet another lawsuit



-
- Gravy Analytics is being sued for failing to protect personal data
 - The suit comes after 17TB of records were allegedly stolen from the firm
 - The hack on a data broker has sparked four lawsuits so far

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

Which apps were snitching on you?

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

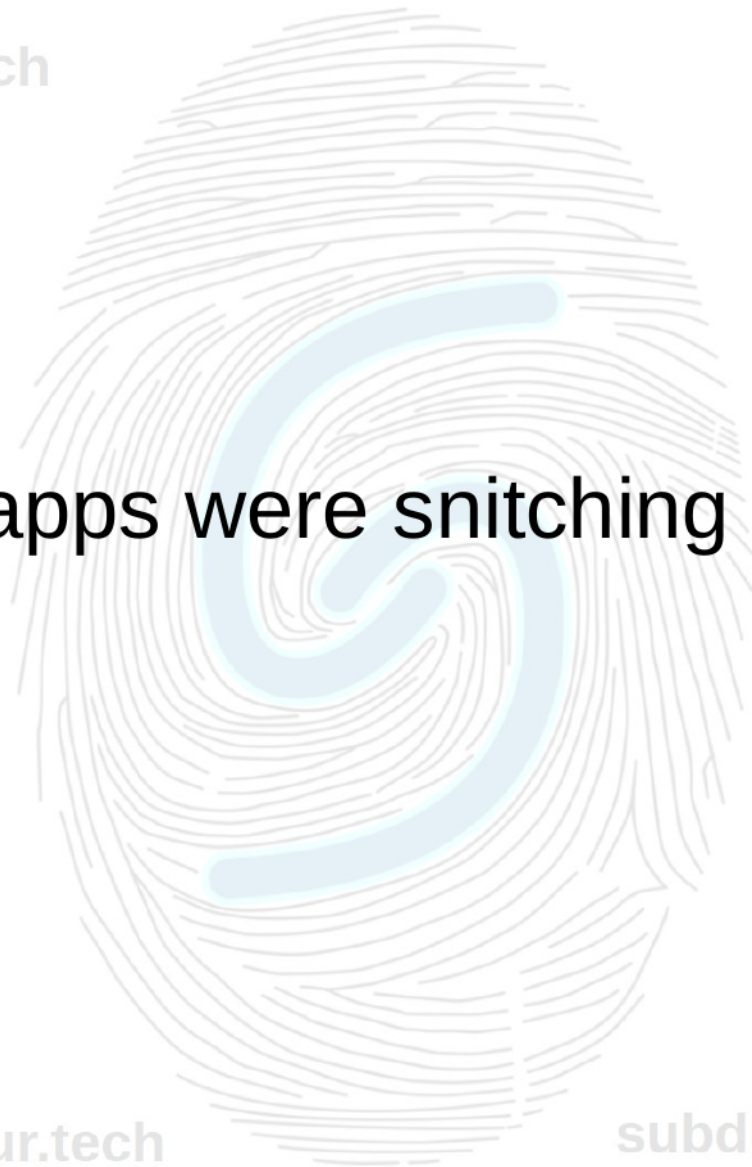
subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech



A selected list of snitching apps

Music Downloader

Music Downloader - DownloadMp3

Music Downloader Mp3 Download

Music Holic-Offline Music

Halley VPN - Free VPN Proxy

HaloVPN Lite: Fast VPN Proxy

Gravity VPN

France VPN - Fast VPN Proxy

VPN Expert - Secure VPN Proxy

VPN Proxy Master - free unblock VPN & security VPN

VPN Super - Free VPN Proxy Server & Secure App

VPN proxy - TipTop VPN

Music Tutor (Sight Reading)

Guitar3D Studio: Learn Guitar

Learn Guitar - Real Tabs

Lose Weight App - Fitness

Meal Prep Planner: All Recipes

MyFitnessPal

Candy Crush Jelly Saga

Killer Sudoku

Killer Sudoku - Free Sudoku Puzzles+

Killer Sudoku by Logic Wiz

Minecraft Survival: Maps & Mod

Microsoft Outlook

Microsoft 365 (Office)

Daily Mail Online

A selected list of snitching apps

Memo - Notepad for Note Taking

Voice Recorder

Doll Dress Up: Amazing Fashion

Cute Wallpapers For Girls

Firefighter- Fire Truck Game

FUT 19 Draft, Builder - FUTBIN

Daily Bible

Daily Bible Trivia: Quiz Games

English Tagalog Bible Offline

Holy Bible KJV

Holy Bible Reina Valera 1960 in Spanish

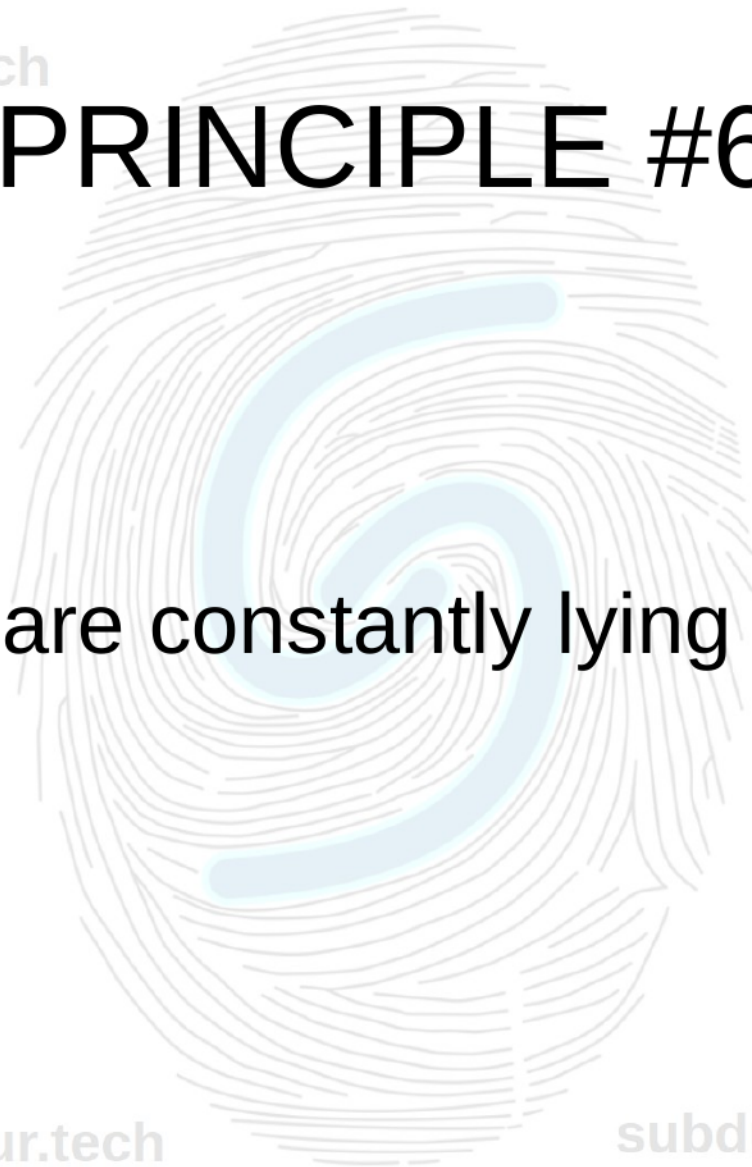
Holy Bible, KJV Bible + Audio

King James Bible - KJV, Audio Bible, Free, Offline

KJV Bible Now: Audio+Verse

PRINCIPLE #6

Apps are constantly lying to you



Snitching apps can cause trouble

FOX NEWS

CALIFORNIA

California church fined \$1.2M during lockdowns sues over alleged gov't 'spying' operation tracking worshippers

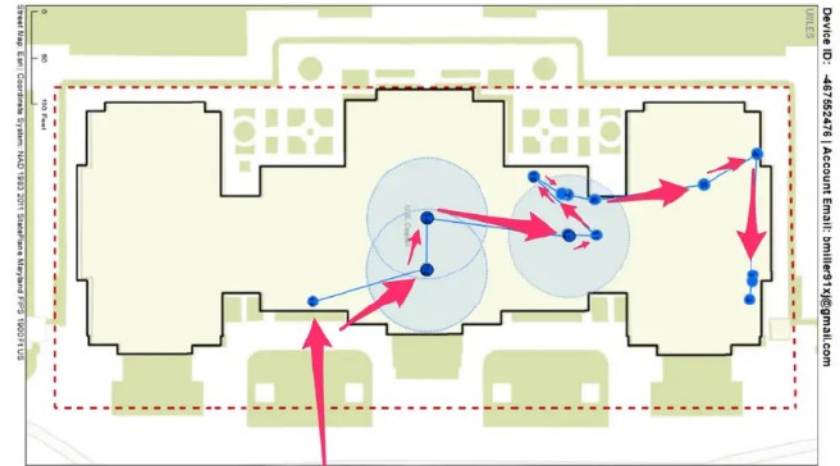
Calvary Chapel San Jose sues over Santa Clara County's alleged 'invasive and warrantless geofencing operation'

Published August 22, 2023 2:57pm EDT

BUSINESS INSIDER

The DOJ is creating maps from subpoenaed cell phone data to identify rioters involved with the Capitol insurrection

Mar 24, 2021, 7:34 PM GMT



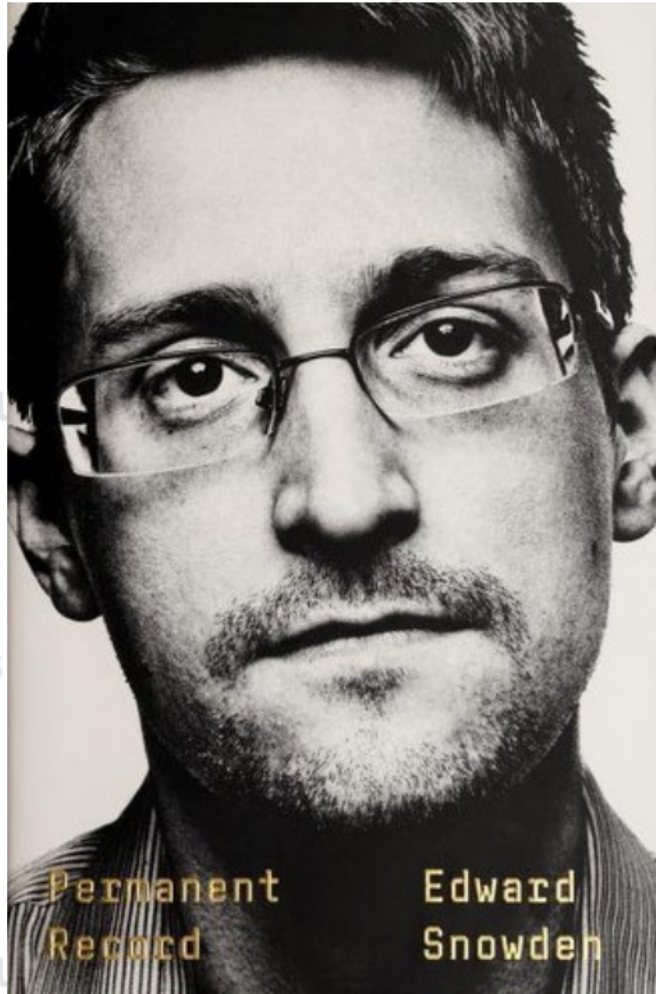
- Radius $\leq 100\text{ft}$
 - Radius $> 100\text{ft}$
 - Uncertainty Radius
 - Capitol Building
- Capitol rioter

These are just examples of what can happen when an individual is not in control of their data.

Who wants your data?

- Big Tech
- Data brokers
- **Governments**
- Scammers/hackers





Edward Snowden

Worked for the NSA. Blew the whistle on a massive secret mass surveillance program involving multiple governments and 'private' corporations.

subdueyour.tech
Interesting...

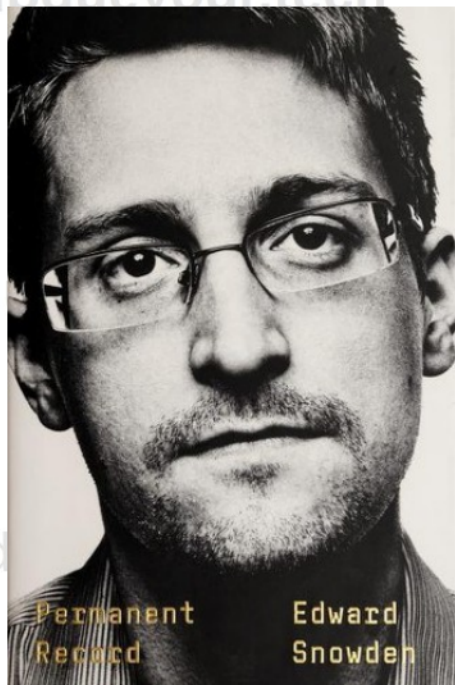
subdueyour.tech

Former NSA head joins OpenAI board and safety committee

Devin Coldewey / 3:17 PM PDT • June 13, 2024

[Comment](#)





“ I was amazed at how willingly people were signing up, so excited at the prospect of their photos and videos and music and e-books being universally backed up and available that they never gave much thought as to why such an uber-sophisticated and convenient storage solution was being offered to them for ‘free’ or for ‘cheap’ in the first place. ”

- Permanent Record

PRINCIPLE #7

You own nothing in the cloud



subdueyour.tech

subdueyour.tech

BBC

Side note: Apple

Are Apple the good guys?

I seriously doubt it.

UK demands access to Apple users' encrypted data



7 February 2025

Side note: Apple

- This news seems to imply that Apple was providing **some** protection for **some** of your data (iCloud)
- Apple are not as data-aggressive as Google (maybe)
- But they are still a huge corporation looking to profit off what should be your private information
- If Apple were lying before then they're almost certainly still lying now

B B C

UK demands access to Apple users' encrypted data



7 February 2025

Some reasons not to trust Apple

Forbes

iOS 17.5: iPhone Update Has Bug Making Deleted Photos Reappear, Report Says

May 15, 2024, 10:32am EDT

If you've updated your iPhone to the latest software, iOS 17.5, take a look at the latest images in the Photos app. Some users on Reddit are saying that images deleted years ago—as far as they knew, anyway—are back.

Apple was not deleting your data...

Apple records you in secret...

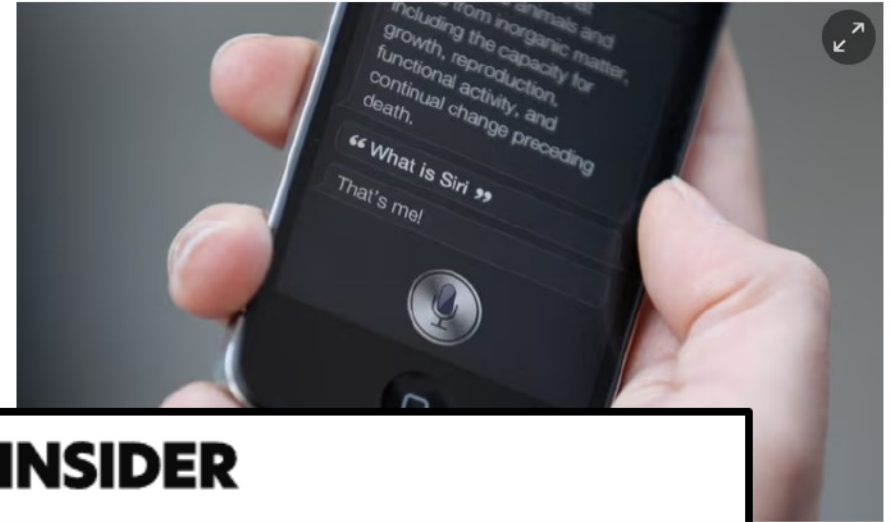
FOX NEWS

Apple whistleblower goes public over data privacy protection

Published May 20, 2020 4:59pm EDT

Apple contractors 'regularly hear confidential details' on Siri recordings

Workers hear drug deals, medical details and people having sex, says whistleblower



BUSINESS INSIDER

Apple contractors working on Siri 'regularly' hear recordings of sex, drug deals, and private medical information, a new report says

Jul 26, 2019, 7:23 PM BST

subdueyour.tech

subdueyour.tech



No Privacy. That's Apple.

subdueyour.tech

subdueyour.tech

Not just Apple
(obviously...)

Bloomberg

Silicon Valley Is Listening to Your Most Intimate Moments

How the world's biggest companies got millions of people to let temps analyze some very sensitive recordings.

December 11, 2019 at 5:00 AM EST

PC
MAG

Tesla Employees Shared Video Captured From Customers' Car Cameras

Content recorded by built-in, driver-assist cameras was routinely shared between employees via an internal messaging system between 2019 and 2022, a Reuters investigation finds.

April 7, 2023

VICE

Revealed: Microsoft Contractors Are Listening to Some Skype Calls

August 7, 2019

The Skype audio obtained by Motherboard includes conversations from people talking intimately to loved ones, some chatting about personal issues such as their weight loss, and others seemingly discussing relationship problems. Other files obtained by Motherboard show that Microsoft contractors are also listening to voice commands that users speak to Cortana, the company's voice assistant.

sky news

Facebook admits using contractors to listen to user recordings without their knowledge

People had opted in to having their voice transcribed to help the company improve its tools, but expected to only be heard by AI.

Wednesday 14 August 2019 16:02, UK

PRINCIPLE #8

Big Tech hates you

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech



PRINCIPLE #9

Digital is physical



subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

Who wants your data?

- Big Tech
- Data brokers
- Governments
- **Scammers/hackers**



~~404~~

Hackers Claim Massive Breach of Location Data Giant, Threaten to Leak Data

JAN 7, 2025 AT 11:12 AM

Gravy Analytics has been one of the most important companies in the location data industry for years, collating smartphone location data from around the world selling some to the U.S. government. Hackers say they stole a mountain of data.

npr

TECHNOLOGY

After Data Breach Exposes 530 Million, Facebook Says It Will Not Notify Users

APRIL 9, 2021 · 11:58 PM ET



Bloomberg

Here's How Russian Agents Hacked 500 Million Yahoo Users

Forbes

A LinkedIn 'Breach' Exposes 92% Of Users—And Other Small Business Tech News

Jul 05, 2021, 07:26am EDT

The Hacker News

Unsecured Adobe Server Exposes Data for 7.5 Million Creative Cloud Users

📅 Oct 26, 2019

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

Switching costs

Switching costs

- Big Tech needs to gain **and keep** access to you
- How? Switching costs
- Tech companies make their platforms easy to join, near impossible to leave
- Use the illusion of convenience

“Just get the app it’s super easy”



How Big Tech make decisions

```
while pain_inflicted < pain_leaving:  
    do_whatever_we_want()
```

Examples of Big Tech doing whatever they want

LIFEHACKER

Adobe Photoshop's New Terms of Service Demands the Right to Access Your Work

A company shouldn't have the right to work you produce through one of its programs.

WIRED

AUG 2, 2017 12:23 PM

Apple Caved to China, Just Like Almost Every Other Tech Giant

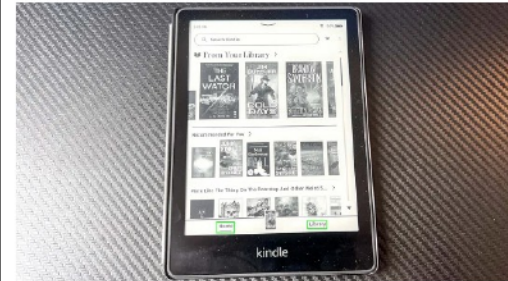
By pulling VPN apps from the App Store in China, Apple joins a long list of tech companies that have given in to censorship.

tom's guide

Hurry! Download your Kindle eBooks before Amazon won't let you anymore

19 February 2025

Download and transfer ends soon



You have just over a week to download your [Kindle](#) e-books before [Amazon](#) removes the ability to download them to your computer.

Examples of Big Tech doing whatever they want

The New York Times

A Dad Took Photos of His Naked Toddler for the Doctor. Google Flagged Him as a Criminal.

Published Aug. 21, 2022 Updated June 21, 2023



INDEPENDENT

Man locked out of smart home for a week after delivery driver accuses him of being racist

'Unexpected and unwarranted' exile began after Amazon driver misheard a response from a smart doorbell

Thursday 15 June 2023 13:15 BST

PRINCIPLE #10

Convenience can constrict



subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

YOU

Everyone's looking
for an access point
to your life





“ Surveillance capitalism’s products and services are not the objects of a value exchange. They do not establish constructive produce-consumer reciprocities... ”

- The Age of Surveillance Capitalism



“ ... Instead, they are the “hooks” that lure users into their extractive operations in which our personal experiences are scraped and packaged as the means to others’ ends. ”

- The Age of Surveillance Capitalism



Yasha Levine

“ Google has pioneered a whole new type of business transaction. Instead of paying for Google’s services with money, people pay with their data...”

- Surveillance Valley



Yasha Levine

“ ... And the services it offers to consumers
are just the lures – used to to grab
people’s data and dominate their attention ”

- Surveillance Valley

PRINCIPLE #11

Big Tech are desperate



subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech



Social media

- Addictive junk
- Designed solely for the monitoring / studying / manipulating of the mind
 - All the 'fun' one has there is a distraction
 - Useful for information sharing (I admit reluctantly)
- They want your attention at **any** cost
- Must be used with **extreme** caution



David T. Courtwright

“ Like food engineers, designers of social media platforms and video games rely on pleasure’s traditional art of combination. The difference is that, instead of sugar, salt, and fat, they select from a menu of psychological ingredients. ”

- The Age of Addiction



David T. Courtwright

“ For every individual attempting to exercise self-control over computer use... there are a thousand experts on the other side of the screen whose job it is to break it down ”

- The Age of Addiction 1



Victims of the algorithm*

Those who...

- ... go abroad for cheap and/or dangerous cosmetic procedures (veneers, BBLs, “knee BLs”). Significant numbers end up worse off / dead.
- ... self harm / commit suicide
- ... follow stupid and/or dangerous “trends”. Some end up dead.

Do not underestimate the social media’s influence on these patterns of behaviour.

*The live version of this talk included pictures of the people referenced in each bullet point. I have removed their pictures for this version since I have no intention to appear to be mocking them.

“Well, those were accidents. Instagram means well...”

bdueyour.tech

subdueyour.tech

Yeah... No.

~~404~~

Instagram 'Error' Turned Reels Into Neverending Scroll of Murder, Gore, and Violence

FEB 27, 2025 AT 10:16 AM

“Today’s algorithm showed me around 70 murders, 100+ accidents, and around 115 violence videos, is anyone on Instagram noticing it?”

Facebook sorry - almost - for secret psychological experiment on users

- Emotion-altering project should have been ‘done differently’
- Company was ‘unprepared’ for negative reactions



Facebook tampered with the news feeds of 700,000 users in an effort to alter users' emotional state. Photograph: Dado Ruvic/Reuters

Facebook says the huge psychological experiment it **secretly conducted on its users** should have been “done differently” and announced a new set of guidelines for how it will approach future research studies.



A reminder...



Hal Varian – Chief Economist,
Google

“ ...I want to talk to you about four such uses:

- Data extraction and analysis
- Personalization and customization
- New kinds of contracts due to better monitoring

• **Continuous experiments**”

- Beyond Big Data

Understanding this slide is left as an exercise for the reader.

The Real Reason Tech Moguls Don't Let Their Kids On Social Media

By Kristin Conard • Dec. 6, 2021 9:07 am EST



The tech moguls who invented social media have banned their children from it

Silicon Valley parents are pulling the plug, reports Olivia Rudgard from San Francisco



Facebook founder Mark Zuckerberg, pictured here with his wife Priscilla and kids, August and Maxima, implored his baby daughter to 'stop and smell the flowers'

PRINCIPLE #12

Social media is not your friend



subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

12 Principles of Abusive Tech

1. Computers are everywhere and you own none of them
2. Software is invisible and tells lies
3. Knowledge is power and you have none
4. Big Tech knows you better than you know yourself
5. Big Tech play dirty
6. Apps are constantly lying to you
7. You own nothing in the cloud
8. Big Tech hates you
9. Digital is physical
10. Convenience can constrict
11. Big Tech are desperate
12. Social media is not your friend

A large, faint fingerprint graphic is centered in the background. Overlaid on the fingerprint is a thick, light blue swirl that spirals inward from the top left towards the center.

SUBDUE YOUR TECH

SUBDUE YOUR TECH



- Taking back control
- Main objectives
 - Resist abuse
 - Equip yourself
 - Defend your space

RESIST abuse

- MUCH of the tech you use is completely unneeded
- We're sold useless 'lures' that want our precious data
- Just say no
- Go through your apps list and delete what you don't need

EQUIP yourself

- Tech abuse thrives off ignorance
- Learn a bit. Consider the tech/apps you use regularly
 - E.g. What is the cloud? How does this relate to my own files?
 - Look through your device settings. Learn about phone permissions (*some value here*)
- Identify your areas of knowledge and tread extremely carefully when outside of it

DEFEND your space

- Digital sanctuary
 - **Decentralise**
 - OWN at least some of your files. Having **all** your files running through centralised servers is completely unacceptable
 - Decide what must stay private. Documents? Diary? Calendar?
 - Some things are **not** up for grabs. Make it so.
- Physical sanctuary
 - Tech free spaces
 - Non-bugged spaces
 - Spaces to break free from bad tech-induced habits

Final thoughts

- Privacy vs security
- **Slow down.** Big Tech wants you a slave to convenience, downloading nonsense without thinking.
- Downloading > streaming
- PC/laptop > phone
- Open source > closed source
- Avoid logins where you can
- SUBDUE YOUR TECH is not about running scared

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

I leave you with this...

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

subdueyour.tech

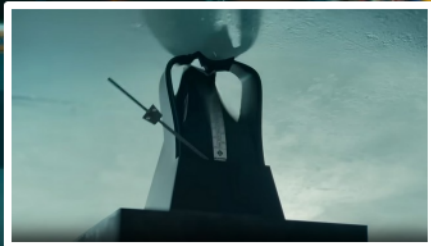


A composite image featuring Tim Cook in the bottom left corner, smiling and wearing a light blue button-down shirt. A white speech bubble originates from his mouth, containing the text "I want to make a cool new ad." The background is a dimly lit workshop or garage with a teal color palette. In the center, a large, dark, rectangular object hangs from the ceiling. Below it, a workbench is cluttered with various items: a guitar, a drum set, a television, a lamp, and numerous small bottles or containers. The scene is illuminated by overhead lights, creating a moody atmosphere.

"I want to
make a
cool new
ad."




"Let's smash countless beautiful cultural artifacts inside a hydraulic press and replace them all with an iPhone!"



A composite image featuring Tim Cook in the bottom left corner, smiling and wearing a light blue button-down shirt. He is positioned in front of a large, dark industrial machine, possibly a paint-spraying system, which has colorful paint (red, orange, yellow, blue) dripping down its front panel. The floor is covered in a mess of paint splatters. The background is a dark industrial interior with large vertical pipes and overhead fluorescent lights. A white speech bubble with a black outline is positioned above Tim Cook, containing the text "Yes!".

"Yes!"

A photograph of Tim Cook standing in front of a massive industrial machine, likely a press used for manufacturing. The machine has two large vertical rollers and a large horizontal platform. The floor is covered in debris and paint splatters. A speech bubble is overlaid on the image, containing the text "This will send such a strong message!".

"This will
send such
a strong
message!"



Phones are overrated

SUBDUE YOUR TECH

Thank you



subdueyour.tech