

**SUBDUE
YOUR TECH**



SUBDUE YOUR TECH?

- Modern technology is everywhere
- It's great in some ways but also abusive in others
- SUBDUE YOUR TECH is about raising awareness and calling people to action

A short “history” of SYT

- I developed a reputation for rambling on this topic in some circles
- One such ramble was to a church pastor who invited me to deliver a talk on the topic
- ... and here we are



All slides available online
(No need to take photos)

A Christian perspective

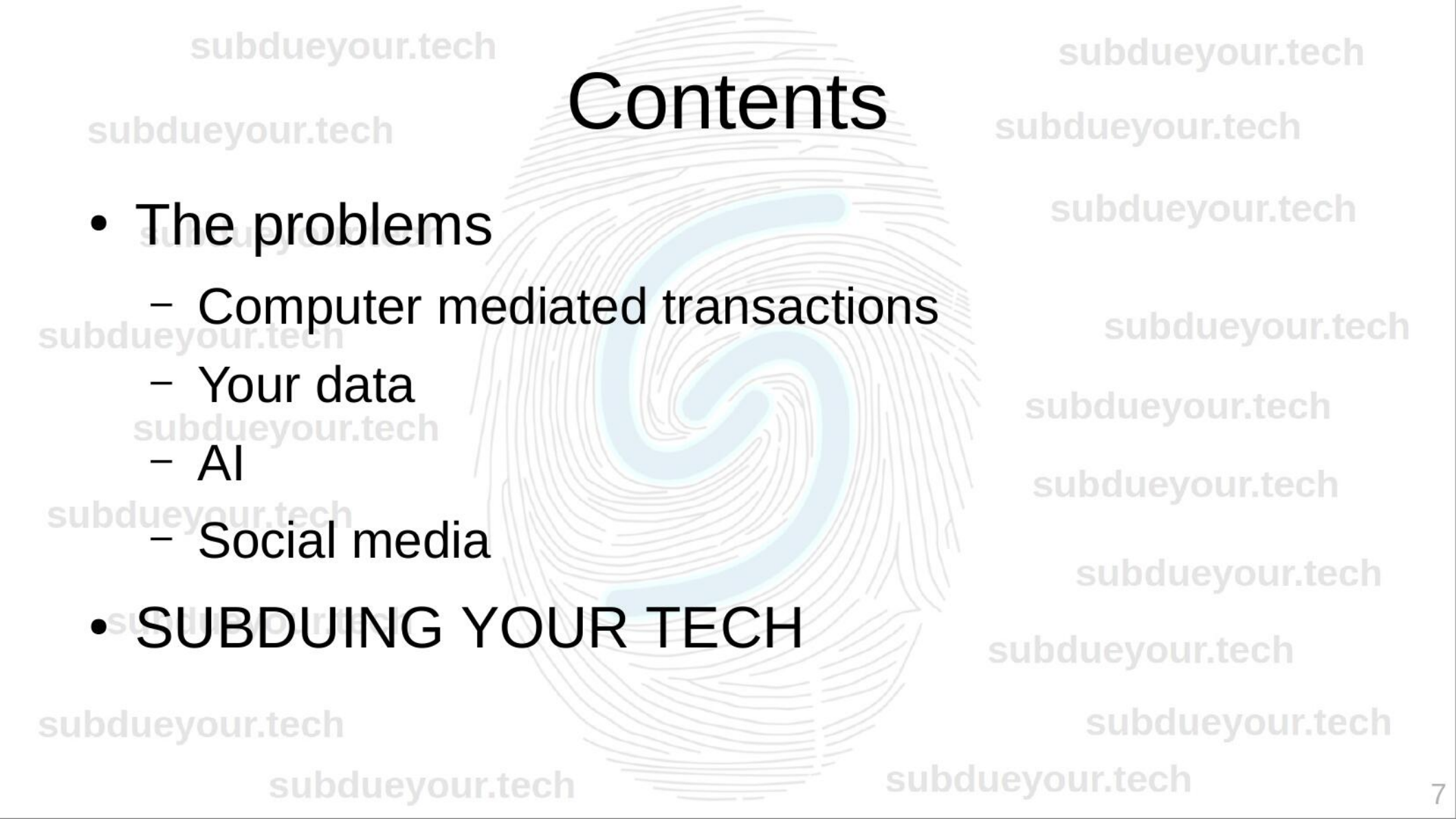
Genesis 1:28

And God blessed them. And God said to them,
“Be fruitful and multiply and fill the earth and
subdue it ... ”

A Christian perspective

1 Corinthians 6:12

“All things are lawful for me,” but not all things are helpful. “All things are lawful for me,” but I will not be dominated by anything.



Contents

- The problems
 - Computer mediated transactions
 - Your data
 - AI
 - Social media
- SUBDUING YOUR TECH



The problems

Computer mediated transactions

What is a computer?

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

Computers are everywhere

Desktop

Laptop

Playstation

Tablet

Pacemaker

Car

TV

Alarm systems

Fitbit

Ring camera

Self checkout

Headphones

Smart watch

WiFi router

Microwave

Antenna

Alexa/Google home

Phone

Satellite

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Hal Varian – former 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...”

- Beyond Big Data



Hal Varian – former Chief Economist, Google

“ ...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 – former 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

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“Computer mediated transaction” example:

- taking a photo

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Taking a photo is simple enough, right?

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No.

EXIF data

- Extra data that is captured and embedded into every 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

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su File Name : IMG_7824.JPG ur.tech

File Modification Date/Time : 2024:08:07 14:00:14+01:00

File Access Date/Time : 2025:03:03 22:07:59+00:00

Host Computer : iPhone 14 Pro jr.tech

Flash : Off, Did not fire /our.tech

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

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

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Did you know that all this information is being embedded into your photos?

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Did you know you are sharing this information every time you send a photo?

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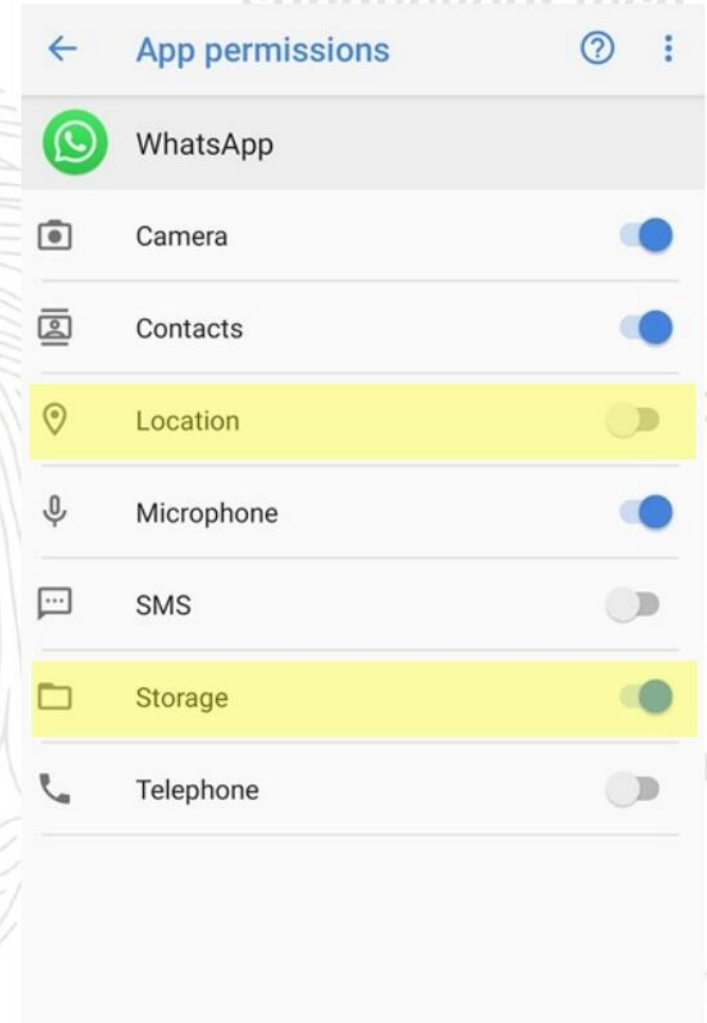
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Probably not.

Well, your favourite apps know.

“They don’t need this”

“They need this”

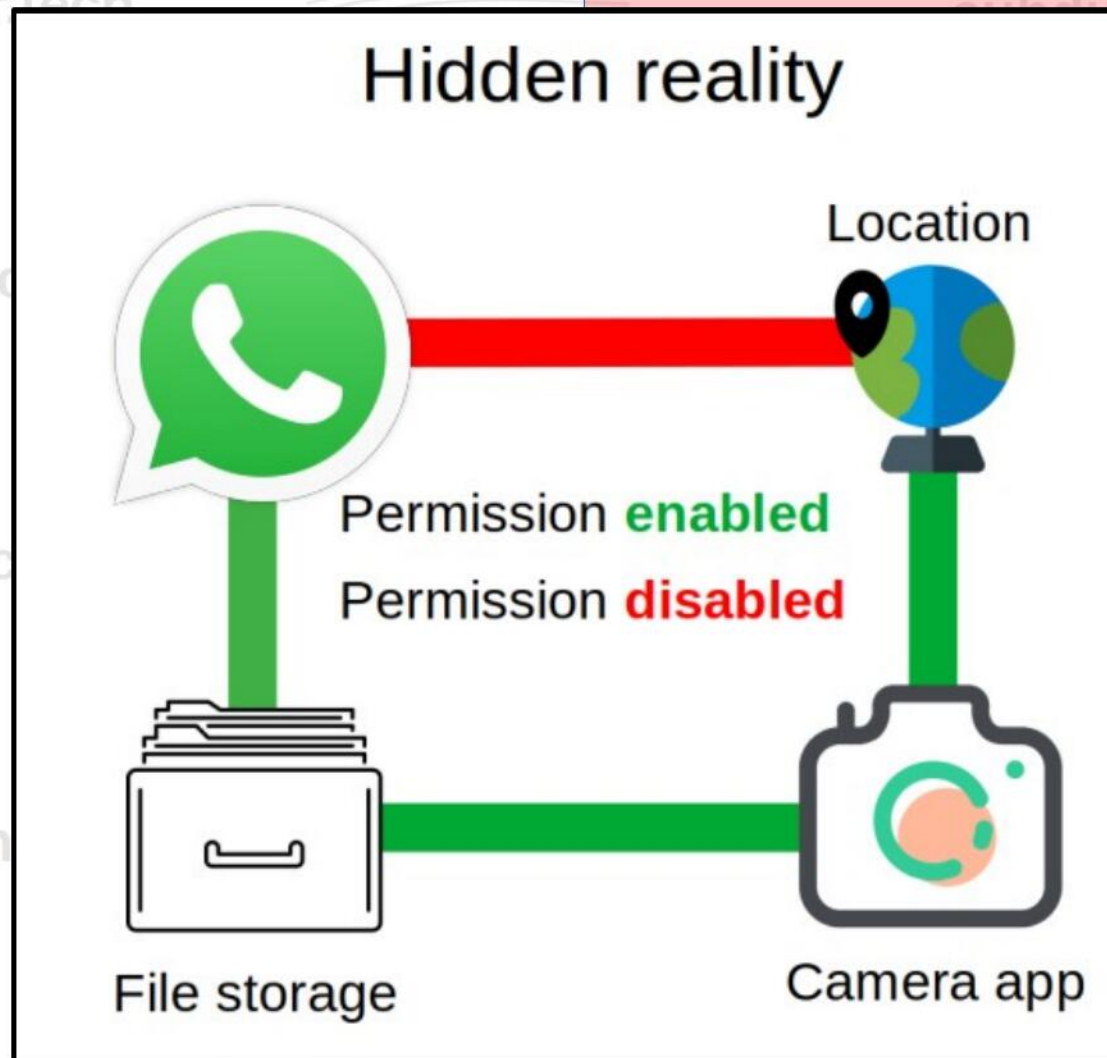


Well, your favourite apps know.

ILLUSION OF CONTROL



Well, your favourite apps know.



ION
CONTROL

Basic misdirection

Your messages and calls are encrypted with end-to-end encryption, which means WhatsApp and third parties can't read or listen to them. [Learn more](#)

“Computer mediated transaction” example 2:

- Listening to audio

Listening to audio is simple enough, right?

No.

Audible

Inaudible

Ah yes, very
useful
information...

RECEIVED:
Audio Signal
FDS71B53DA
2219ASFDE...

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INDEPENDENT

sub **Android apps secretly tracking** h
users by listening to inaudible
su **sound hidden in adverts**

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“Computer mediated transaction” example 3:

- Watching TV

Watching TV is simple enough, right?

No.



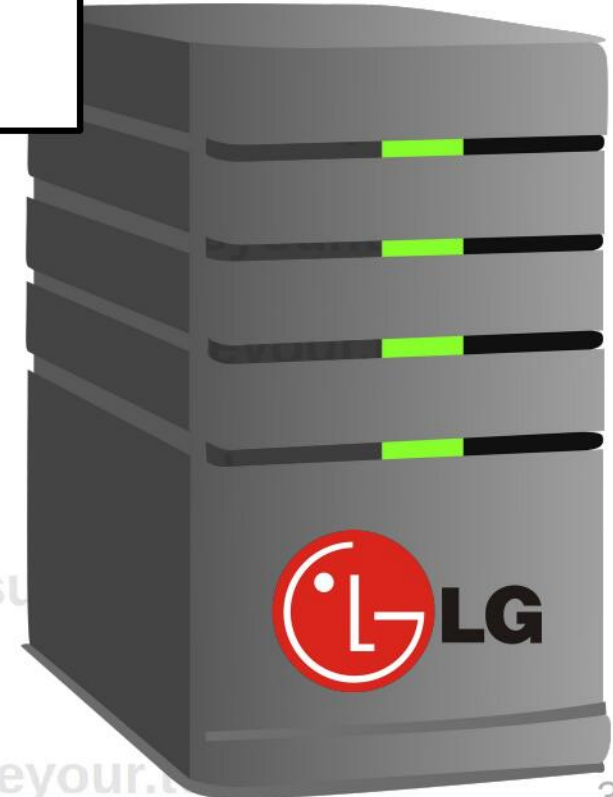
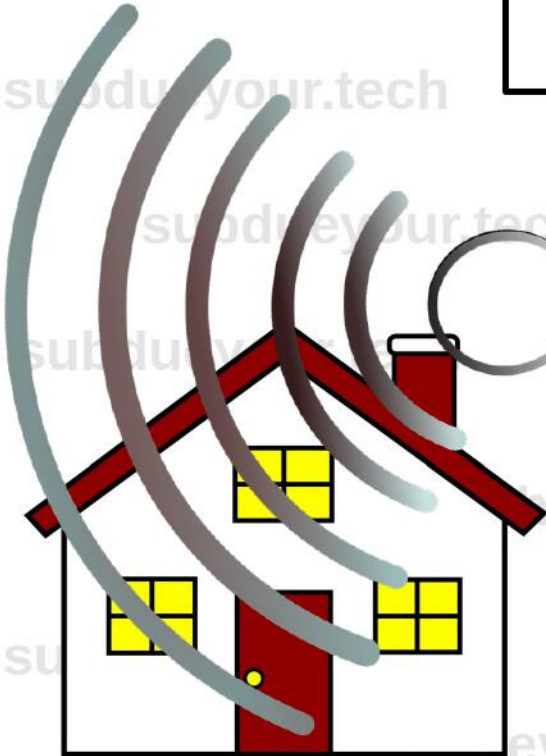
IMAGE ID: 678DFD2HJ...



IMAGE ID: 158ASB33J...



IMAGE ID: 11FAS10LA...



What do you call software that is designed to ...

- ... leak private information
- ... gain unauthorized access to information or systems
- ... interfere with your privacy

... all without your knowledge?

Malware

From Wikipedia, the free encyclopedia

Malware is any [software](#) intentionally designed to cause disruption or destruction to a [computer](#) ... [leak private information](#), [gain unauthorized access](#) to information or systems, deprive access to information, or interfere with the user's [computer security](#) and [privacy](#) [without their knowledge](#).

"You gave us authorization"



By selecting Next, I agree to the **Microsoft Services Agreement** and **Privacy Statement**.

Next



By tapping Submit, you agree to create an account and to Facebook's [Terms](#), [Privacy Policy](#) and [Cookies Policy](#).

Submit



Sign in or create an account

Enter mobile number or email

Continue

By continuing, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).



By clicking on 'Sign up', you agree to Spotify's [Terms and Conditions of Use](#).

By clicking on Sign Up, you confirm that you have read how we process your personal data in our [Privacy Policy](#).

Sign up



Microsoft Privacy Statement

Last Updated: September 2026

Your privacy is important to Microsoft. This privacy statement explains the personal data we process, how we process it, and for what purposes.

Microsoft offers a wide range of products, including server products used to help operate enterprises worldwide, devices customers use in their homes, software that students use at school, and services developers use to create and host new products. References to Microsoft products in this statement include Microsoft services,

~31,000
words

Cookie name	Provider of cookie & privacy link	Description
_pinterest_ct_ua	www.pinterest.com	These cookies allow users to share pictures via Pinterest / the "Pin It" button, and Pinterest can collect
c_user		
cs_s__2422	Clicktale.net	This cookie is from Contentsquare (formerly Clicktale) and generally tracks user behavior to provide analytics.
anon_id	tribalfusion.com	This cookie is provided by tribalfusion.com, owned by Exponential Interactive dba VDX.tv, and generally collects data on user visits.

> 100 third parties

“Privacy” Policies

- They know you won't read it
- This gives them license to do almost anything
- What alternative does the user realistically have?



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Sure...



Microsoft tracks everything you need through a secret key
everything you need

Here's everything you need
Device Identifier (GDID), a
uses to track every Windows

Jul 23, 2026 15:50 EDT ·

Gadget Review_

KEY TAKEAWAYS

- Windows 11's Global Device Identifier persists across updates, tracking all 1.6 billion users invisibly.
- Removing GDID breaks Windows activation entirely, leaving users with no opt-out option.
- VPNs fail to block Microsoft from logging GDID-linked browsing activity at the OS level.

FACT

Computers are everywhere and they can easily lie

FACT

Possession $\neq$ ownership



The problems

Your data

Why are your devices lying to you all the time?

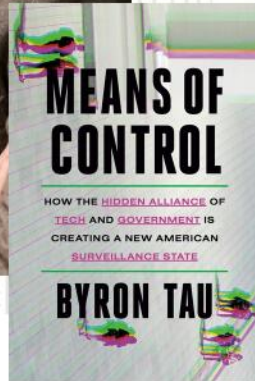
- Your personal data is **extremely** valuable
- **You are your data**

You also are your metadata

- Metadata = data about data
 - e.g. EXIF data
- “Anonymised” data can still ID you



Byron Tau

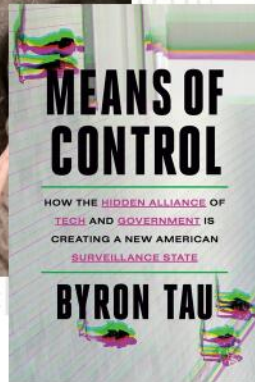


“ ... what we do in the world with our devices cannot truly be anonymized ...
Our real-world movement is highly specific and personal to all of us. ... ”^h

- Means of Control



Byron Tau



“ ... Advertisers know this. Governments know this too. **The only people it hasn't been explained to in a clear and resonant way is the general public.** ”^h

- Means of Control



Byron Tau

We are being intentionally
deceived and exploited

“ ... Advertisers know this. Governments know this too. The only people it hasn't been explained to in a clear and public.”

- Means of Control

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 browser history
- Transcripts of all conversations in your home

How would you feel if I had a record

of...

Someone is likely collecting all of this (and more) from you...

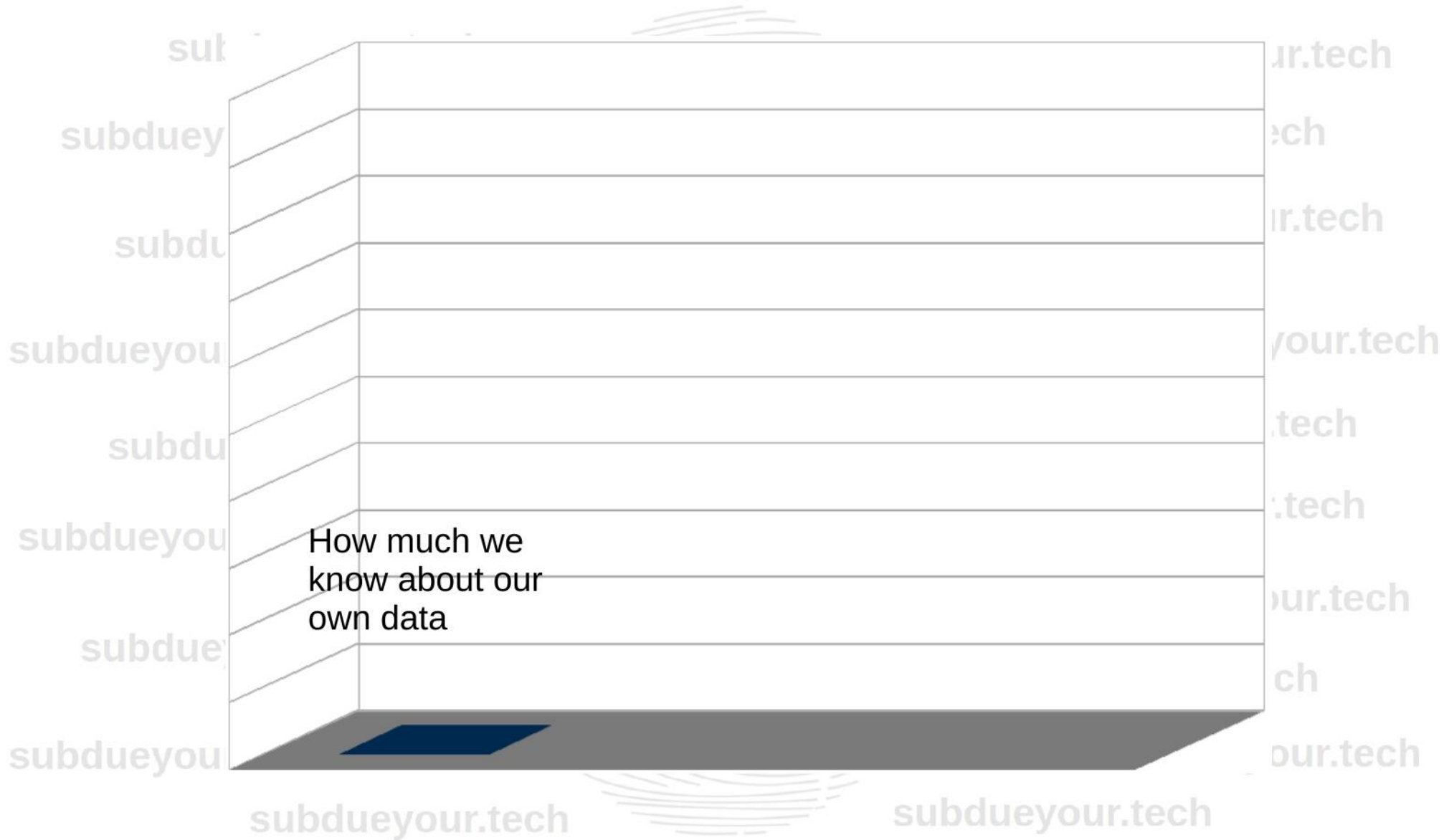
- Your precise location, recorded every second
- The times at which you woke and slept, everyday for the past 10 years
- Your heart rate
- All your browser history
- Transcripts of all conversations in your home

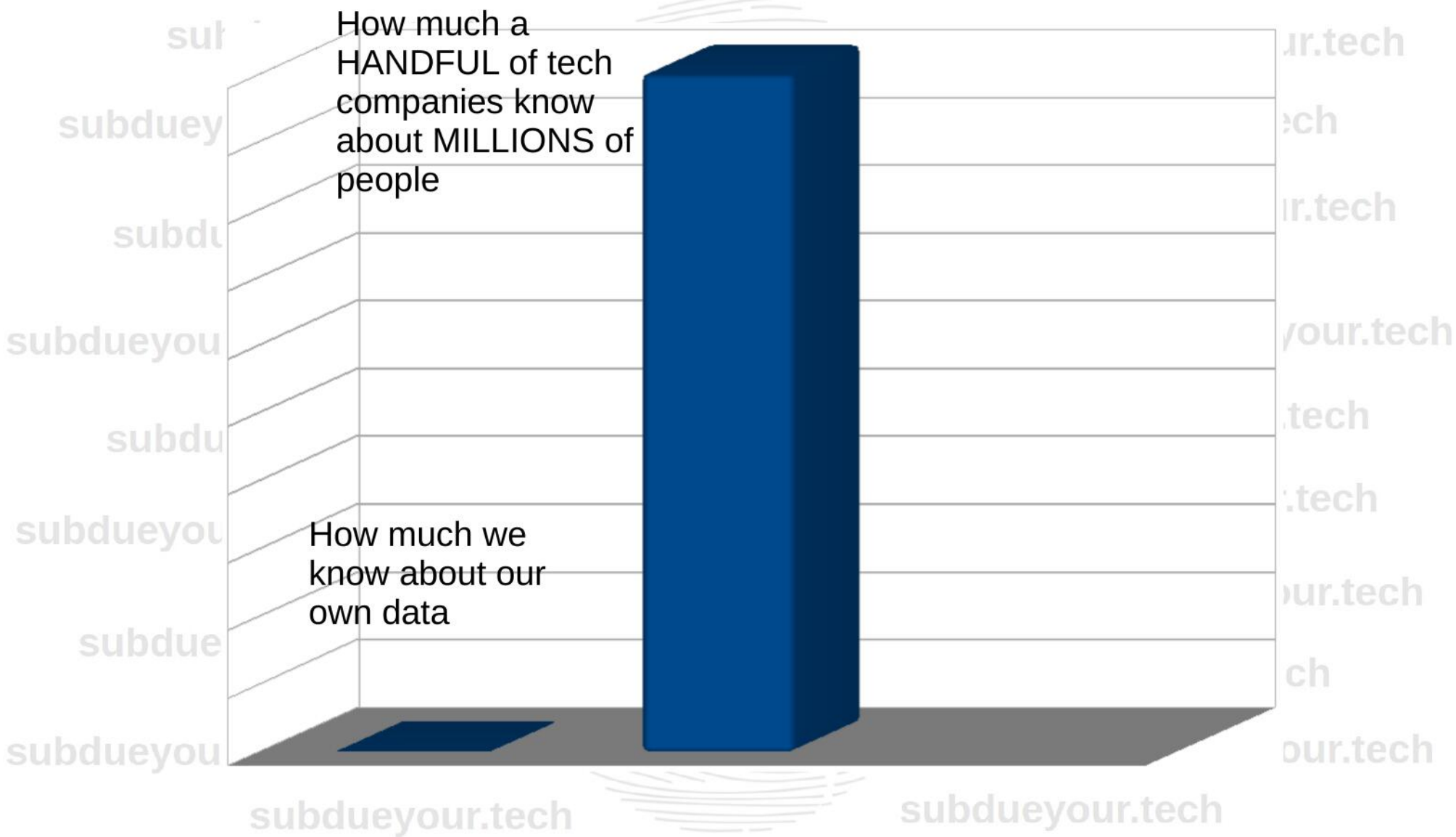
How would you feel if I had a record

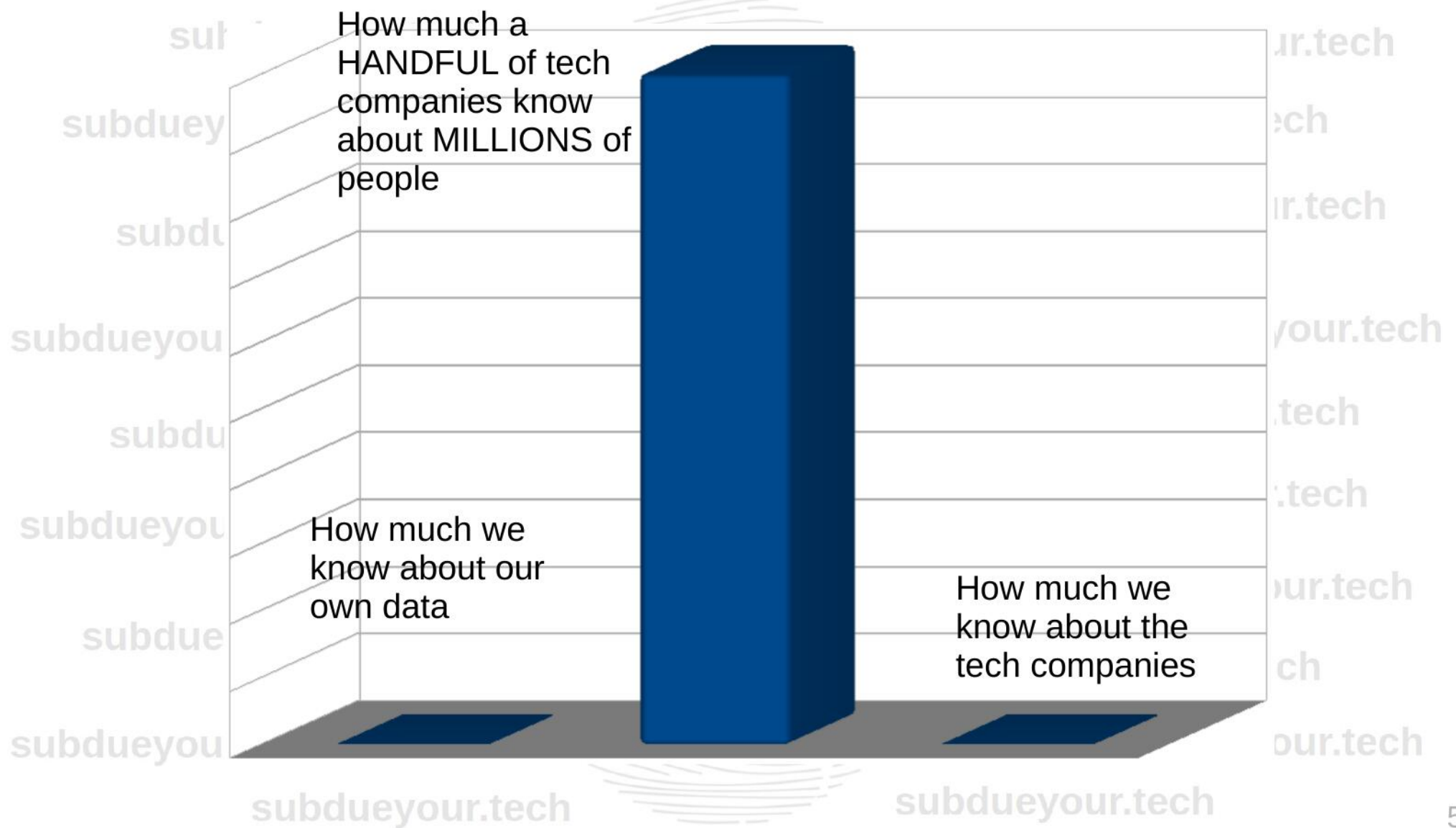
Someone is likely
collecting all
(and more) from

- Your precise location every second
- The times you've been awake and slept, everyday for the past 10 years
- Your heart rate
- All your browser history
- Transcripts of all conversations in your home

... and you're allowing it





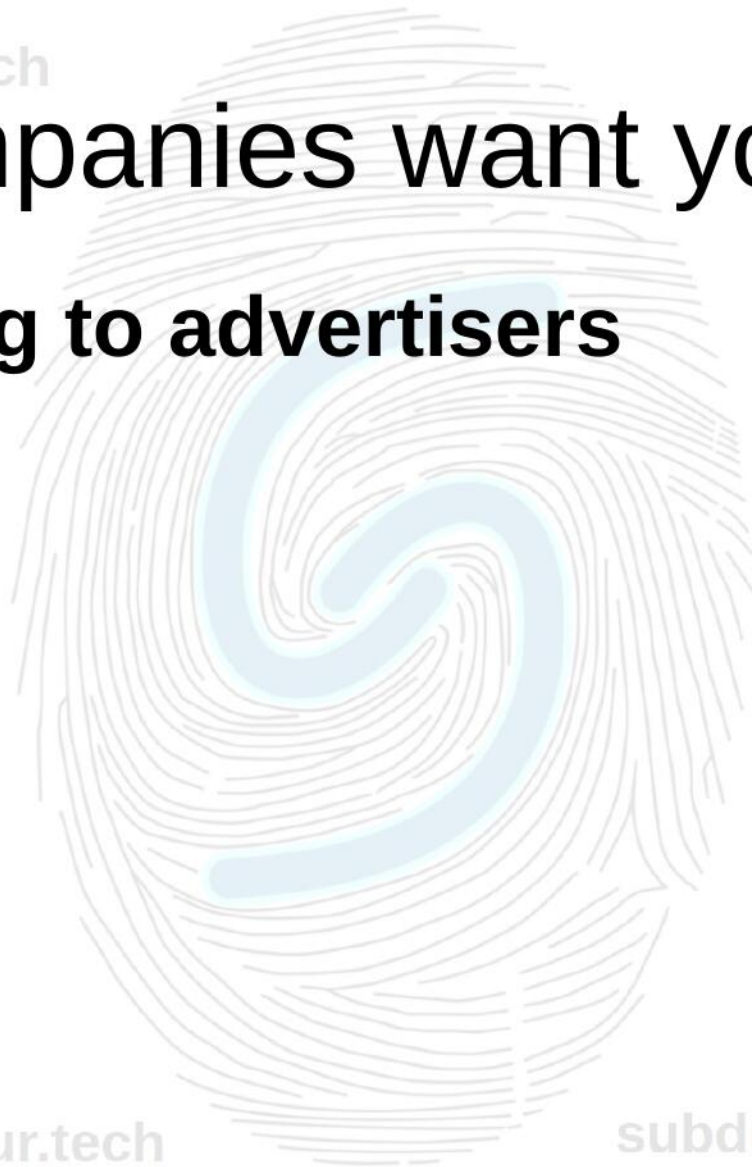


Who's desperate for your data?

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

Tech companies want your data...

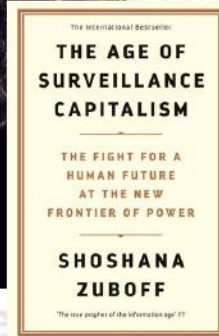
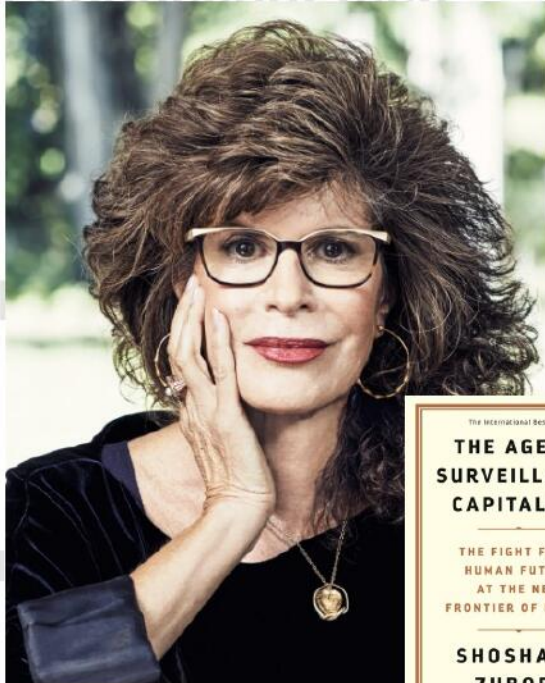
- ...for selling to advertisers





pioneered this approach.

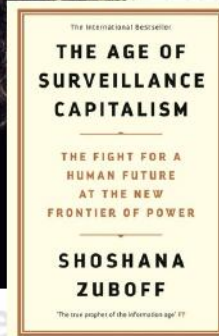
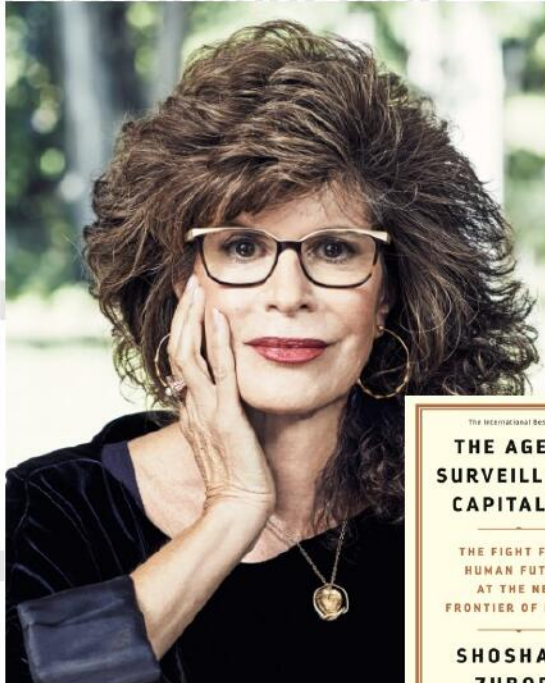
- Many companies have followed suit



Shoshana Zuboff

“ 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... ”

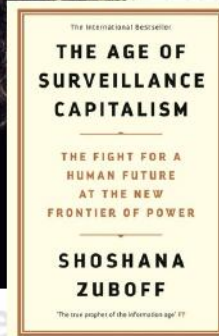
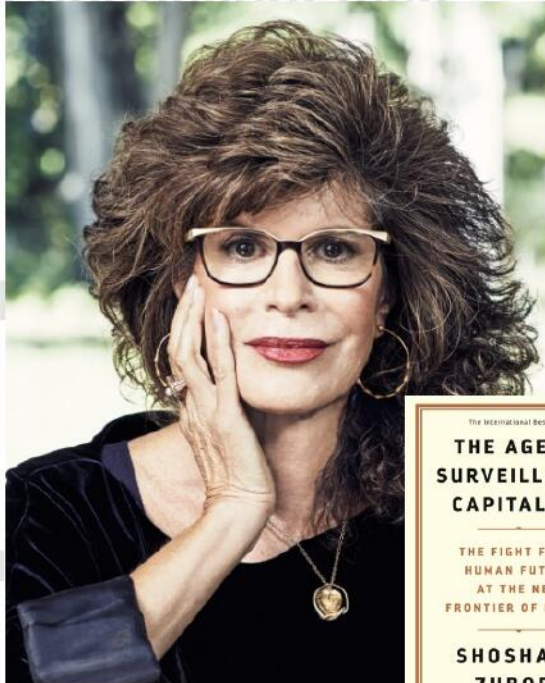
- The Age of Surveillance Capitalism



“ ... 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

On privacy policies...



“ ... a forced march towards madness or surrender. ”

- The Age of Surveillance Capitalism



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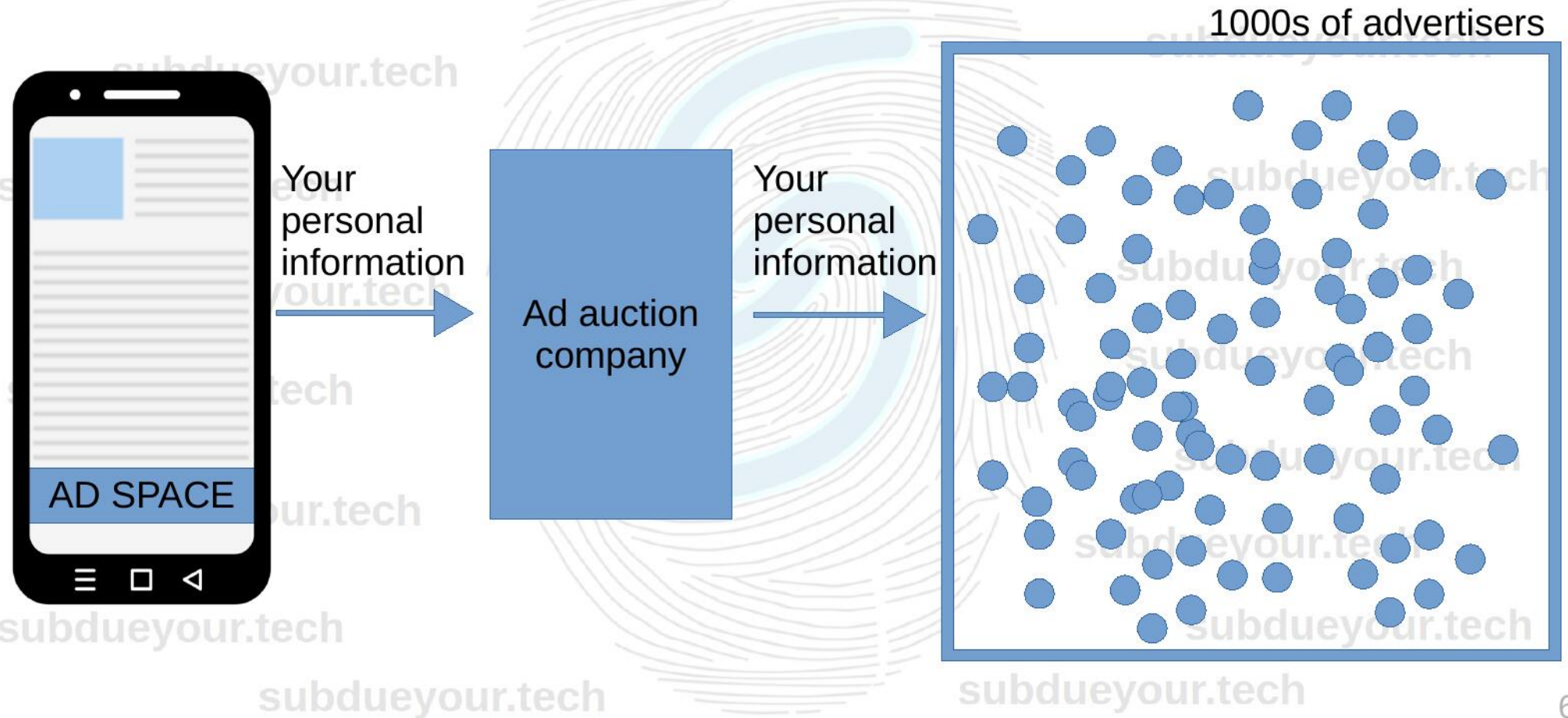
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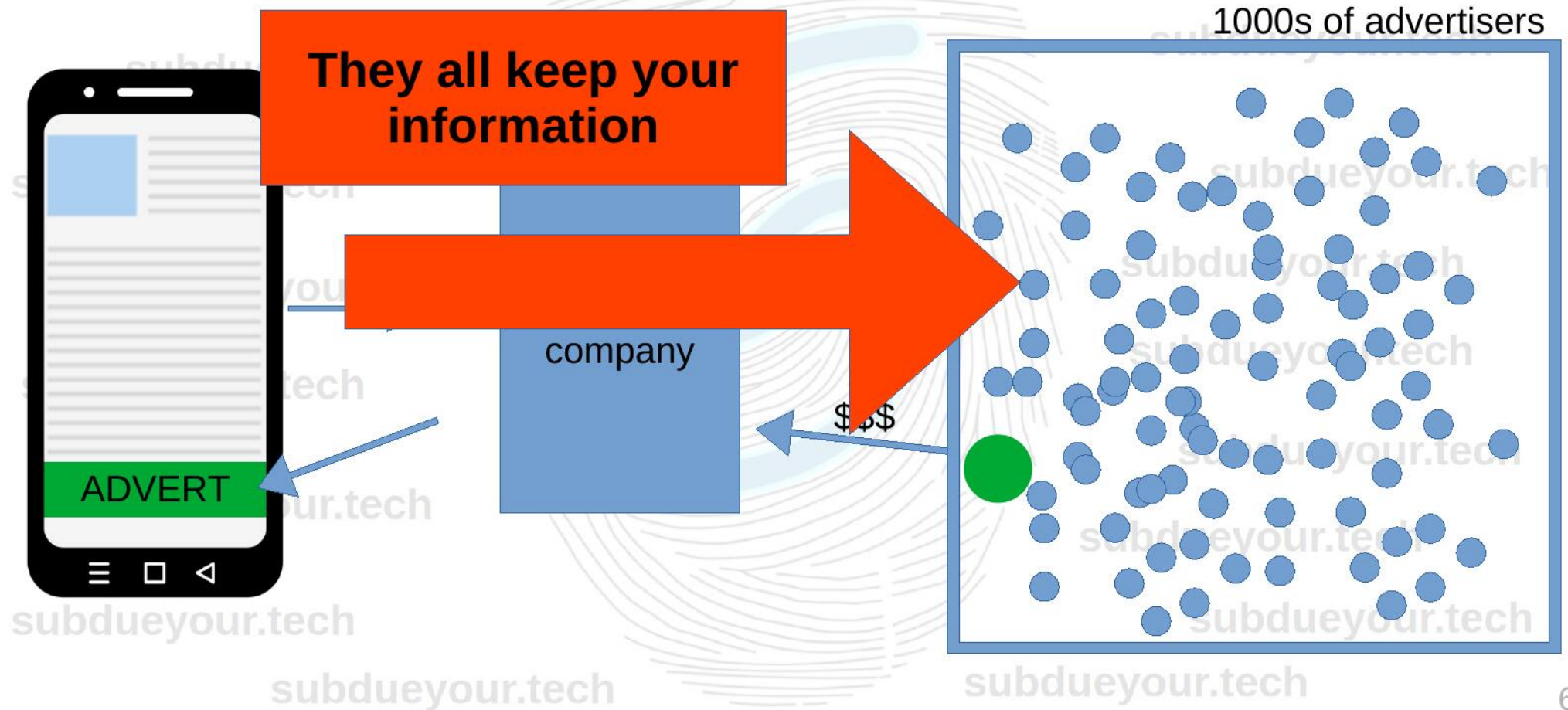


Advertising or coercion?

Real time bidding (RTB)

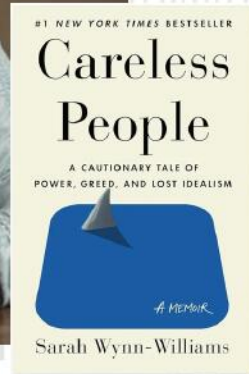


Real time bidding (RTB)





Advertising or coercion?



“ ...Facebook does work for a beauty product company tracking when thirteen-to-seventeen-year-old girls delete selfies, so it can serve a beauty ad to them at that moment. ”

- Careless People

Sarah Wynn-Williams –
former director of public policy
at Facebook

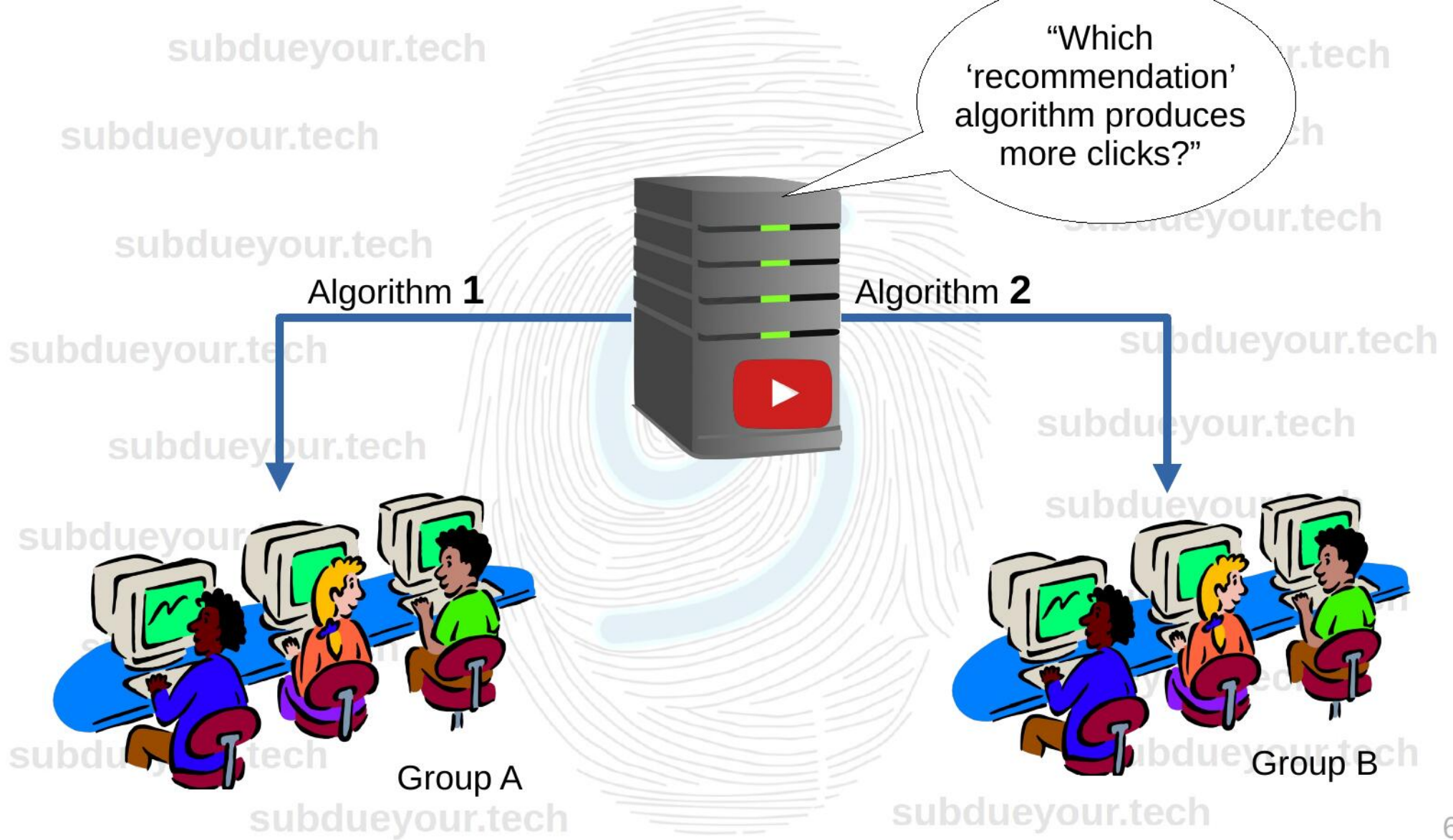
Tech companies want your data...

- ...for selling to advertisers
- ... **A/B testing**



A/B testing

- Silent experiments run on a user base
- A/B = Group A vs Group B



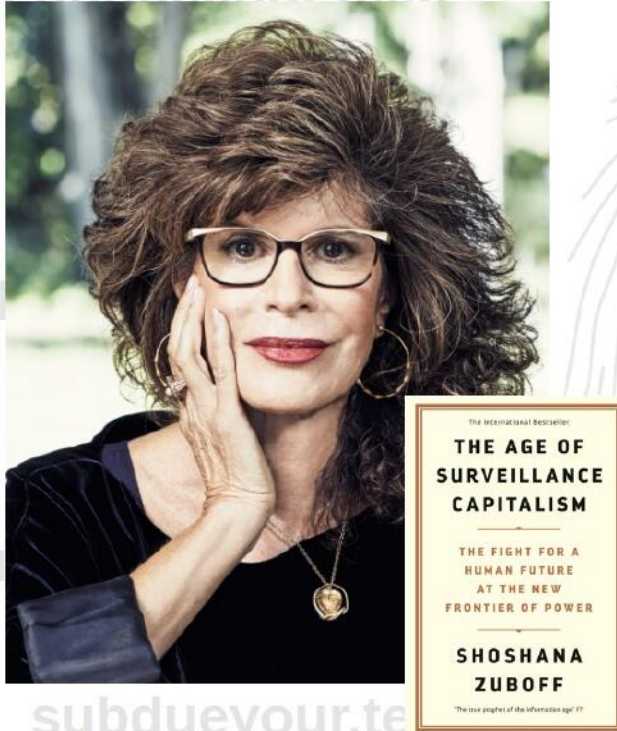
Facebook sorry - almost - for secret psychological experiment on users

- 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.



“ ... [tech companies] declare their right to modify others' behavior for profit according to methods that bypass:

- human awareness
- individual decision rights
- the entire complex of self-regulatory processes that we summarize with terms such as *autonomy* and *self-determination*

”

- The Age of Surveillance Capitalism

Who wants your data?

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

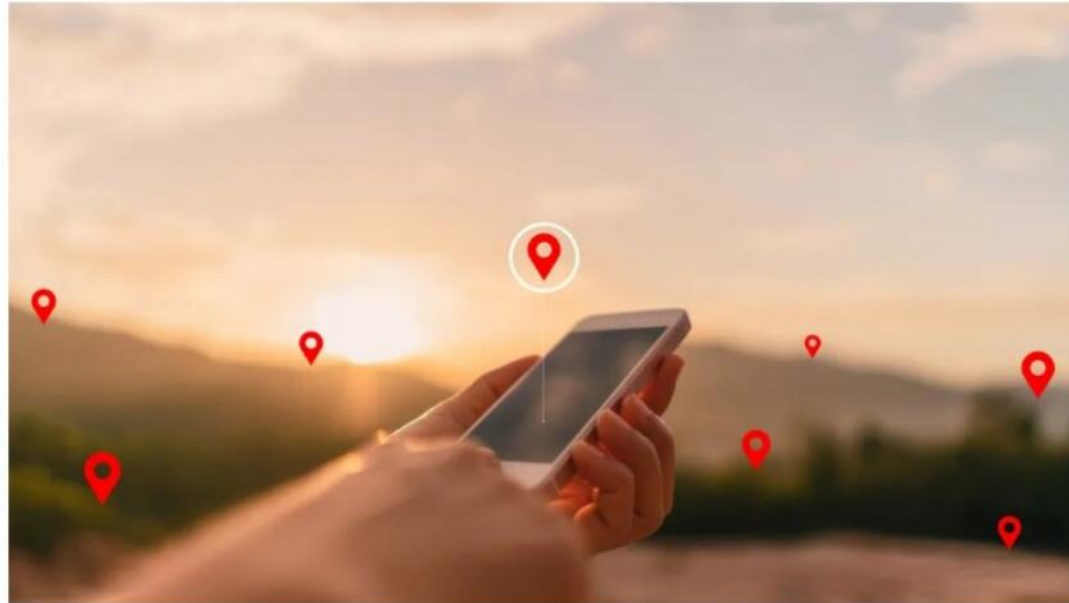
Data brokers want your data

- Data brokers are middlemen
- Buying data and selling it on to the highest bidder
- Incentivises mass data collection from everyone everywhere

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

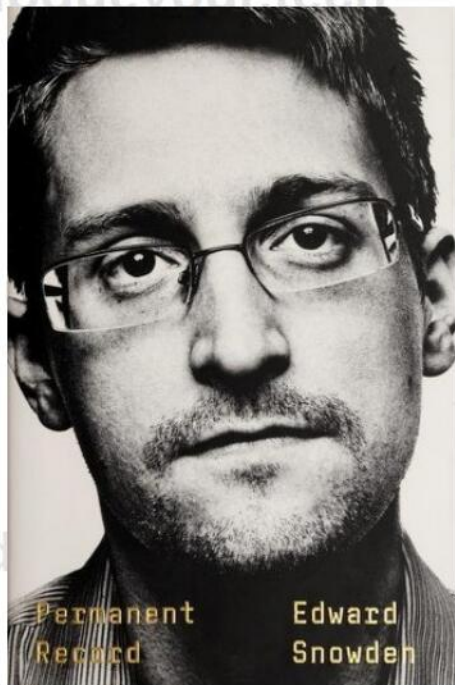
Gravy Analytics is facing yet another lawsuit



- 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

Who wants your data?

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

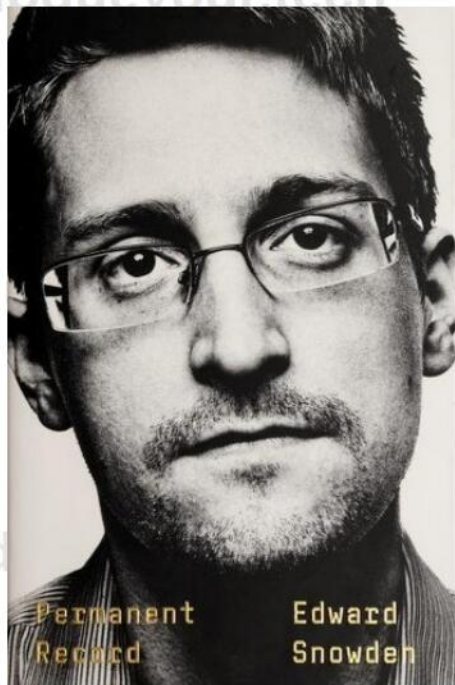


“

I was amazed at how willingly people were signing up [for cloud storage], so excited at the prospect of their photos and videos and music and e-books being universally backed up ...

”

- Permanent Record



“

... 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

Who wants your data?

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

FACT

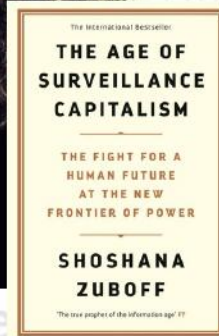
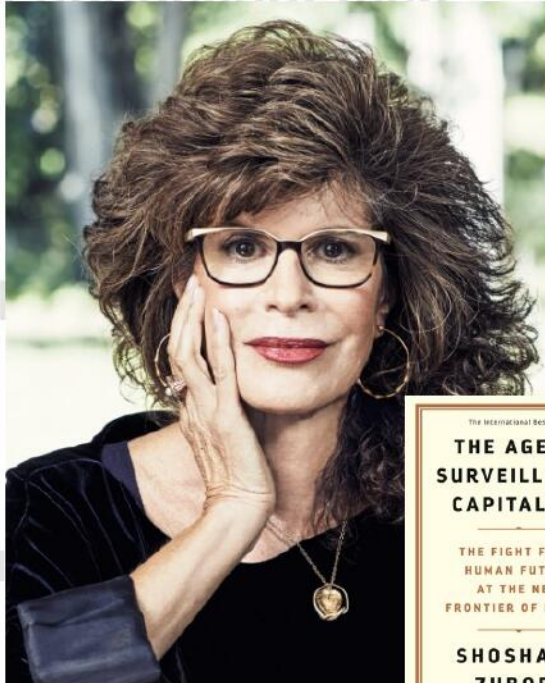
YOU

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Your data is precious

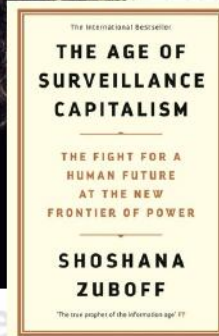
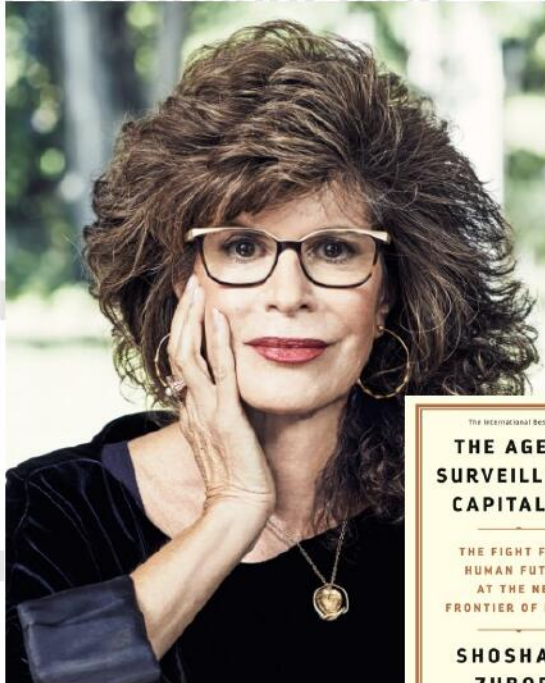
FACT

You are being encouraged to
devalue your data



“ 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

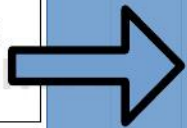
TECH
COMPANY

YOU

The problems

AI

“What’s the
time?”



ChatGPT

Some man-made
pattern recognition
algorithm



Claude



???

Gemini

Human readable
input

Encoding

Pattern recognition

Guessing
the most
likely
“response
number”

Decoding

Neural network

Some man-made
pattern recognition
algorithm

Training data
(i.e. more numbers)

“What’s the
time?”

01
00
11
10
01
01
01
10
11
00

11
01
01
11
11
00
00
00
10
01

Mr wolf

Human readable
input

Encode

Pattern recognition

Guessing
the most
likely

Decoding



ChatGPT

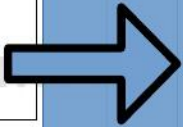


Claude



Gemini

“What’s the
time?”



Mr wolf

Is AI ... **impressive?**

SELECT ONE (1 mark)

- Absolutely
- Kind of...
- Not at all
- N/A



Is AI ... useful?

SELECT ONE (1 mark)

- Absolutely ☐
- Kind of... ☒
- Not at all ☐
- N/A ☐

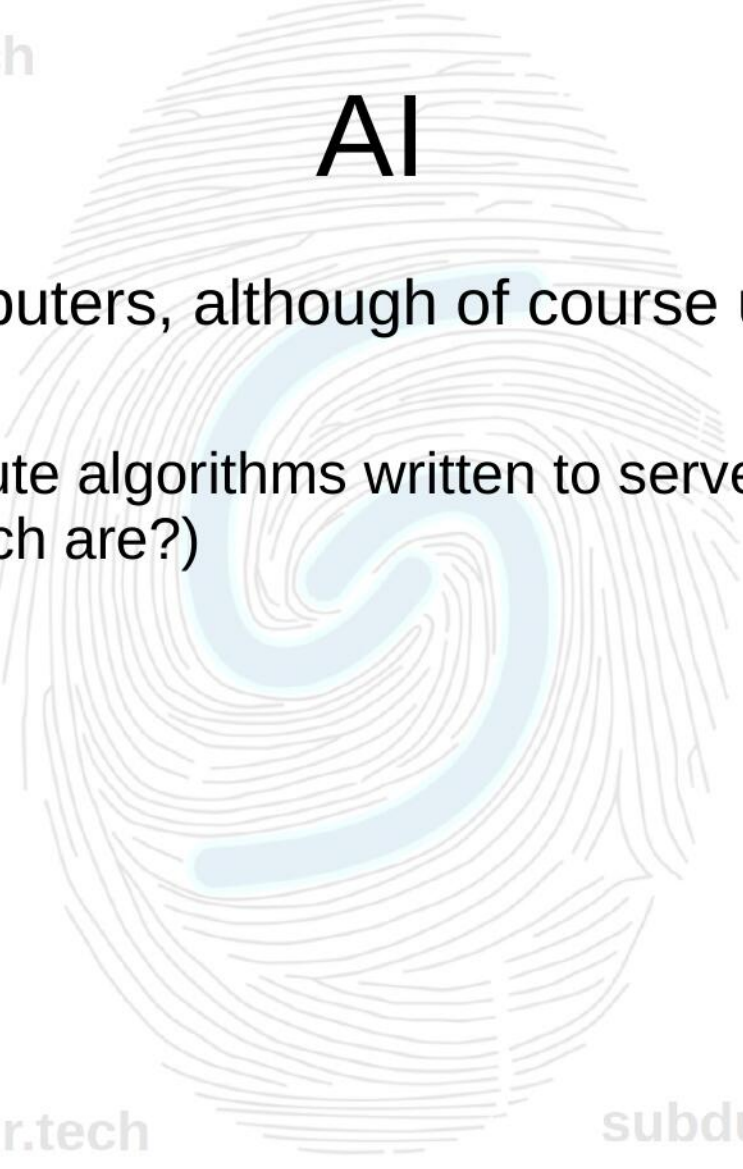
Is AI ... knowledgeable? SELECT ONE (1 mark)

- Absolutely ☐
- Kind of... ☐
- Not at all ☐
- N/A ☒



AI

- The black box to end all boxes
- Beware of becoming dependent on it. Who gains?
 - Are you truly getting value?
 - Is it really worth the resource?
- The AI companies **will** try to recoup any losses they've made
 - Price hikes? Data collection? Ads?



AI

- Remember, computers, although of course useful, do not *know* anything.
 - They just execute algorithms written to serve the programmer's objectives (which are?)

B B C

I wanted ChatGPT to help me. So why did it advise me how to kill myself?



ChatGPT told Viktoria that it would assess a method of suicide "without unnecessary sentimentality"

CNN

'You're not rushing. You're just ready:' Parents say ChatGPT encouraged son to kill himself

B B C

How a chatbot encouraged a man who wanted to kill the Queen



Exit
middle
of plat

86

OUTFRONT

friend

[frend] noun

someone who
listens, responds,
and supports you.

friend.com



397-487



Anthropic secretly downgraded Claude users to a weaker AI model without telling them, sparking developer backlash



Daniel Levi POSTED ON AUGUST 12, 2026

Training data at any cost

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



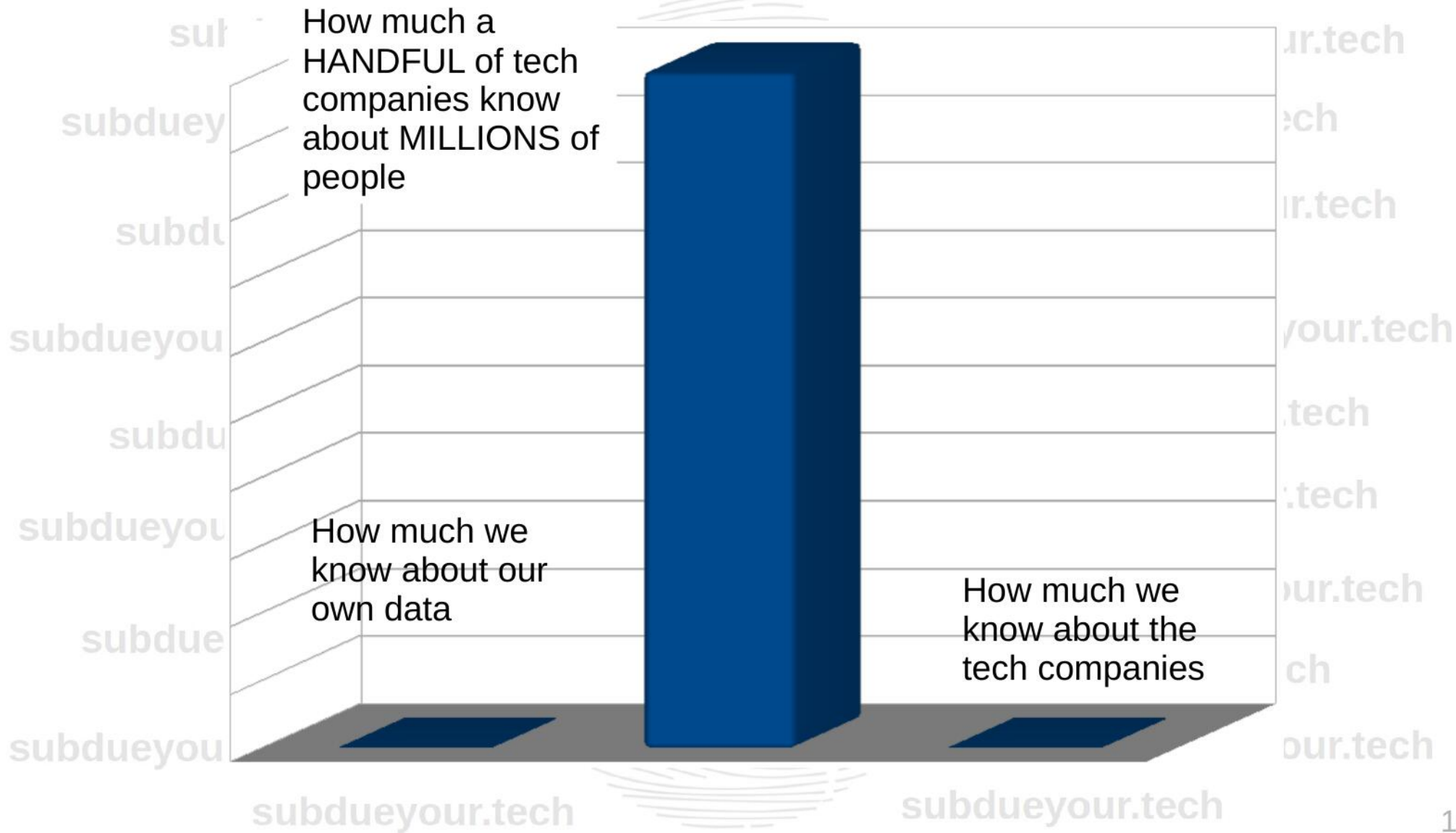
AI mistakes

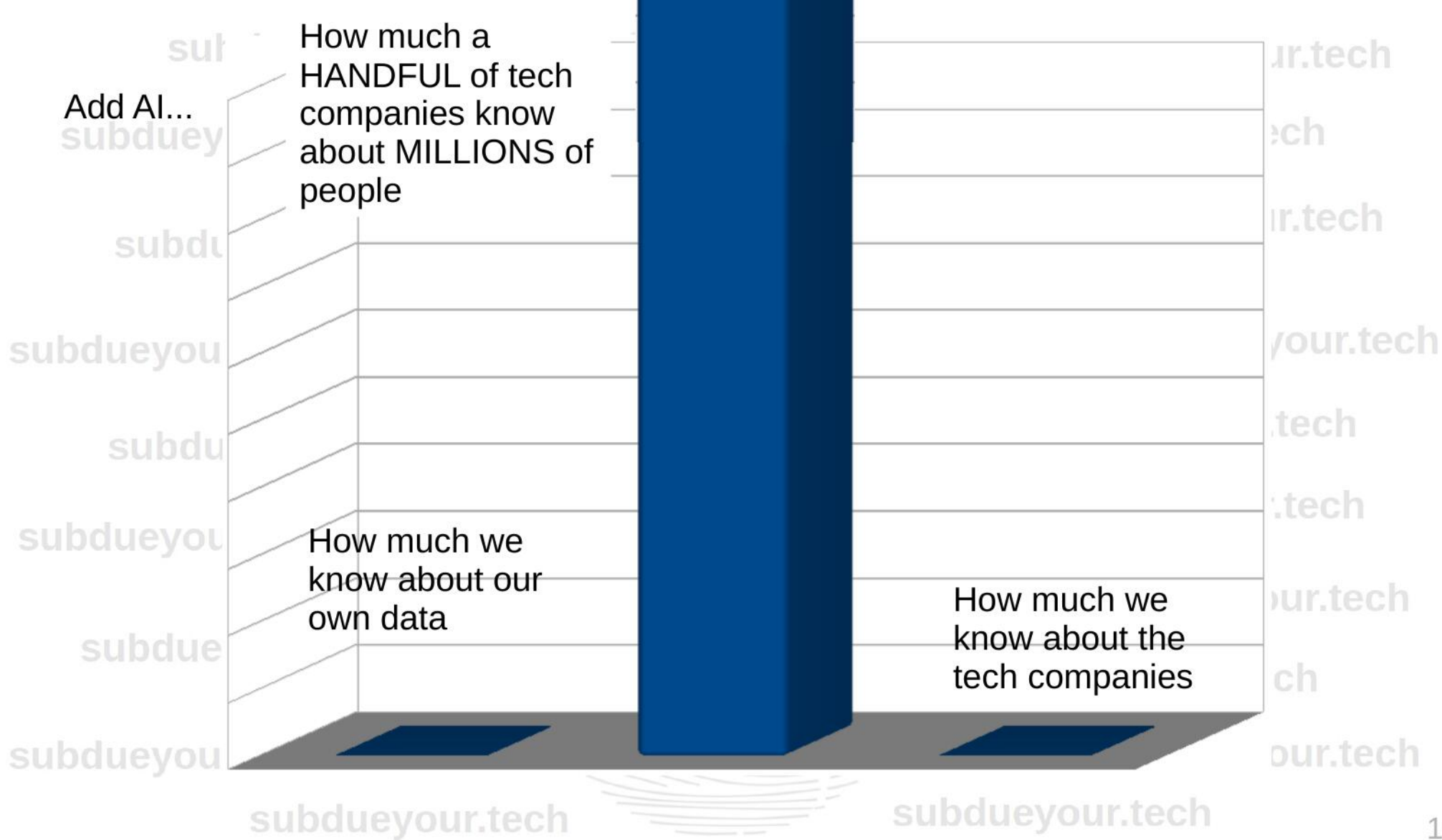
**The
Guardian**

Tennessee
grandmother jailed
after AI facial
recognition error
links her to fraud

Gadget Review...

**Guilty Until Proven
Innocent: A Flock AI
Camera Fraudulently
Accusing a Driver of
Package Theft**





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Interesting...

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Former NSA head joins OpenAI board and safety committee

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

[Comment](#)



FACT

Black boxes strip users of
power

FACT

Computers know nothing

Com

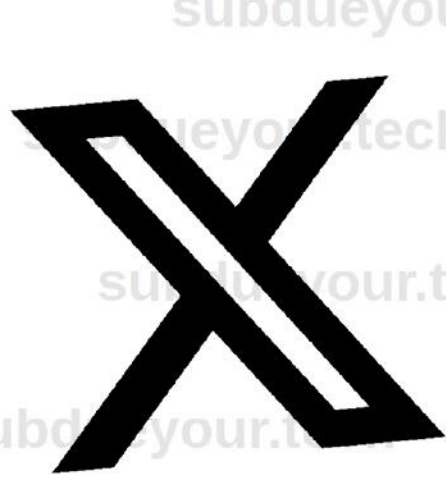
nothing

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The problems

Social media



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What do social media platforms exist for? **SELECT ONE** (1 mark)

- To connect you to your friends and to keep you updated on current affairs, all for free
- To aggressively study and control your thoughts and actions towards the secret objectives of unknown men in boardrooms



Social media

- Free apps that recoup their losses via data collection
- Their #1 objective is to keep you engaged **at all costs**



Yasha Levine

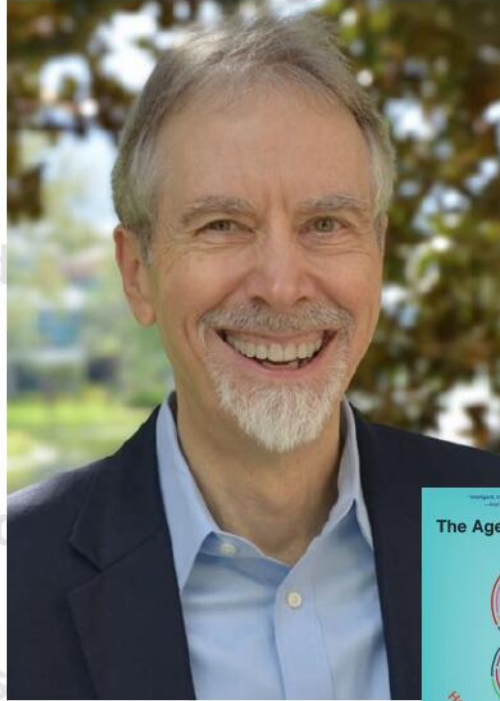
“ Google has pioneered a whole new type of business transaction. Instead of paying for Google’s services with money, people pay with their data...”

- Surveillance Valley

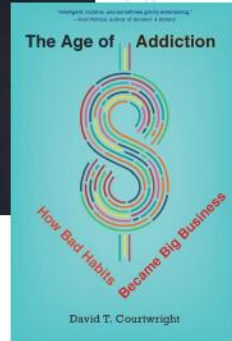


“ ... And the services it offers to consumers
are just the lures – used to to grab
people’s data and dominate their attention ”

- Surveillance Valley



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

Social media to blame?

Mirror

EXCLUSIVE: Horrifying reality of Turkey surgery – rotting breasts, stump teeth and 25 dead

Desperate for the 'perfect body', Brits have been flying overseas for cosmetic procedures at a fraction of the price, but some have gone horrifically wrong...



Social media to blame?



"I wanted to become the best version of myself mentally, physically and spiritually..."

... or maybe you were just scrolling too much

Social media to blame?



INDEPENDENT

Molly Russell died from 'self-harm after suffering depression and negative impact of social media'

Schoolgirl viewed online content that contributed 'in more than a minimal way' to her death



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While we all remain responsible for our
own actions...

**...why are these videos being
promoted?**

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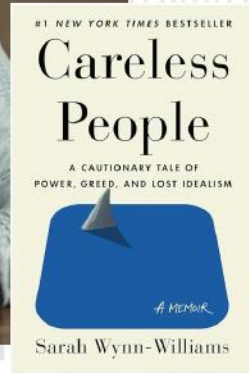
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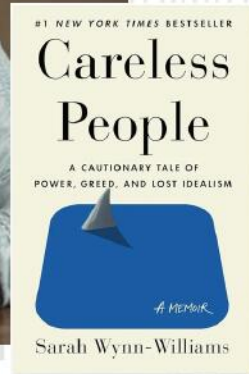
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“ In April 2017, a confidential document is leaked that reveals Facebook is offering advertisers the opportunity to target thirteen-to-seventeen-year-olds across its platforms, including Instagram, during moments of psychological vulnerability ...”

- Careless People

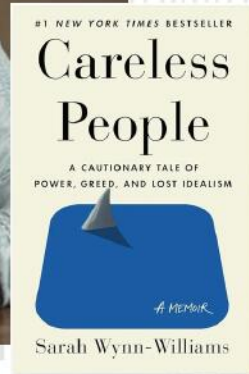
Sarah Wynn-Williams –
former director of public policy
at Facebook



“ ... when they feel “worthless,”
“insecure,” “stressed,” “defeated,”
“anxious,” “stupid,” “useless,” and “like
a failure.” ”

- Careless People

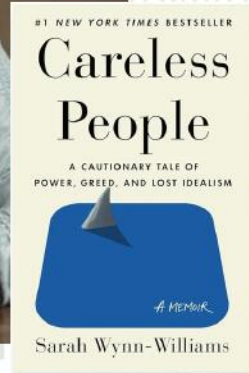
Sarah Wynn-Williams –
former director of public policy
at Facebook



“ Years later I would learn that British teenager Molly Russell had saved Instagram posts including one from an account called Feeling Worthless before committing suicide. ”

- Careless People

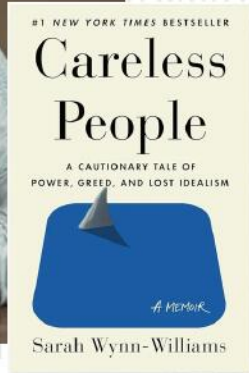
Sarah Wynn-Williams –
former director of public policy
at Facebook



“ This only emerged due to a lawsuit that revealed internal documents acknowledging “palpable risk” of “similar incidents.” ”

- Careless People

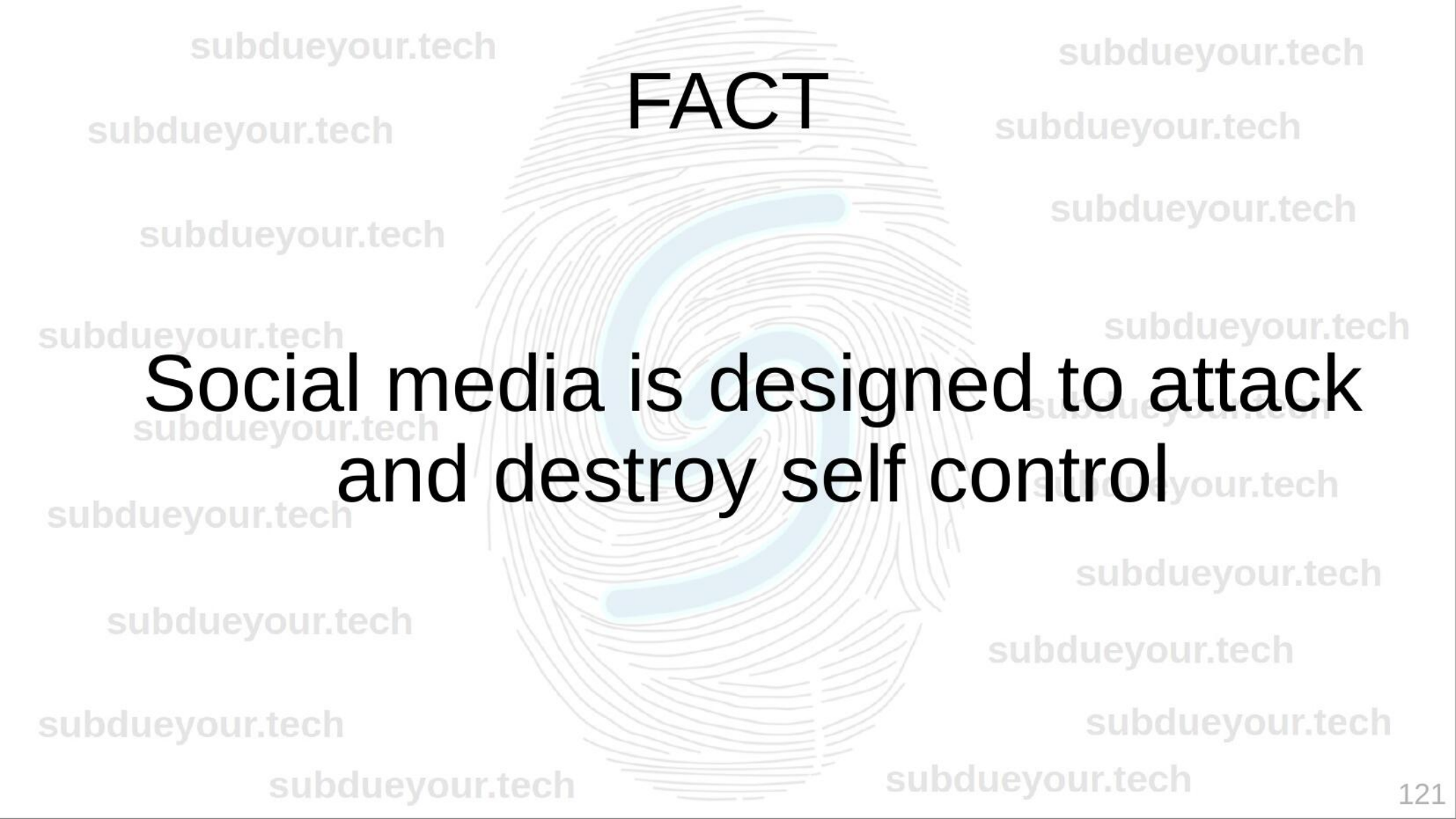
Sarah Wynn-Williams –
former director of public policy
at Facebook



“ A statement is quickly drafted and the response team debates whether Facebook can include the line, “We take this very seriously and are taking every effort to remedy the situation,” since in fact this is apparently just normal business practice...”

- Careless People

Sarah Wynn-Williams –
former director of public policy
at Facebook



FACT

Social media is designed to attack
and destroy self control

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facebook

Facebook helps you connect and share with the people in your life.

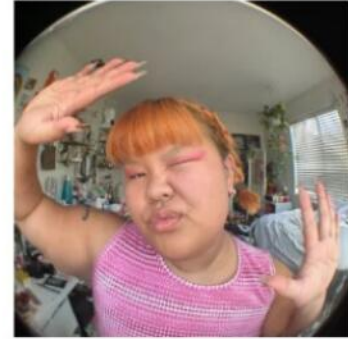
Really?



Log in



Bringing
you
closer to
the people



and things
you love

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

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



Leon Neal/Getty Images

The New York Times

Steve Jobs Was a Low-Tech Parent

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

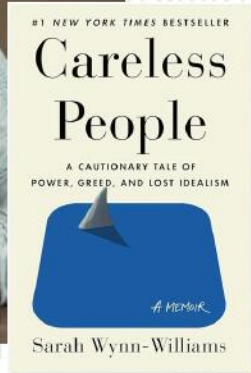


Facebook founder Mark Zuckerberg and his family.

and Maxima,

FORTUNE

Peter Thiel and other tech billionaires are publicly shielding their children from the products that made them rich



Sarah Wynn-Williams –
former director of public policy
at Facebook

“ Parents at work talk about how they don’t allow their teens to have mobile phones, which only underscores how well these executives understand the real damage their product inflicts on young minds. ”

- Careless People

Managing our habits



- Vanity
- Self-interest
- Sloth / idleness
- Envy
- Gossip
- Covetousness
- Discontentment
- Impulsiveness
- Trend following
- Desire for popularity



- Holiness
- Contentment
- Self-control
- Patience
- Separation from the world
- Discipline



SUBDUING YOUR TECH

SUBDUING YOUR TECH

- Taking back control of your technology
- Three principles
 - Reclaim your perspective
 - Pick your battles
 - Sharpen your senses

RECLAIM your perspective

What *you* must think:

- Your technology must be subject to **you**.
- Your life is **not** a game for tech companies to play with.

RECLAIM your perspective

A review of the facts:

- Computers are everywhere and they can easily lie
- Possession $\neq$ ownership
- Your data is precious
- You are being encouraged to devalue your data
- Constant monitoring is incompatible with freedom
- Black boxes strip users of power
- Computers know nothing
- Social media is designed to attack and destroy self control

PICK your battles

- Find things you can do to take back control of your technology
- Start small
- Anything is better than nothing

PICK your battles – easy mode

- Review the privacy settings / app permissions on your phone.
- Turn off location tracking on your phone when you don't need it.
- Turn off all biometrics (fingerprint readers, face ID). You never needed it and you still don't.
- Purge all unneeded apps from your phone.
- Ditch the smart watch!

PICK your battles – medium mode



* check my website for the correct one!

- Use a laptop/PC instead of a phone
- Whichever browser you use, install the browser extension uBlock Origin.
 - Also, uninstall unneeded extensions!
- Ensure you have direct offline access to the data most important to you.
- Consider using cash for some purchases.
- Avoid all “personalised” algorithms.
- Reduce overall social media use.
- Don’t be afraid to enter placeholder information in forms
- **Use open source software (more on this shortly)**

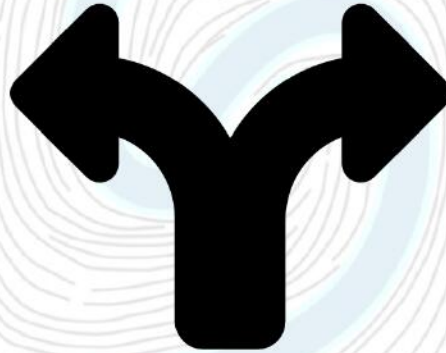
PICK your battles – hard mode

- A complete overhaul of your personal digital infrastructure...
- Outside of the scope of this presentation!

Open source software

Closed source software

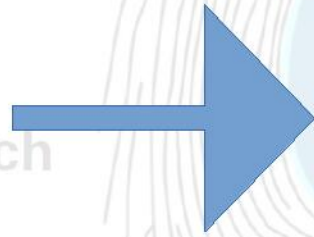
- Serving hidden motives
- Dishonest
- Bloated



Open source software

- Accountable
- Honest
- Lean





Signal



Google Play

Games Apps Books Kids

 **Signal Private Messenger**
Signal Foundation
In-app purchases

4.7★
2.92M reviews ⓘ

 PEGI 3 ⓘ

100M+
Downloads

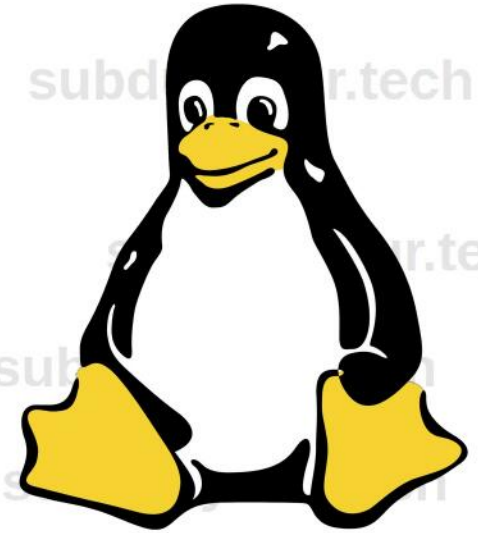
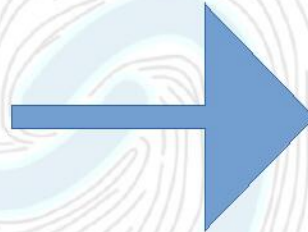
Install



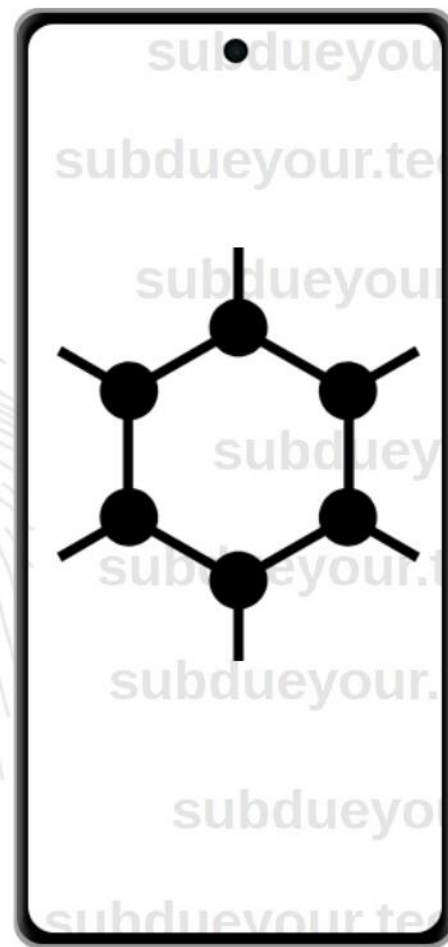
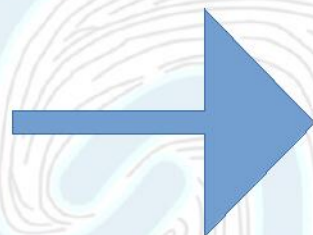
Mac OS X



chromebook



Linux



GrapheneOS



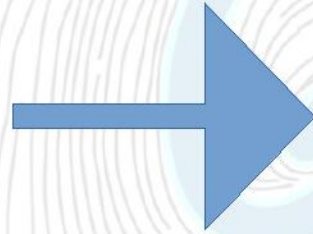
Edward Snowden ✓

@Snowden

If I were configuring a smartphone today, I'd use [@DanielMicay's @GrapheneOS](#) as the base operating system. I'd desolder the microphones and keep the radios (cellular, wifi, and bluetooth) turned off when I didn't need them. I would route traffic through the [@torproject](#) network.

16:24 · 21 Sept 2019

GrapheneOS



Apache
OpenOffice™



LibreOffice®

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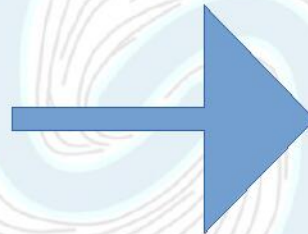
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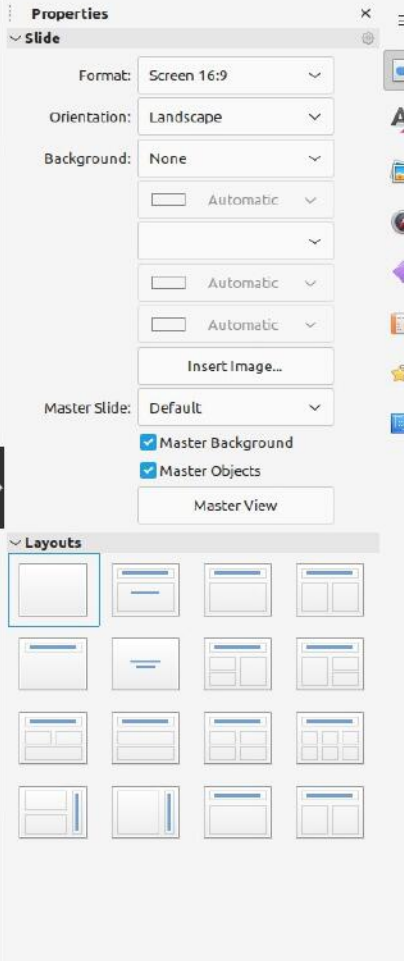
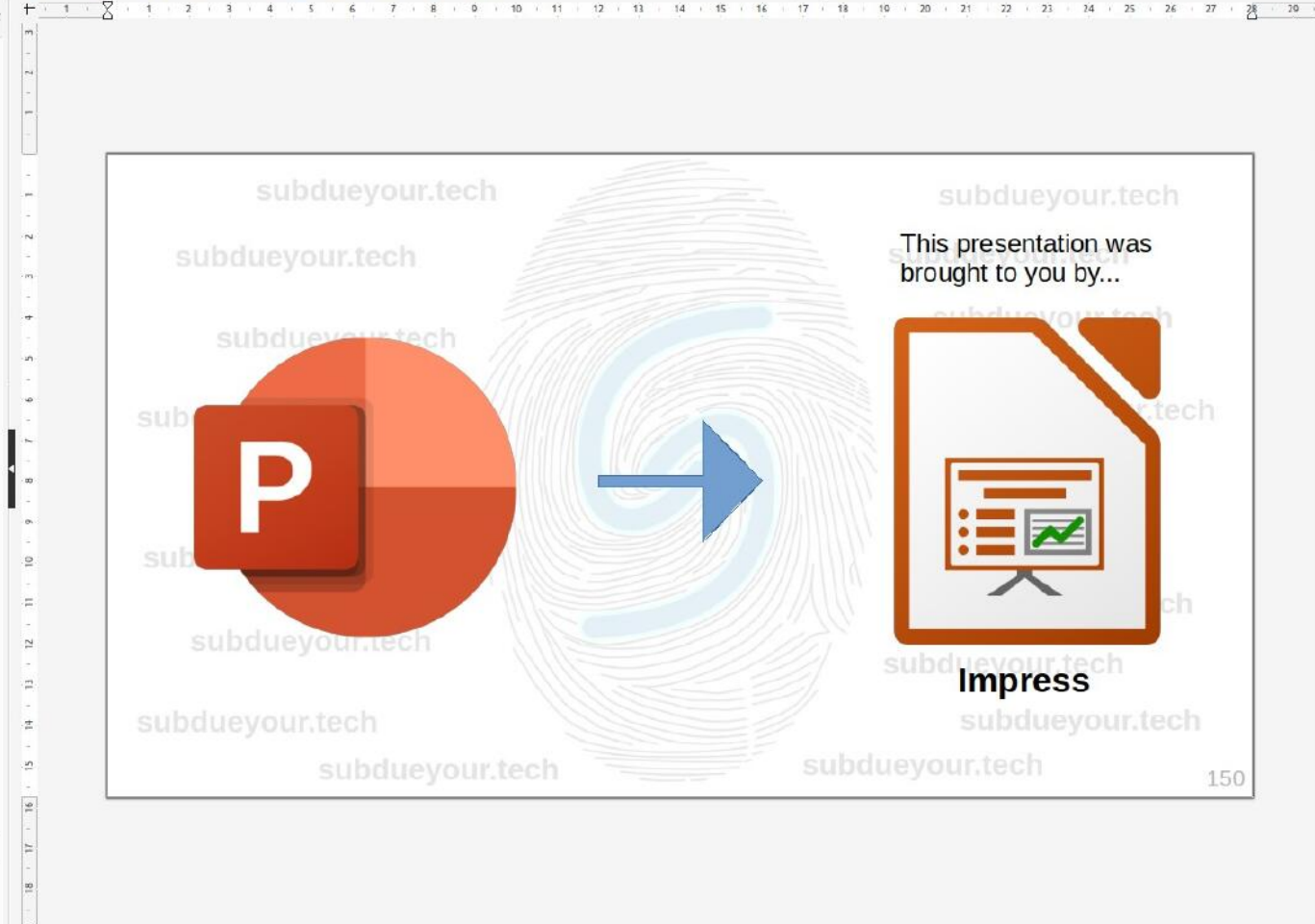
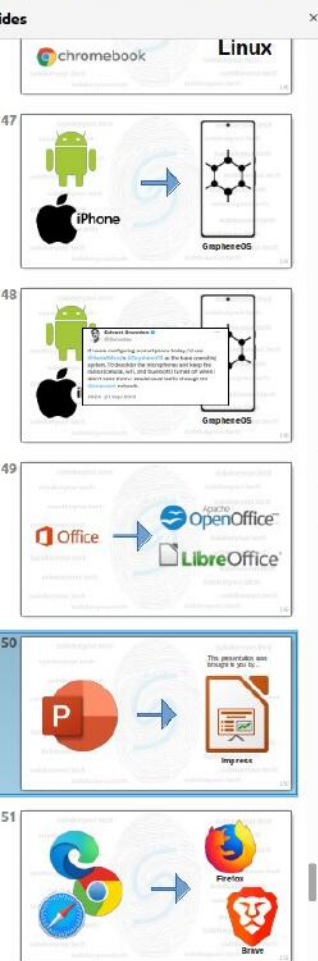
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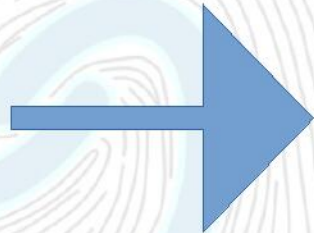
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Impress





Firefox



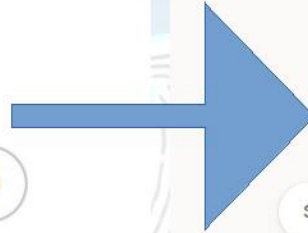
Brave

Open source AI

- There are options out there (I just haven't looked into them yet)

Privacy respecting (but not necessarily open source...)

Google



DuckDuckGo

Q Search

+ Duck.ai

Search privately



Protection. Privacy. Peace of mind.

Privacy respecting (but not necessarily open source...)



Proton Mail



SHARPEN your senses

Before buying that new device / downloading yet another app...

- Slow down. No need to rush
- Consider the hidden abuses it may be concealing
 - How does it work?
 - What permissions does it require?
 - Does it have ads? (terrible sign)
- Ask yourself if you really need it
 - Does it solve a real problem?
- Is it just another attempt to trap me?

SHARPEN your senses

- Guard your data
 - Not just about protecting yourself from “Big Tech”
 - It’s also about reducing your exposure

SHARPEN your senses

Redefine “convenience”

Company with 100 downloads:



Company with ~**100M** downloads:



SHARPEN your senses

Digital = Physical

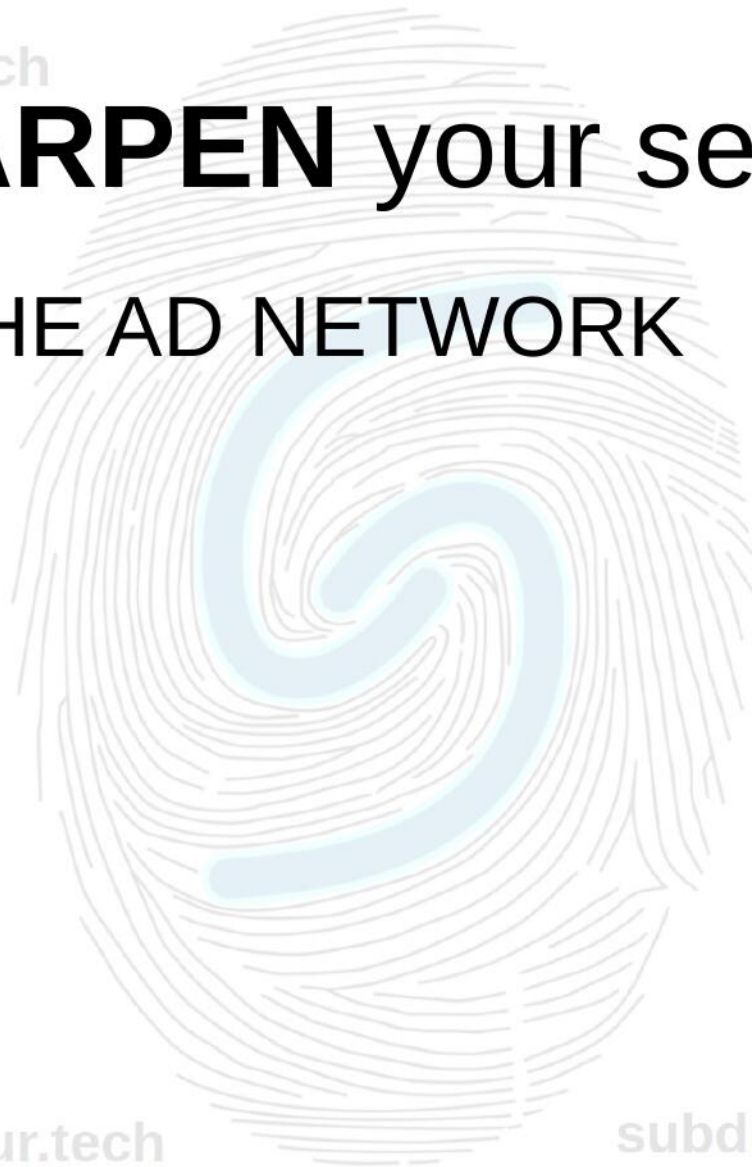


SHARPEN your senses

- Do not create online accounts loosely
 - Online login screen = asking for permission
- Stay light
 - Avoid embedding yourselves in things you don't own
- Stay flexible
 - Technology is susceptible to rapid change
 - Refusing to be flexible only guarantees future exploitation

SHARPEN your senses

- DESPISE THE AD NETWORK



Final thoughts

- SUBDUE YOUR TECH is not about running scared
- Face your technology head on and exercise dominion over it

SUBDUE YOUR TECH

Thank you

Q&A (anonymous)



Feedback



subdueyour.tech /resources