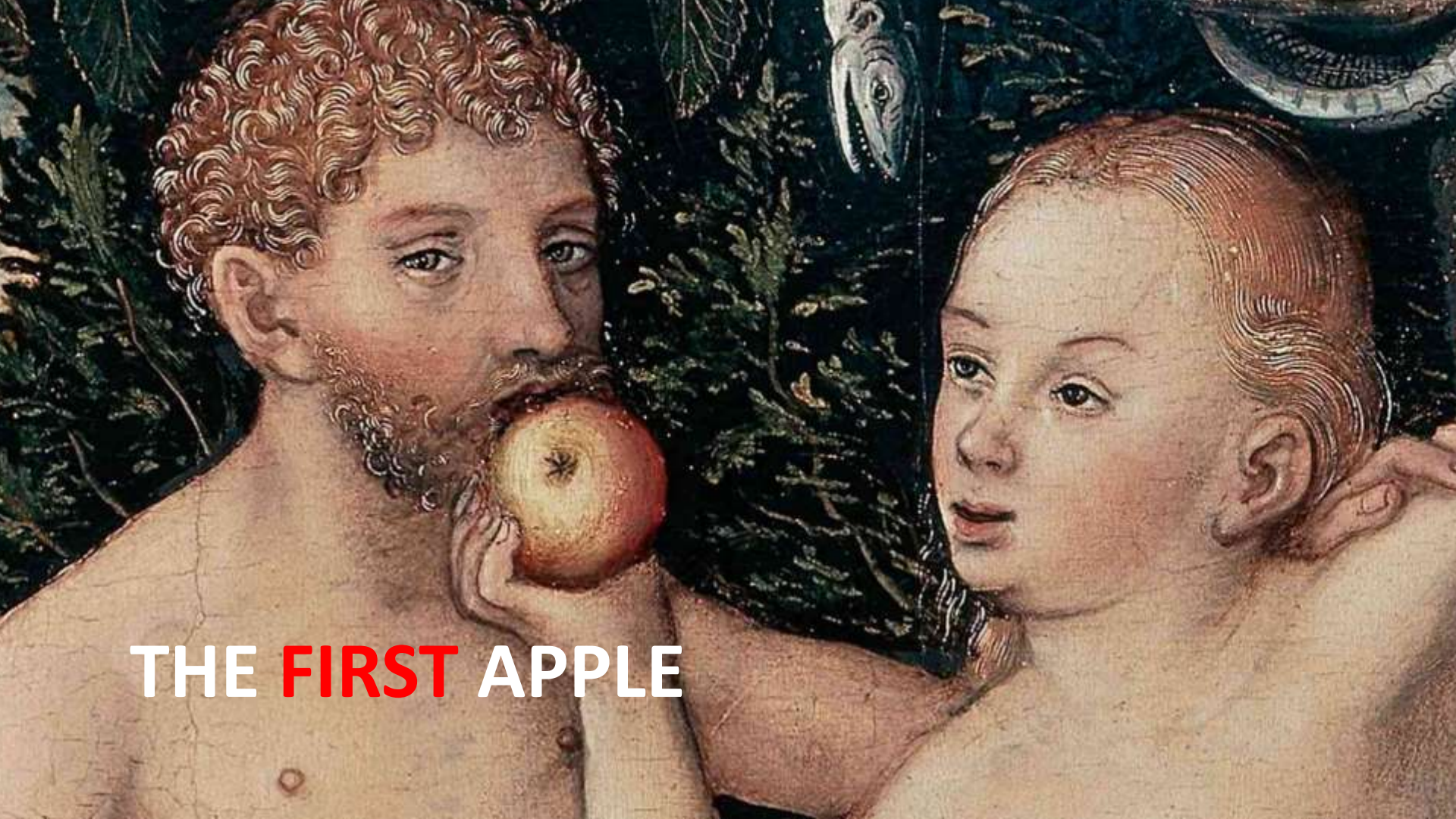




**PRIVACY:**

**A STORY OF THREE APPLES**



THE **FIRST** APPLE



**A FUNDAMENTAL HUMAN TRUTH**

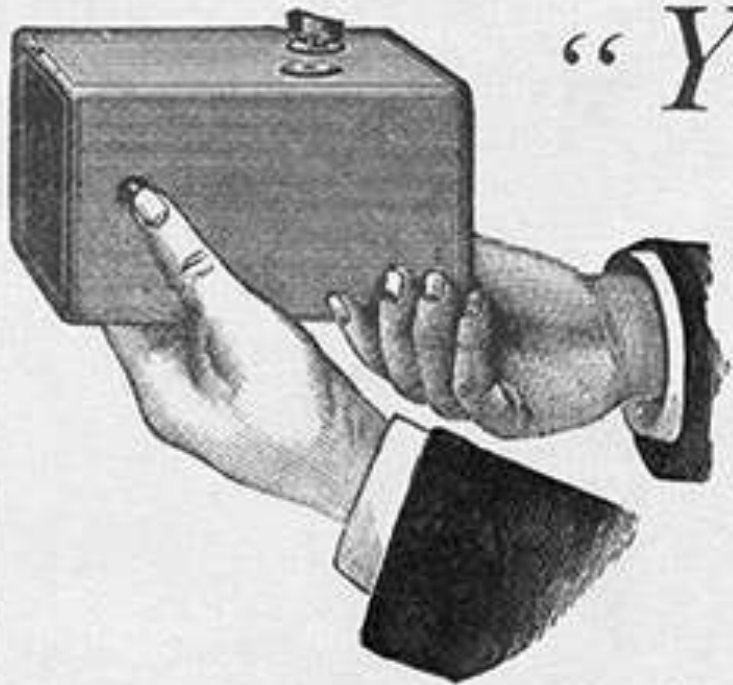


A woman in a blue uniform is looking at a smartphone in a room. The room has a white wall and a door with a blue handle. The text "A NORMATIVE VALUE" is overlaid on the image.

**A NORMATIVE VALUE**



**TECHNOLOGY CHALLENGES PRIVACY**



*“You press the button,  
we do the rest.”*

OR YOU CAN DO IT YOURSELF.

The only camera that anybody  
can use without instructions. As  
convenient to carry as an ordinary  
field glass World-wide success.

*The Kodak is for sale by all Photo stock dealers.*

*Send for the Primer, free.*

# Puck

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**NO PRIVACY IS SACRED FROM HIM.**

MR. PENNY-A-LINER.—What do I want here? Don't you know that no private citizen has any rights that the Sensation Press is bound to respect?





WHY DO WE CARE SO MUCH?

A large, circular industrial facility, likely a laboratory or a factory, with a central observation tower. The tower is a multi-story structure with a glass-enclosed upper section and a solid lower section. It is illuminated by bright lights. The surrounding area is filled with rows of metal cages or racks, arranged in a circular pattern. The floor is polished and reflects the lights. The ceiling is high and features a complex network of steel beams and pipes. The overall atmosphere is industrial and sterile.

**OBSERVATION CHANGES BEHAVIOR**

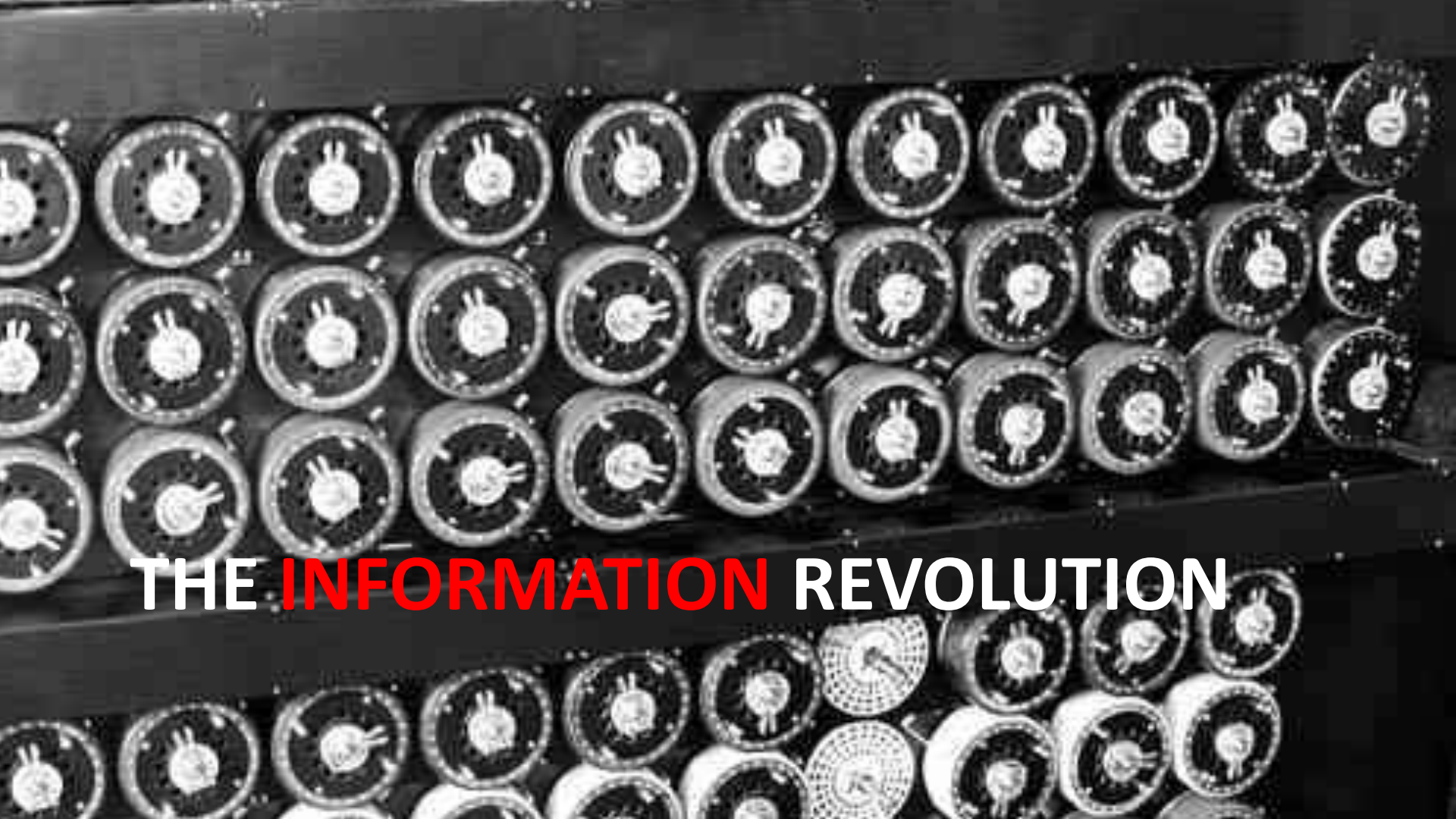




**THE SECOND APPLE**



THE **VELOCITY** AND **VOLUME** OF DATA



# THE **INFORMATION** REVOLUTION

TIME

THE WEEKLY NEWSMAGAZINE



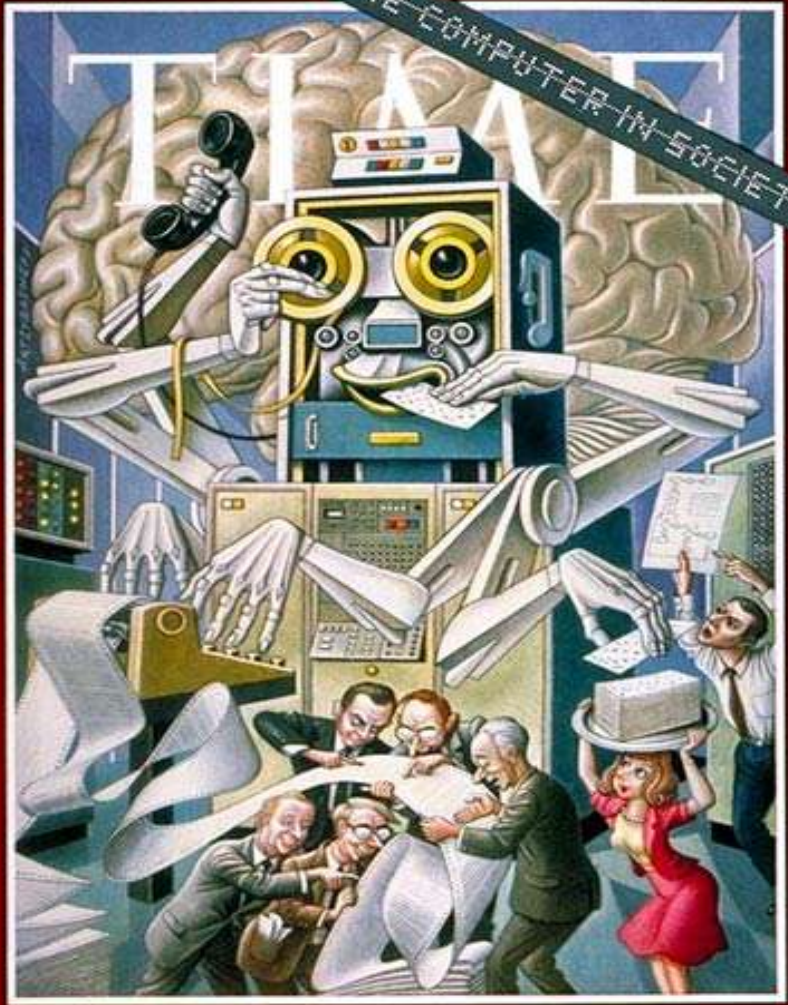
MARK III  
Can man build a superman?



**INFORMATION PRIVACY**



THE COMPUTER IN SOCIETY





Facebook

face!

Rese Russo

wall  
what in your mind?

friend

Fabi Gint  
g. no how are  
November 22

Cristo Tenanni quando tova  
Pacco)))  
Grande





# Science

\$10  
30 JANUARY 2015  
sciencemag.org

AAAS

SPECIAL ISSUE

The End of

# PRIVACY







**THE THIRD APPLE**

# TIME

Apple CEO  
**Tim Cook**  
on his fight  
with the  
FBI and why  
he won't  
back down

BY LEV GROSSMAN









VIAS

BUSINESS EXTREME  
RECOVER

Mobel  
GO

4000 0012 4000

# THE SOLUTION GAP

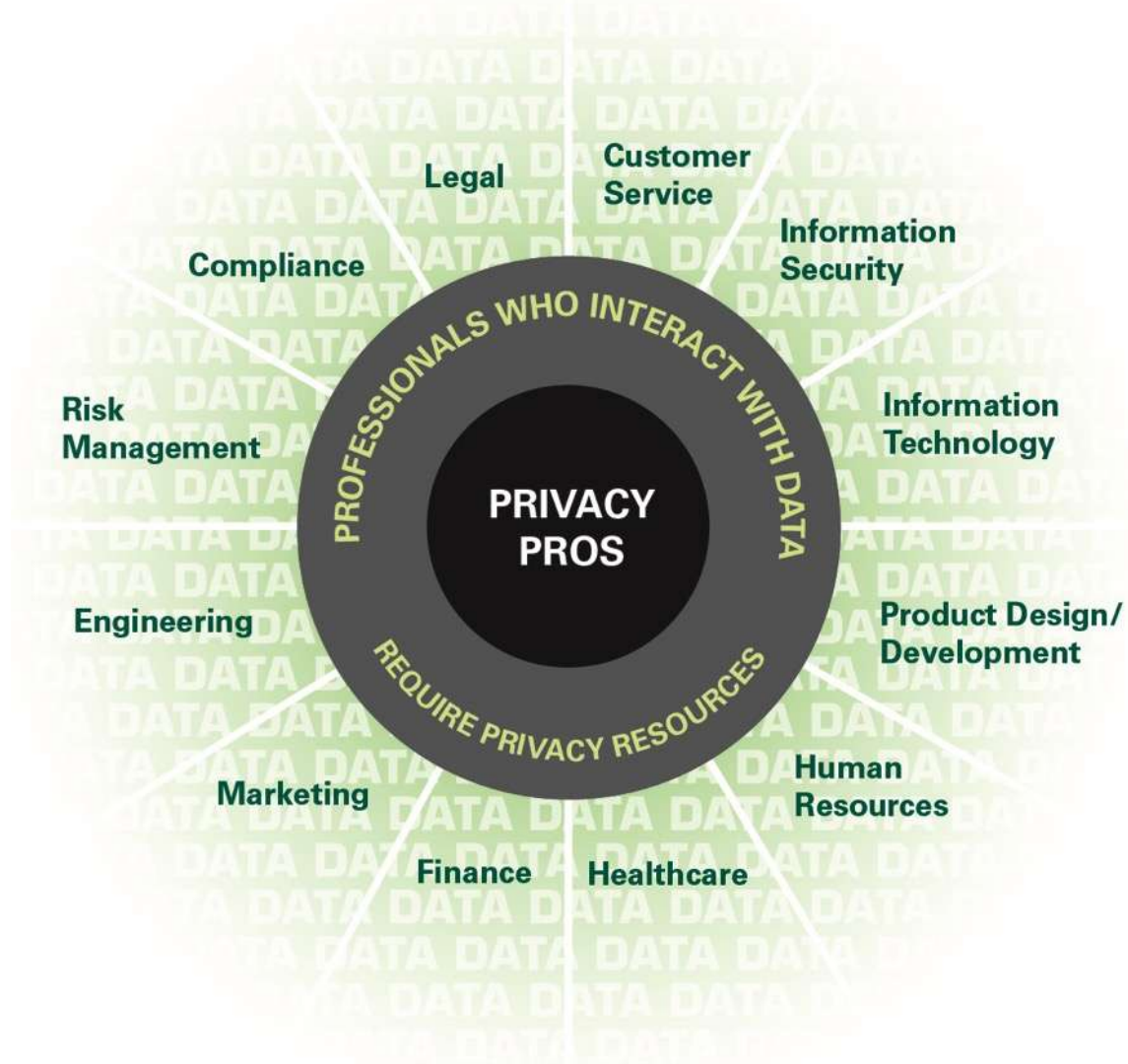


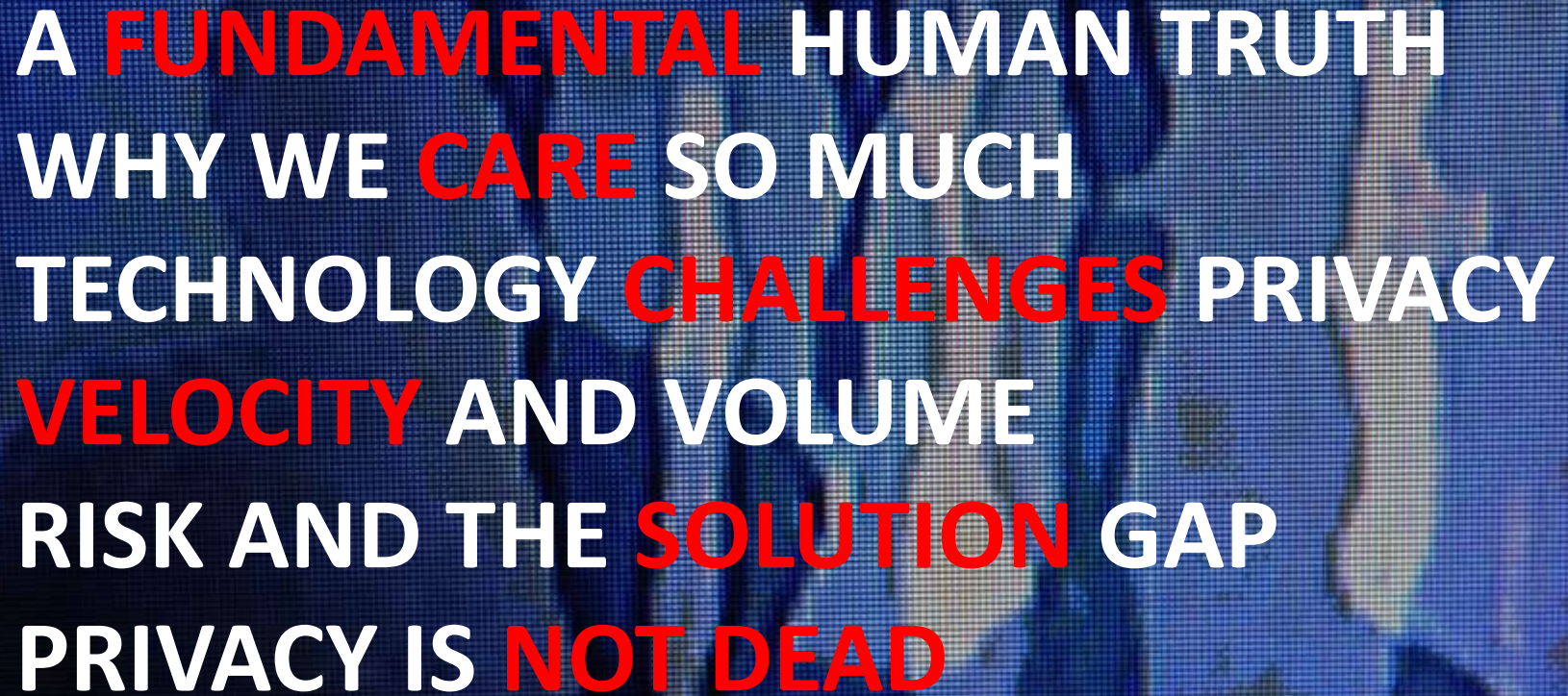


# THE **RISK** OF PRIVACY



**SMART** PEOPLE  
**RIGHT** PLACES  
**GOOD** DECISIONS





A **FUNDAMENTAL** HUMAN TRUTH  
WHY WE **CARE** SO MUCH  
TECHNOLOGY **CHALLENGES** PRIVACY  
**VELOCITY** AND VOLUME  
RISK AND THE **SOLUTION** GAP  
PRIVACY IS **NOT DEAD**



**THE ETERNAL NEGOTIATION**





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