



## I DON'T CARE ABOUT DATA PROTECTION AND PRIVACY...

- ✿ ...even though weak data protection increases the chances of me becoming a victim of identity theft  
SOURCE: <http://www.ftc.gov/opa/2012/02/2011complaints.shtm>
- ✿ ...even though weak security could cause financial, criminal or physical risks for me  
SOURCE: <http://www.nytimes.com/2012/05/27/us/id-thieves-loot-tax-checks-filing-early-and-often.html>
- ✿ ...even though some mobile phone applications misuse my personal information, take copies of my contact lists and even record details of my location  
SOURCE: <http://www.wired.co.uk/news/archive/2013-01/29/whatsapp-privacy>
- ✿ ... even though companies use my personal data to create a profile of my financial resources and make me pay more for certain products  
SOURCE: <http://online.wsj.com/article/SB10001424052702304458604577488822667325882.html>
- ✿ ...even though Google makes billions out of my personal data and threatens to leave Europe if forced to respect my fundamental right to privacy  
SOURCE: <http://investor.google.com/financial/tables.html>  
<http://peterfleischer.blogspot.com/2013/02/dox-quixote.html>
- ✿ ...even though I know of lots of examples of data breaches where peoples' credit card and other vital information was obtained  
SOURCE: For example <http://www.guardian.co.uk/technology/blog/2011/may/03/sony-data-breach-online-entertainment>
- ✿ ...even though the proposed European Data Protection Regulation would allow governments access to companies' profiling information – allowing them to make assumptions about whether I might be a criminal  
SOURCE: [http://ec.europa.eu/justice/data-protection/document/review2012/com\\_2012\\_11\\_en.pdf](http://ec.europa.eu/justice/data-protection/document/review2012/com_2012_11_en.pdf)  
(Article 21)
- ✿ ...even though companies are lobbying to prevent me from having the right to say “no” to having my data processed, to having profiles created about my preferences and lifestyle, to being able to move my personal data from one company to another  
SOURCE: <http://www.lobbyplag.eu/#/compare/overview>
- ✿ ...even though a Harvard University study showed that profiling leads to search results reflecting racial prejudices in society  
SOURCE: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2208240](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2208240)
- ✿ ...even though the Regulation will set the global standard for privacy, with lasting effects for freedom of communication and democracy around the globe



edri.org  
protectmydata.eu