

Zero Surveillance, Zero Tracking

Steve McCown

Utah Privacy Commission, Commissioner

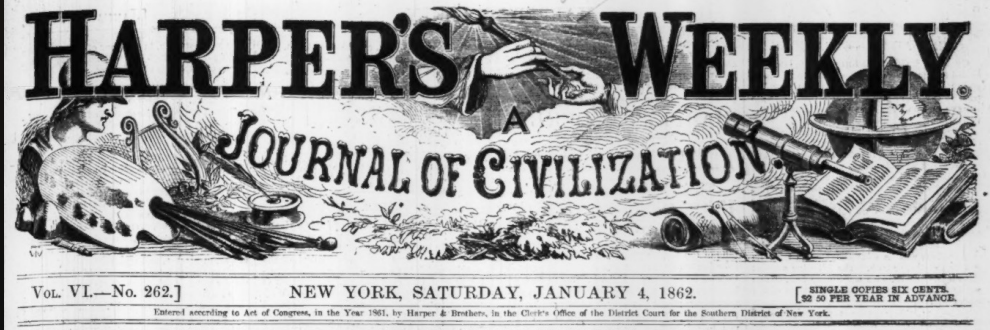
Anonymome Labs, Chief Architect

17 October 2025

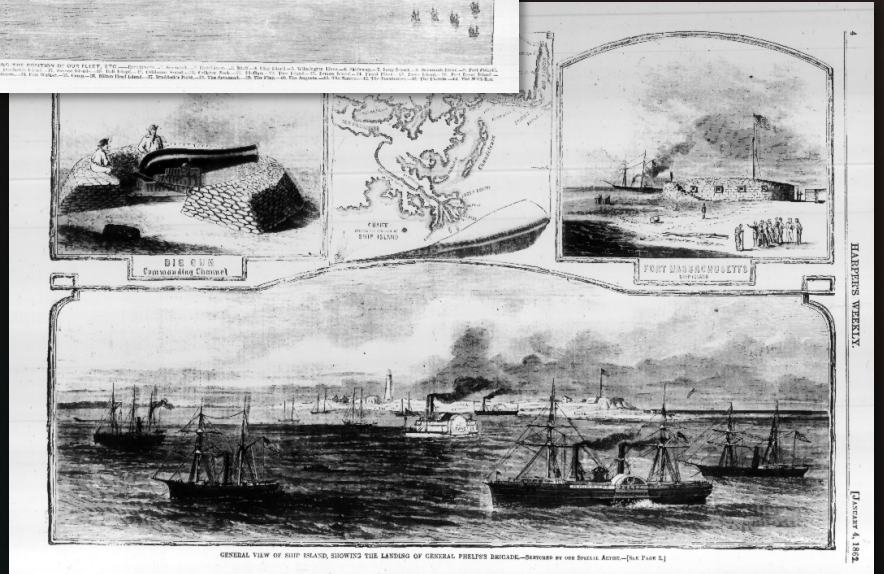
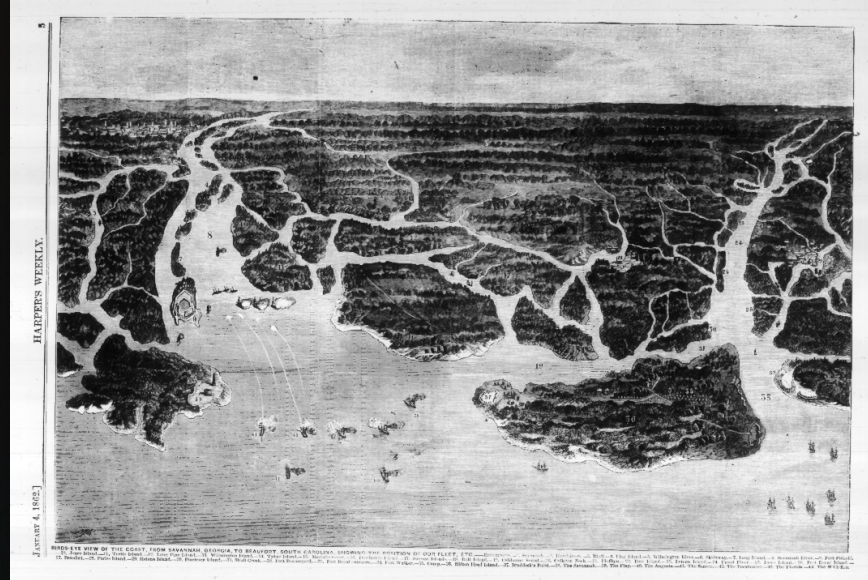
Open Source Intelligence (OSINT)

The collection and analysis of data gathered from open sources to produce actionable intelligence.

OSINT ... *During the Civil War*



The vessels composing GENERAL BURNSIDE'S EXPEDITION will be found portrayed on page 13. They comprise vessels of all kinds, from steam-sloops to schooners. The principal craft, composing the expedition proper, are North River propellers altered into gun-boats. These vessels, it is believed, will prove very useful, as they can carry a large number of men, besides acting as gun-boats. They have been strengthened throughout, and carry from two to four guns each. The destination of General Burnside's expedition is, of course, a secret. It is surmised, however, that it will operate in conjunction with General M'Clellan, and form a base not very far from Fortress Monroe.



Modern Surveillance

*How do email marketers know
when to call you?*

One Method: Tracking Beacons

- How: add a 1x1 pixel image HTML-based email
- Can report: IP address, device type, location, accesses, etc.
- Also: anything that loads remote content (e.g., .doc, .pdf, etc.)

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<body>  
  <!-- ... -->  
    
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Surveillance Capitalism

A concept in political economics which denotes the widespread collection and commodification of personal data by corporations.

This is distinct from government surveillance, although the two can be mutually reinforcing.



"Surveillance capitalism ... operates without meaningful mechanisms of consent."

Self-determination might be lost through "ignorance, learned helplessness, inattention, inconvenience, habituation, or drift."

~ Shoshana Zuboff

Surveillance Capitalism: *A National Security Issue*

Duke U. (2023): *“Data Brokers and the Sale of Data on U.S. Military Personnel”*

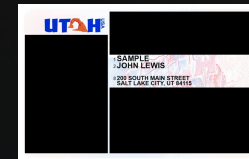
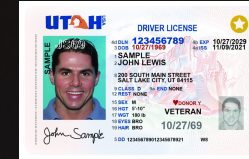
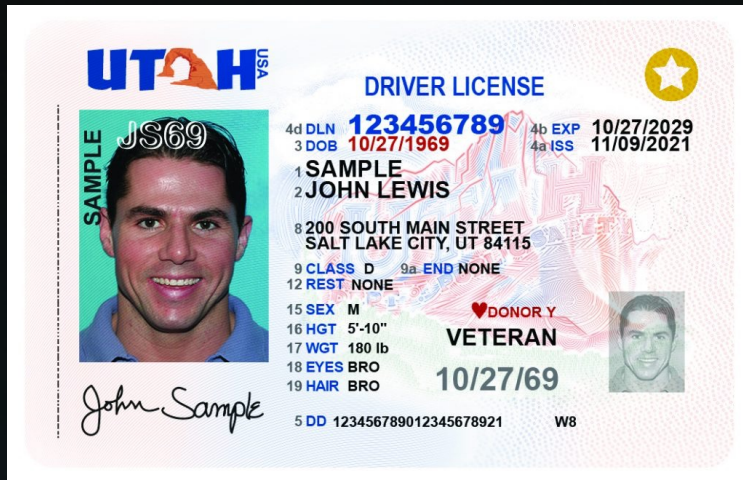
- **Data brokers:** Collect and sell personal data on military personnel & veterans
- Study
 - Used both **US and .asia domains**
 - Some data brokers required identity verification or NDAs
 - Cost **\$0.12 - \$0.32** / service member in lots between 4,951 and 15,000
- Impact
 - “Foreign governments have historically sought data about American persons and organizations for **espionage, election interference, and other purposes.**”
- Recommendation
 - Federal **Privacy Legislation**
 - **Restrict collection** of data on current or former U.S. military personnel.

How SEDI Helps Protect Our Identity

SEDI: Selective Disclosure

Utah Legislation: SB0260

- (e) the state-endorsed digital identity enables an individual to:
- (i) selectively disclose elements of the individual's identity; and

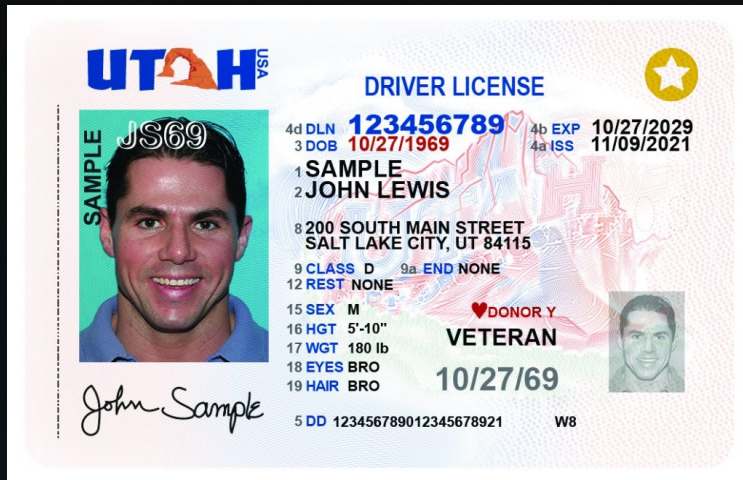


Only give what you choose

SEDI: Asserting with Zero Correlation

Utah Legislation: S.B 0260

(ii) verify that the individual's age satisfies an age requirement without revealing the individual's age or date of birth.



I'm 21+

Here's (just) my ticket



I'm a Veteran



SEDI: Gives You a Choice...

“Anonymity is a shield from the tyranny of the majority. ... It thus exemplifies the purpose behind the Bill of Rights and of the First Amendment in particular: to protect unpopular individuals from retaliation ... at the hand of an intolerant society.”

~ John Paul Stevens, US Supreme Court
1995 *McIntyre v. Ohio Elections Commission*



"You have zero privacy anyway.
Get over it."

~ Scott McNealy, Sun Microsystems, 1999

Thank You!

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