
STRATEGIES OF RESISTANCE

Navigate the data society on your own terms

1. Reduction

Less is more! Data that is not created can't be collected, analysed, stored or sold. This strategy is based on the premise that the less data we produce, the better.

Examples

1. Limit data generation by resisting giving information. You do not need to fill out all the fields in registration forms.
2. Clean your online identity, delete the apps from your mobile phone you no longer use, and erase pictures, emails and messages that are outdated.
3. Block unwanted access, and install Privacy Badger and NoScript to block cookies and other third party scripts from running in your browser and collecting data.

2. Obfuscation

Hide in the crowd! Confuse companies with noise. The obfuscation strategy involves creating a lot of fake information so that companies, governments or other individuals do not understand which data is true and which is false.

Examples

1. Create several fake social media profiles with similar names or pictures.
2. Mask your individual identity on Facebook by creating a group account and identity.
3. Create noise by clicking on random ads, or install Adnausium, a tool that will do this in the background for you, while you do other things.
4. Mislead Google by installing TrackMeNot, a tool which generates random search queries, masking your real searches and questions.
5. Use a VPN to change your IP address.
6. Change the name on your phone.
7. Break your routines...

3. Compartmentalisation

Diversify! Offline we have different personas in different social situations: at work or school we might be a different version of ourselves than at home, in the bar, or at the gym. We naturally tend to be good at managing these different identities. The compartmentalisation strategy is about managing multiple personas online as well, by separating different social networks, interests, behaviour, information and identities into different 'compartments'.

Examples

1. Search for your name online and write a list of all the different accounts you have. This is a first step towards separating your online life into different spheres.
2. Create different social media accounts with different names.

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3. Put your data traces into separate buckets: use certain browsers for certain sets of online activities; use different messenger apps for different social circles.
4. Isolate valuable or personal data by storing it on a different device
5. Disassociate your work life from your social life by using different email accounts for each.

4. Fortification

My devices, my rules! Create barriers, restrict access and visibility. This strategy is to keep your data safe from prying eyes.

Examples

1. Create a barrier: install an anti-virus program and keep it up to date.
2. Keep your data under lock and key: encrypt your mobile phone, computer and tablet.
3. Break all signals, turn off Wi-Fi and bluetooth when not in use and put your phone in faraday bag (you can make one yourself) when you don't want to be followed.
4. Simple but effective: cover your webcam when it's not in use.
5. Ensure that you connect to websites through a secure connection (where the website supports this!), by installing the add-on HTTPS Everywhere in your browser.