

# Socially owned by the cloud

Defcon 17

# Where is our data?

- Bankboxes and filing cabinets.
- On a computer hard drive at home
- On dvd in storage
- Stored in private holes in the internet
- Stored in public so everyone can see it

# Evolution of the private sphere

- Close family / friends
- BBS / Cyberfriends
- Internet

# Evolution of communication

- In person communication
- Letters / Snail mail
- Email
- IM
- Social networks / Myspace / Facebook
- Twitter

# Where is our data

- Do you know where your provider stores the data?
- What jurisdiction its under?
- Can you remove it? Can you delete it?

# Who owns the data?

- You?
- Them?
- What if you die?

# I wanted answers

Amazon	Amazon Kindle	Flickr
Smugmug	Jungledisk	match.com
Myspace	Facebook	

# Answers

- Still awaiting responses



# Trends

- The data becomes assets for very large companies
- Like anything on the internet removing it can be really hard, even if the company allows it, backups, and online copies might exist.
- Your personal data is valuable and you give it up for free

# Advice and activism

- Public cloud and private clouds for business
- We should get private storage of all our data, and decide what to display on sites.
- Sites should be consumers of data we provide and own, not storage providers and consumer of it

# more advice

- The DRM we all love to loathe today, as companies enforce draconian rules upon what we lease from them, should in the future be exploited by us all to protect our “life sphere” and control the access for sites who wish to lease our content.

# even more advice

- Social sites make their money off of us, off or our content, our sweat and our work.
- Its time to take control back.