



Universität Hamburg  
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FAKULTÄT  
FÜR MATHEMATIK, INFORMATIK  
UND NATURWISSENSCHAFTEN

TAMING THE MACHINES – IT FOR A GOOD SOCIETY

# CORPORATE SURVEILLANCE OF EVERYDAY LIFE. HOW COMPANIES USE PERSONAL DATA AGAINST PEOPLE

WOLFIE CHRISTL (CRACKED LABS, WIEN)

ÖFFENTLICHE  
RING-  
VORLESUNG

## About the lecture

In recent years, a wide range of companies have started to monitor, track and follow people in virtually every aspect of their lives. Their extensive access to data about the characteristics and behaviors of billions allows them to constantly sort, rate, and rank people as they see fit. Through data-driven personalization, companies and other institutions can utilize information asymmetries in order to exploit personal weaknesses with calculated efficiency. As companies increasingly shape the networked environments and experiences that underlie and determine everyday life, manipulative, deceptive or even coercive strategies can be automated and customized down to the individual level. In his reports, Wolfie Christl examined and documented how companies use personal data, from real-time monitoring in digital marketing and fraud prevention to invasive data practices in financial services, insurance and healthcare. He will outline the structure and scope of today's personal data economy, with a focus on mass personalization and automated decision-making at scale. Who are the main players and how do they actually use data? Automated disadvantage and personalized manipulation - how do commercial uses of personal data affect individuals, groups of people, and society at large? And what has to be done?

**Mittwoch, 30.10.2019, 18:15–19:45 Uhr**

Hauptgebäude, Hörsaal H  
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ETHIK IN DER  
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