

## A Brave New World

And with it will we be saying goodbye to personal privacy forever?

BY ANGIE PORTER

As if dodging the RIAA (Recording Industry Association of America) hit list isn't bad enough, or Big Brother tracking a person's digital footsteps, the global scene has sunk to its lowest level of injustice against civil liberties.

Spy chips are now the size of dust specks. It's no sci-fi thriller; RFID tracking is here to stay. Say goodbye forever to personal privacy!

Radio Frequency Identification (RFID) is an automatic data capture technology that uses tiny tracking chips embedded in products.

There are two types of tags: "passive" (no independent power source) and "active" (attached to or containing a battery.) Depending on antenna size, RF frequency,

environmental condition and other factors, a passive tag can have a range from 1 inch to 40 feet. Active tags can have a read range of miles or more.

RFID decimates privacy by implanting microchips that act like a tiny radio transmitter that sends out your identity anytime you pass close enough to an RFID reader device.

Your identity, your every move, your every product will be stored in a database and accessible to anyone without your permission. More than likely, most consumers already own products with the "imperceptible" chips. Not only clothing is targeted, but also food and all other manufactured items will have the tracking devices.

What does that mean? Hello? It means your behavior is being monitored!

Here's a typical scenario to tie it all together.

Your clothes are beaming signals to a database. So are your tires, your vehicles, your shoes, your purse or wallet . . . everything you own! You go into the store that has hidden cameras. Big deal, because you're not stealing. Pay attention and you'll learn what the big deal is.

You buy a hamburger. You buy a pack of cigarettes. You buy a candy bar. Maybe you buy a six-pack of soda or beer. The point here is that you may not even know it, but everything about you is beeping a radio signal while the

### WWW Download Subject: *Thank You for Calling Pizza Mania*

**Operator:** "Thanks for calling Pizza Mania. May I have ..."

**Customer:** "Hi, I'd like to order."

**Operator:** "May I have your national ID first, sir?"

**Customer:** "My National ID Number, yeah, hold on, eh, it's 6102049998-45-54610."

**Operator:** "Thank you, Mr. Sheehan. I see you live at 1742 Meadowland Drive, and the phone number's 494-2366. Your office number over at Lincoln Insurance is 745-2302 and your cell number's 266-2566. From which location are you calling, sir?"

**Customer:** "Huh? I'm at home. Where'd ya get all this information?"

**Operator:** "We're wired into the system, sir."

**Customer:** (Sighs) "Oh, well, I'd like to order a couple of your All-Meat Special pizzas..."

**Operator:** "I don't think that's a good idea, sir."

**Customer:** "Whaddya mean?"

**Operator:** "Sir, your medical records indicate that you've got very high blood pressure and extremely high cholesterol. Your National Health Care provider won't allow such an unhealthy choice."

**Customer:** "Darn. What do you recommend, then?"

**Operator:** "You might try our low-fat Soybean Yogurt Pizza. I'm sure you'll like it"

**Customer:** "What makes you think I'd like something like that?"

**Operator:** "Well, you checked out 'Gourmet Soybean Recipes' from your local library last week, sir. That's why I made the suggestion."

**Customer:** "All right, all right. Give me two family-sized

ones, then. What's the damage?"

**Operator:** "That should be plenty for you, your wife and your four kids, sir. The 'damage,' as you put it, heh, heh, comes to a total of \$49.99."

**Customer:** "Lemme give you my credit card number."

**Operator:** "I'm sorry sir, but I'm afraid you'll have to pay in cash. Your credit card balance is over its limit."

**Customer:** "I'll run over to the ATM and get some cash before your driver gets here."

**Operator:** "That won't work either, sir. Your checking account's overdrawn."

**Customer:** "Never mind. Just send the pizzas. I'll have the cash ready. How long will it take?"

**Operator:** "We're running a little behind, sir. It'll be about 45 minutes. If you're in a hurry you might want to pick 'em up while you're out getting the cash, but carrying pizzas on a motorcycle can be a little awkward."

**Customer:** "How the heck do you know I'm riding a bike?"

**Operator:** "It says here you're in arrears on your car payments, so your car got repo'ed. But your Harley's paid up, so I just assumed that you'd be using it."

**Customer:** "@#%/\$@&?#!"

**Operator:** "I'd advise watching your language, sir. You've already got a conviction for cussing out a cop."

**Customer:** (Speechless)

**Operator:** "Will there be anything else, sir?"

**Customer:** "No, nothing, oh yeah, don't forget the two free liters of soda your ad says I get with the pizzas."

**Operator:** "I'm sorry sir, but our ad's exclusionary clause prevents us from offering free soda to diabetics."

cameras are recording what else you buy.

According to the RFID manufacturers, it is your employer's right to know if you eat hamburger and how often. You're a health risk that can affect their insurance premiums. That goes for all the rest, meaning if you buy more beer or soda than is the acceptable level then it's permanently attached to your record.

Who sets these standards or who monitors them? Scary thought. It's all tied into a database that you probably knew nothing about; your personal identity and privacy is accessible without your permission.

How often do you shave? How much paper or ink do you use? How often do you go to the bathroom? The spy chips and databases will be able to tell you. Oh, not you . . . only someone with access to your data. Between beaming signals and hidden cameras, supposedly, it will be such a plus for people everywhere.

There are plans for you to be able to hook onto your personal little Internet site and ask the computer, "Where is my dictionary?"

Through using the tiny radio transmitters, and invisible inventory control, the computer will know and be able to answer something like, "It's at Joe's house on his coffee table."

Are you spine tingling terrified yet? Maybe it would be useful in some ways, but in the long run say goodbye forever to your personal privacy. How about monitoring young children for some "negative" potential "they" don't like. Well by 2020, they'll use DNA gene therapy to alter that specific child.

It will help the world? Don't believe it! This global system smells similar to 666; it's the first in a series of steps leading to the mark of the beast. This injustice will continue unless people unite and fight!