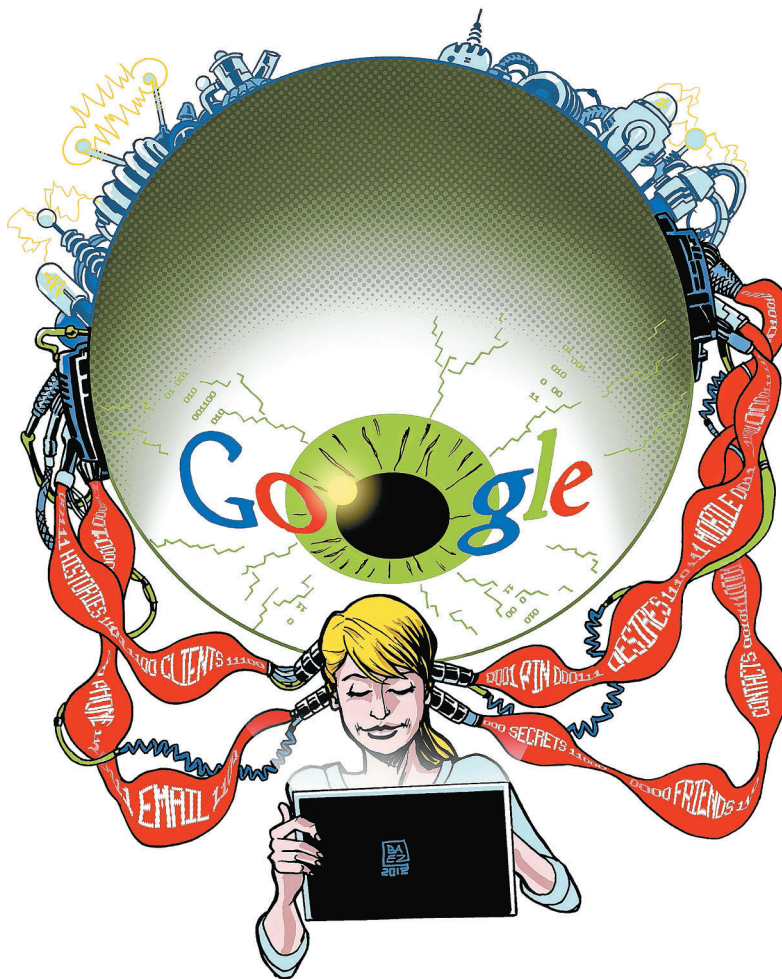


We are victims of our own fascination with technological wizardry, writes **Anna Funder**.

We live in an age which has yet to work out whether privacy still exists, or if it does, what it is useful for. We can be physically tracked by corporations and governments through our mo-



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THE TACIT AGREEMENT THAT WAS MADE TO KEEP the internet “free” (free access and largely free content) meant that the fortunes made online – vaster fortunes than in any other time in history – have been from harvesting and onselling data about us, not from paying for content created by us (just ask any musician who used to be able to sell a CD and now receives 0.47 of a cent per play on Spotify).

Mark Zuckerberg, the founder of Facebook, puts it this way: "A squirrel dying in front of your house may be more relevant to you right now than people dying in Africa." Click click. Like. Poke and Friend and Follow. Actually, clicking might not even be necessary any more. The last word must go to Google's Schmidt: "We don't need you to type at all. We know where you are. We know where you've been. We can more or less know what you're thinking about." **GW**



THE QUIZ



FOR SUDOKU, QUIZ ANSWERS AND GET IT? SOLUTION, SEE PAGE 36