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**Sent:** Friday, April 28, 2000 10:06 AM  
**To:** laca.reps@aph.gov.au  
**Subject:** privacy submission - s martain

privacy bill submission

australians already experience an unacceptable level of home invasion by the corporate - through our radio, TV, newspapers, letterbox, front door and telephone so please respectfully take note:

- i object to second order data mining (onselling of or multiaccess to data) as it is a gross invasion of privacy and a form of corporate espionage - spying on individuals
- i object to the corporate using psychological manipulation to market their commodities
- i object to our elected representatives - community groups - public servants - allowing corporate mass manipulation of our collective consumer headspace and therefore our credit cards to continue day after day

-opting in rather than opting out MUST be the only way for the business sector to access data ie the company is to negotiate with the originator/proprietor/source of the data - me/individuals - through a 100% industry funded but 100% government controlled and 100% public scrutinised administrative body to buffer individual members of the public from this unprecedented and unwelcome wave of corporate home invasion - the sale/use of a data that does not include the producer of the commodity in terms of knowledge or consent - is theft

-saturated or any marketing to individuals comprising the masses is a sinister exercise indeed not just an invasion of privacy - many australians are already consuming beyond their means - many are unable to consume most of what corporate australia is marketing anyway - evidenced by known statistics on personal consumption debt and implied in the practice of marketing products under purchasing plans that have no repayments for sometimes years

- this is a total reversal of the way it was when people would save up to buy a new lounge that gave decades of service to the household - if need be - or perhaps be the starter fridge for the kid's first place as well - this reversal has seen the introduction of microgenerational debt - it is again theft but this time of a debt free adult life and it is theft of commodities that lasted longer by far than it took to pay for - australians have been conditioned to accept short lifespans for jobs, family, relationships, indigenous peoples and also commodities - but not debt

- an example of psychological manipulation through product marketing (data mining and application) and the most recent attempt to increase microgenerational indebtedness is the latest \$5 a day for a car and \$1500 in cash etc - the actor in one advertisement stated that now they could pay off her credit cards with the \$1500 - however they did not provide information about the difference in interest rates between the two sources of debt - nor did they acknowledge that their debt sentence has been greatly extended - nor did they state that they could now cut their credit cards up thus containing the debt sentence to the car deal - the corporate demonstrate a 'sheep to be shorn' approach to marketing and target marketing in particular - australia and now also multinationals are riding

on our two legged sheep's back

- data mining itself need not be a blight to the peoples of australia - i can think of many positive applications for access to collective and particular data eg state, sexual and domestic violence prevention from judicial - hospital and other data - and another eg - copcam - which would simultaneously fulfill government aspirations for transparency and accountability, and relieve tensions created by public mistrust of the police service by providing by unit - video communications via copcam - making it possible to generate transcription and graphical services relieving the individual officers of the paperwork and improving the efficiency of data collection and management - if copcam were immediately piloted in the nsw redfern patrol - perhaps it would become immediately clear - after years of 24 hour saturation surveillance - consuming 98% of the patrol's annual budget - why there is still a rife drug trade among many other things such as violence - on the block in redfern

- the notion of a microgenerational sentence is not unknown to indigenous and groups of other people in australia - many spend large proportions of their lives in prison and shamefully now under mandatory sentencing - many more will join the microgenerational sentence circuit

- the ripples that invasion of privacy create are unknowable in totality - but some are visible - the private prison industry is booming in australia - combine this with appalling conditions in prisons - and with a labour camp mentality - then add a large dash of recently legislated into existence debtor offenders - voila - australia has generated it's very own third world labourcamp - right here at home

tolerating access by corporates to private data - minds and attitudes - to use to market a lifestyle beyond the means of most - means a debt sentence for many vulnerable australians

considering that the private prison industry and debtor legislation is government initiated and funded - in the big picture - encouraging microgenerational debt is an abhorrent social policy beginning with corporate manipulation of elected representative's minds and attitudes

considering that it reportedly costs \$55000 to maintain a prisoner for a year - the public wallet would be better served to datamine the population itself - determine need - let mitsubishi go home - take over the space and set up an alternative to fossil fuel car industry generating employment and export potential and make each citizen on the the database report a car - banning credit cards will be necessary as they obviously contribute to crime if people can be locked up for using them

- please remember always - corporate value adding has one aim - to get maximum money - borrowed or not - and you have to wonder who ends up with the car when the debtor goes to prison?

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