

Brainwave Monitoring - A New Frontier in the Privacy Wars

February 4, 2023 - You can't go anywhere today without being caught on camera. From Ring doorbells in your neighborhood to license plate readers scattered along the country's roadways, you're on candid camera. Beyond that, your travels are monitored by big-tech companies through your smart phone. Every time you leave your home, they know it. And they know exactly where you go too. Other than our thoughts, there really aren't many things that are private anymore. But even that is too much for some the "elites" that attend the WEF summit in Davos. Now they want to monitor brainwaves and they apparently have the technology to do so.

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Word is emerging of a disturbing presentation that took place at Davos. A video was shown that detailed how employers could use their employees' brainwaves to monitor productivity. According to the presentation (given by Duke University professor Nita Farahany), employers would be able to tell if employees were concentrating on their jobs, thinking about other things or being involved in completely non-productive activities such as surfing the internet. Moreover, they would be able to tell if employees were coordinating these activities with other people in the office.

In the presentation, Farahany stated that the technology to do this is already available via wearable-tech... such as earbuds. And she went on to say that 5,000 companies worldwide are already testing the technology.

The initial push to sell this tech to the public appears to be in the name of safety. Certain workers, such as truck drivers and miners can cause great harm to themselves and others when they are continue to work when they are tired. Wouldn't it be great to know when they were dangerously tired? You could get them out of their work environment and have them rest. But based on the presentation, that isn't the goal of the Davos-set. They want to know what office workers are thinking.

The presentation included scenarios that told employers when their employees had amorous thoughts about other employees, were coordinating their activities for things that didn't benefit their employer and even awarding bonuses based on how focused employees were on accomplishing things that do benefit the company. It's a privacy invasion that goes beyond anything that even George Orwell could have imagined.

Farahany's approach is to push, as she put it, the "positive use cases" of this form of tech. She went on to say, "what I don't want the reaction to be is, let's ban this." Well, we disagree. Congress needs to ban this type of technology for most

use scenarios now. And they certainly need to ban it for any in-office use scenarios.

by Jim Malmberg

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