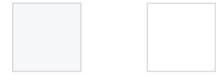


It's time to take our privacy back from Silicon Valley tech companies

BY RON YOKUBAITIS, OPINION CONTRIBUTOR —

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It's time to take our privacy back from tech companies

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Your personal information is being collected, organized, purchased and sold on a global market. [Polls](#) consistently show that most people are concerned they have lost control of their own personal data. No one is immune from the pervasive information grab by governments, companies, and hackers. This is happening to pretty much anyone alive (or dead) who has ever used the internet, a credit card, gone to school, subscribed to cable television or used a cell phone. There is no escaping this new reality.

However, we can change the rules that govern the way your information is collected and used.

Absolute control of your information is no longer possible, but you can and should have a say in the matter. Think of your data or information as personal property. Companies and governments can use eminent domain or other seizure processes to take that property, but the sting eases when you realize they must afford due process and justly compensate the owner for the property taken.

ADVERTISING The biggest difference between your digital property and other personalty is that your every action online creates new digital items of value. Especially your online actions that involve monetary transactions, such as what kind of movies you watch, food you eat or places you visit.