

EX1045

follow a single person around a department store, let alone tally that person's movements against sales records.

~--<snip>--~

But the leading software used on the Web contains a little-known wrinkle that increases the power of companies to find out who their customers are and what they are up to. It allows companies to track which Web pages an individual looks at, when, for how long, and in what order.

~--<snip>--~

The formal name for the objects where the information is stored is "persistent clientstate hypertext transfer protocol cookies". Those who dismiss this as an early April Fool joke can find the specification describing the cookies by using the search engine on Netscape Communications' home page.

~--<snip>--~

...many PC users may take a dim view of Netscape's failure to draw their attention to the fact that their behaviour may be tracked in this way. Moreover, there appears to be only one way to disable the facility: by manually amending or deleting the COOKIE.TXT file containing all the cookies.

~--<snip>--~

Yet the tale of these cookies is an illustration of the possibilities that Internet marketing opens up. In the old days, placing an advertisement was like firing a blunderbuss: remember the old quip that half the money spent on advertising was wasted, but that no-one knew which half. Today, technology has created silver bullets that allow companies to target people individually.

In the long term, this is a good thing, for it will tailor advertising more closely to what consumers want. But at stake is the issue of privacy which needs to be debated.

~--<snip>--~

Tim Jackson can be reached at ...@... .

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Date: Wed, 14 Feb 1996

Sender: ...@... .

Subject: Re: cr> Stahlman: "Enemies of Liberty"

Mark Stahlman wrote:

> Coercion is a very real threat and an ever increasing  
> danger, as is starvation, poverty and degradation -- the true legacy  
> of post-industrial society. The surveillance state -- for whom Barlow  
> works -- is only getting stronger. And, misusing the fury of the Net  
> about attacks on the First Amendment to the Constitution as a weapon  
> to destroy that Constitution itself (yup, the Toffler/Barlow plan is a  
> form of "one world government") is the pinnacle of hypocrisy.

Let me preface this by saying I know neither of these two gentlemen, however, I have to agree with Mark on this one. Mr. Stahlman states my reactions to the "Declaration" in an eloquent manner that I couldn't. To put it the simplest terms, Mr Barlow's Essay made me feel slimy and a bit degraded at the thought that my fellow Net users were of the militant sepreratist variety. Barlow stated, in so many words, in his essay, that cyberspace was a self replicating, self regulating lifeform, almost an intelligent entity. However, I have to ask Mr Barlow this question, If it were not for the physical world, the physical industrial facilities and the



attendant employees at such facilities, would not your `Living, breathing, singing, dancing Net' come to a permanent, screaming, crashing nightmare of an end? Is a computer going to outlive the human race? If every human on the planet was destroyed by a freak accident of nature, how long would the net survive? At best, my prediction would be 36 hours, tops. Then the power plants of the world would wind to a stop, and everything about the net would become just another relic of an extinct civilization. Mr Barlow, plug into the real world once in a while, you'll find life alot better.

Give `em hell Mark

R. Smith

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~=====~  
 Posted by Richard K. Moore - ...@... - Wexford, Ireland  
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