Rein N Train

BY SORAYA OKUDA

Privacy is often presented as a “bargain”: give us your data (by shopping with our customer loyalty card, switching off your adblocker, or taking this survey) and we’ll give you a discount or a service in return. But these “offers” are more often punishments for noncompliance: “refuse to use our loyalty card and we’ll charge you extra” or “refuse to allow us to spy on everywhere you go and everything you do, and we’ll jack up your insurance rates.” There have always been limits on how much your insurer can force you to disclose to get a policy, and DRM shouldn’t change that.