Led Surveillance with legal authority to balance the legitimate security needs of governments with their obligations to protect human rights.\textsuperscript{19}

**Data as the new oil**

Surveillance by a State (whether one's own or not) is not the only threat to privacy. Corporations running digital platforms are increasingly obtaining, processing and re-selling information about people in ways that extend any authorization users may have given, might infringe on their rights – and makes those platforms enormously rich and powerful.

On the one hand, the open nature of the Internet (anybody can access without requesting authorization) and its neutrality (all traffic is treated as equal, a principle now being challenged in the USA) is a democratizing factor: anybody can publish, buy or sell on equal terms and millions of people have found a channel to make themselves heard or access markets that were out of their reach before. At the same time, a handful of powerful players (Google, Amazon, Facebook, Apple, now GAFA, now GAFA-A with the addition of the Chinese Alibaba) concentrate enormous power. Google knows that you're sick before you call the doctor, Amazon brags that your next delivery is being packed before you buy it and Facebook has experimented with controlling your moods by offering you good or bad news.

UK mathematician and market analyst Clive Humby stated in 2006 that “data is the new oil”.\textsuperscript{20} And just like oil, data needs to be processed for it to become valuable gas or plastic. And one could add that just like oil, those that refine and sell it benefit from it more than those from where it is extracted. Awareness of that situation is leading some groups to propose that individuals or communities should be compensated for the value generated from data they provide,\textsuperscript{21} while many countries are considering ways to exert ‘data sovereignty’ (see Box 3.2).

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\textsuperscript{19} Human Rights Council (2018).
\textsuperscript{20} Palmer (2006).
\textsuperscript{21} Tarnoff (2018).
Since the first industrial revolution, machines have both destroyed jobs and created new ones. The net result is a productivity increase and the big social and political question is how those gains are distributed in society.

But the spread of ICTs does not only substitute machines for human labour, it also facilitates the splitting of complex jobs into multiple minor tasks and distributing them around the world through digital labour platforms in which clients post jobs and workers bid on them. The market for digital work was US$ 4.8 billion in 2016, and it is growing at a rate of 25 percent a year. An estimated 112 million workers are offering their services in that market, but only

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4 See: www.forbes.com/sites/venkateshrao/2012/09/03/entrepreneurs-are-the-new-labor-part-i/

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Jobs: threats and hopes

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