

those won't be used much the information such as passwords, emails, and even credit card data is still there.”[3]

The average person having 200 online accounts by the end of the decade demonstrates a shift to a more relaxed and trusting attitude of consumers when it comes to privacy considerations and providing their personal data to the myriad of online accounts used to manage their personal and financial information. However, there are people working behind the scenes to bring a resurgence of privacy to digital environments and online transactions. Since the onus of protecting our personal information has somewhat shifted to corporate entities that bask in the ownership of user data and digital analytics of consumer behaviours, it makes sense that privacy will regain its intrinsic value, but in a different conceptual framework – via encryption and the continued development of cybersecurity. A key player in this resurgence of privacy is [Moxie Marlinspike](#)*. Marlinspike co-founded a mobile security startup company back in 2010 called Whisper, which was then acquired by social media giant Twitter in late 2011. Marlinspike then became head of cybersecurity at Twitter until 2013. Whisper developed applications that provided end-to-end encrypted SMS messaging and voice calling (TextSecure and RedPhone). These applications were later made open-source when Twitter acquired Whisper in 2011.[4]

Since Marlinspike left his prestigious position at Twitter, he's been working on the development of new technology breakthroughs that could bring a resurgence of value to privacy considerations, but in such a way that allows us to retain our reliance on online accounts and our consumer appetite for social media. Between 2014 and 2016 Marlinspike developed the Signal Protocol, an application that unified the features of TextSecure and RedPhone, and worked with WhatsApp, Facebook, and Google to integrate the Signal Protocol into their messaging services.[5] As a result one can now have 'secret' conversations via Facebook applications such as Messenger where communications are encrypted and not saved in the phone or application's history. On February 21, 2018, Marlinspike and WhatsApp co-founder Brian Acton announced the formation of the Signal Foundation.[6][7]

Marlinspike isn't done yet – he is currently working on creating a streamlined digital currency that's private, easy-to-use, and allows for quick transactions from any device.[8] This work could eventually help cryptocurrencies get off the ground, as consumers would likely feel better about investing in and spending digital currencies if they had better reassurances of financial security when it comes to this type of online transactions. Marlinspike's projects and track record are noteworthy for those following technology developments and digital safeguards surrounding data ownership.

[1] Social media cultivating perceptions of privacy: A 5-year analysis of privacy attitudes and self-disclosure behaviors among Facebook users. Mina Tsay-Vogel, James Shanahan, Nancy Signorielli. Published August 2, 2016, New Media and Society.

[2] Privacy Concerns a Threat to Social Media? <http://www.datacenterjournal.com/privacy-concerns-threat-social-media/> Published June 25, 2015.

[3] BBB's Canadian National Password Day March 15 <https://globenewswire.com/news-release/2018/03/13/1421064/0/en/BBB-s-Canadian-National-Password-Day-March-15-BBBPasswordDay.html> Published March 13th 2018.

* Digital alias

[4] <https://en.wikipedia.org/wiki/TextSecure>

[5] <https://signal.org/>

[6] https://en.wikipedia.org/wiki/Moxie_Marlinspike

[7] <https://twitter.com/signalapp/status/966381950201053184>

[8] The Creator of Signal Has a Plan to Fix Cryptocurrency Lily Hay Newman Published December 15th 2017 <https://www.wired.com/story/mobilecoin-cryptocurrency/>