

IPSOS

**Project: Queens Privacy
JOB 202-04**

Group 02

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Profile: Mixed
Consumers/ Citizens

Moderator: Octávio

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Participants:

1. Gilvan
2. Elisa
3. Patrícia
4. Antônio Carlos
5. Sandra
6. Maurice
7. Susana
8. Rodrigo
9. Eduardo
10. Aline

Initial Introduction

M:> My name is Otavio, I'm going to be with you in the next hour to talk. I'm going to say the main objectives of this study, this study is a different kind of research from the ones we're used to seeing during election season. This research will work to prepare elements to develop a larger research. We call it qualitative research. After this phase, which will provide elements, help set up the questionnaires to interview many other people in the country. Now, let's get to know us better, starting with a brief introduction. The theme today is privacy, this is our theme today.

Gilvan:> My name is Gilvan, I'm married, I have children, third year in Law school at Uninove, I work on the street, I'm a sales representative, I like to be in contact with the public, it's part of my production, I have to speak well, talk well, negotiate. In order to sell we really have to talk. I'm 44 years old.

Elisa:> Elisa, I'm single, I have just graduated from law school, I work in the criminal area, which I love, my hobby is dating, I've been dating for six years and watching movies, in the theater, DVD that I really like. That's it basically.

Patrícia:> Patrícia, I'm single, I'm an architect, I work in the area too, I work in São Paulo City hall and in the light area, it's been five years. I'm taking a post-graduate course in this area, and on the weekends I usually travel with my friends. I'm used to going more to the countryside. I don't have family in the countryside, it's more mountain, a city in the countryside.

Antônio Carlos:> Antônio Carlos, I'm an auditor, my major is accountant sciences, married, two kids, I really enjoy traveling, either beach or the country, I like both.

M:> Where do you go mostly, countryside or the beach?

Antônio Carlos:> Lately I've been going mostly to the country, I go to the beach during vacation, weekends I usually like to go to the middle of the woods, take walks, these kinds of things.

Sandra:> My name is Sandra, married, I work with INSS attorney, I have a 15 year old son, I really enjoy going out with my husband, children, weekend, leisure is always with the family. I go out anywhere, museums, whatever there is at the moment. São Paulo offers many alternatives, and now I have a lot of options, they are building Estação da Luz, I used to go there, now I take my kids to know it. So, everywhere.

Maurice:> Good night, my name is Maurice, I work with nursing and massage, 34 years old, married, no kids, I intend to go to law school. My hobby is reading, I'm not traveling much lately, mostly reading and movies, I'm fanatic for movies.

M:> What type of movies?

Maurice:> American catastrophe, blockbuster really, but even European cinema that is refined, but if it makes sense, because they are opposite cultures. For movies and reading, anything, even the Yellow Pages I read at home.

M:> I watched a Taiwan movie, beautiful, Porta Azul.

Maurice:> Very good.

Gilvan:> I also love movies and reading.

Susana:> My name is Susana, I'm married, I have an eleven year old son, I'm a receptionist, on the weekends we go out with the family. People at home root for São Paulo! I watch with them!

(Laughs)

Rodrigo:> I'm Rodrigo, I'm most recent here, married, I got married today in the morning. Congratulations! I graduated in law, I work as juridical assessor, a lot in the criminal area too, I like to travel to the countryside. South of Minas Gerais, borderline with São Paulo, I have family in Andradas on my mother's side, my mother-in-law is from Bueno Brandão, a cozy town, tiny with 33 waterfalls, wonderful!

Eduardo:> Eduardo, married, graduated in telecommunication, on the weekends I'm a photographer, I love camping and going fishing with my friends, because I'm addicted to fishing. Never 'fish and pay', fish from 'fish and pay' doesn't taste like anything! Fish is fish, to eat!

M:> What do you fish?

Eduardo:> Sea, open sea, I'm a beach person. I think it has to have adventure.

Aline:> Aline, I'm single, I work at a cooperative like home care and I love going out to dance. Really partying!

M:> First thing I'm going to do, I'd like you each to remember what I asked, please make an effort to talk one by one. We know it slips, but then I'll remind you...Well, when you hear the word "privacy" what is the first thing that comes to mind? Write down, please.

(Individual task)

M:> Now, write down the word "safety" and tell me what is the first thing that comes to mind when you hear this word "safety".

(Individual task)

M:> So, I'm going to ask you to read what you wrote about privacy and safety, if you want to talk a little about it, that's ok. Now, I'm only going by this path.

Aline:> Well, privacy, I think in my head is safety, I wrote safety...how am I going to say?

M:> Tell me after.

Aline:> Safety I think is comfort nowadays, it's very hard for us to have safety anywhere, so it's like a comfort, we know we're going out but we don't know if we'll come back, it's sort of like

that, this comfort aspect, I'm in my house, it's a comfort for me, when I'm on the streets I don't know if I'll come back.

M:> You wrote with safety?

Aline:> Yes.

M:> How about when I said "privacy"?

Aline:> I imagined things sort of like that, privacy and safety, a person has a certain kind of...

M:> Linked?

Aline:> That's it, the person who has her privacy dissipated she has no safety, she's exposed to everything, like an artist, he has his privacy invaded, he has no safety, don't know the people who are around him. That's what I imagined.

Eduardo:> Privacy is not letting go over your principles.

M:> You wrote for safety?

Eduardo:> Total and restrict, in any circumstance, you come here and have to have total safety. Moral safety as well as physical safety.

Rodrigo:> Privacy is the intimacy of each person, I see that each person has their own privacy, and it doesn't mix, sometimes for me it is and for him it isn't. And with safety at the time came the lack of safety by the Government, you see that they don't fight violence that exists today, at least in our city today.

Susana:> About privacy I put my intimacy, I like it a lot, only me, I really respect privacy. And about safety I feel safe in my house, because I live in a condo, I feel safe there.

Maurice:> I made a joke, because for privacy I put as safety in certain cases of isolation, because you're isolated, sometimes you have privacy, but with some people in your environment you don't have isolation to have your own privacy. And for safety I put pleasant environment and privacy sensation, I made a joke because I can be in a crowded place that's not really safe, but I can be in a pleasant place, or the opposite, pleasant, but that's not really safe. It's very private, everyone has some feeling about safety and individual level.

Sandra:> My privacy is freedom of speech, no invasion. Only mine. And safety, without violence and that's what we don't have. We're not getting it.

Antônio Carlos:> For me, privacy is a reserved place, only for us, everyone has theirs, a place for you, without anyone bothering you, it's your privacy. And safety is peacefulness, it's peace of mind that everyone wants. Today that's hard.

(Laughs)

Eduardo:> Especially at parties.

Aline:> Yes, especially!

Patrícia:> Privacy, I have privacy when nobody invades my self, regardless if you're in the middle of a lot of people or if you're with friends, if you are free to express yourself, you also have your privacy, regardless if you're in the middle of a bunch of people or if you're alone, safety issue, for me safety issue is feeling safe, having people I know I feel safe, regardless if they are in my house or at my work, I have to be with someone beside me, then I feel safe.

Elisa:> Privacy, I already put my house, especially my bedroom. There I have a moment that I have, that is mine, of privacy, where nobody invades, as long as I don't want. Just kidding, but...because today privacy is invaded, for instance, today I was in the Itaú site where I have my bank account, then all of a sudden appeared a message, I said: "Hey, not even inside my bedroom, in my computer they invade my privacy". I got scared and turned off everything. It's complicated, you always have this feeling of invasion, but it's my bedroom, which was what I most remembered, safety I even put on the streets, because I remembered that safety is essential, but it's something we don't have. I don't know if it's because I work in the criminal area, I don't think you have to, today you see the newspapers and there isn't any, it's essential, and unfortunately you think, I'm safe only at home like our colleague said, and sometimes not even at home. I live in an apartment, they got in there, the super knocked on the door, the person opened the door because it was the super, and actually there was a guy behind him, he was armed. So, it could happen in my home, I don't even open the door to the super. Safety also in another sense, in your house, the other building falls, like the other building that's falling...you live uptight because you don't have safety anywhere. These were the two things that came to my mind.

Gilvan:> Being alone, as a person, that's what privacy is for me. Being alone, with a person or by yourself, at home, which doesn't often happens. Sometimes you're at home and relatives come, on the weekend you want to be alone and the family arrives and take away your privacy, or neighbors with loud music. I think that for me is being alone with someone, or alone, or if you're married with your wife, that's privacy. Staying at home and nobody arriving, stay there, independent. And safety, for me safety is being peaceful, being safe, for example, we are here I'm sure we're safe here, at least there's a camera there. Which São Paulo doesn't have nowadays, today safety is terrible, so I hope that the Government fixes that, because being unsafe out there is terrible, and safety is providing safety, it's protecting, which doesn't happen.

M:> Very well, we went through the first phase, now we'll open up a little more, like I said there's no time to talk...people often talk about privacy, as a value, what is a value? What is value for you?

Aline:> On privacy?

M:> For example, is freedom a value?

Maurice:> Priceless.

Antônio Carlos:> The thing you give importance to.

Patrícia:> Yes.

M:> Value is the thing you give importance to?

Sandra:> I think it's something that's priceless, privacy that you look for at the time, there's no price that pays for privacy.

M:> What can we say about privacy as a value?

Sandra:> There isn't.

Susana:> No value.

Maurice:> No value for it.

Antônio Carlos:> You mean it's immeasurable, that's it

M:> There's no price?

Antônio Carlos:> No money can afford you having it.

Susana:> Privacy is yours, no money pays for it.

Gilvan:> It's even a secrecy thing, because it's your, your own or with someone else.

M:> Secrecy you say?

Aline:> Yes.

Elisa:> That's it.

M:> Has to do with this word?

Sandra:> Yes.

Eduardo:> It's the same thing, we have no privacy here

(Laughs)

Sandra:> Being filmed.

Eduardo:> Yes.

Antônio Carlos:> It's true.

Gilvan:> It's not something like...

Elisa:> As long as we authorize it's different. The unbearable is to invade your privacy.

Susana:> Invade without your authorization, that's it.

Eduardo:> But it was mentioned in the beginning that we were being filmed, I say we don't have privacy because we're being taped, I mean, you're going to oppress yourself, you're going to think twice before speaking.

Gilvan:> Nowadays you have the power of speech, you can get into a mess...

M:> Lack of privacy removes your freedom?

Eduardo:> Total.

Antônio Carlos:> Yes.

Elisa:> Of course.

Antônio Carlos:> Even on the streets there are cameras watching us.

Antônio Carlos:> Today we are being watched everywhere, even in Rio de Janeiro streets there are cameras on the street, you cannot make a movement that they're filming, it's just missing camera inside the bathroom, because in the rest has everything

Susana:> My city has, it's monitored, Volta Redonda, in Rio. A while ago, a year ago, it was even on the newspapers because they put a camera that taped everything in a person's apartment. And the person got in a lawsuit.

Elisa:> Lack of safety, that's because of lack of safety.

Susana:> Exactly, it's related to safety for sure.

Sandra:> Certainly.

Gilvan:> I remember what he said, if you didn't mention camera, the repercussion would be different, the same thing as saying that in this side of the mirror there are people watching and taking notes, it's another repercussion. I mean, if you didn't say, the freedom would be another one.

Eduardo:> That's it.

Sandra:> Things are linked.

Antônio Carlos:> When the person knows...

Sandra:> By lack of safety we don't have privacy anywhere.

Eduardo:> I think sometimes there is abuse, people are often using the expression lack of safety to invade privacy, saying that it's lack of safety, that's why there's a camera in such and such place, but there they're invading someone's privacy. A company in Curitiba, a couple of years ago, a new employee found out that it was in the bathroom, she saw, called the police, they went there, and the owner of the company went to jail, because he said it wasn't to damage, because they had already sprayed the bathroom wall and everything.

M:> Inside the woman's bathroom?

Susana:> Yes. But that's no justified.

Gilvan:> In malls they have, I've worked as security supervisor in a mall, but a female security guard monitors. Exactly because of rape thing.

Susana:> It's good to know, so I can sue them, right?

Elisa:> Yes.

(Laughs)

Maurice:> Something that has a lot to do with privacy is peace of mind. Because it's like this, people can have a camera, maybe the person doesn't feel invaded, it depends on the person, and sometimes it has to do with her feeling about herself. Maybe you're disturbed about something, with problems, everything bothers you, sometimes people can ask you how you're feeling and you might think they're invading your privacy. And sometimes the person was truly worried about you. And sometimes there are people who feel good about life, they can film, write, mocking at them, someone gets stressed out and the other person doesn't even care: "I'm handsome and all". It's also this, a relative thing.

Eduardo:> That's true.

Patrícia:> The other one looks and says: "They're filming me because I'm pretty!"

(Laughs)

Eduardo:> The other day I was commuting and it was crowded, and I was sitting down, I asked the young woman: "Would you like me to hold your purse?" She said: "No, you're going to rob me!"

M:> You weren't invading her privacy?

Eduardo:> I just wanted to hold her purse, because she didn't know how to hold it... she had the purse like this and wanted to hold.

M:> What does that mean?

Eduardo:> Impoliteness.

Elisa:> Lack of safety.

Eduardo:> I think it's a little bit of stress, everyone is like that (with arms crossed), if someone bumps into you, you get like this...we don't know...

Susana:> We can't know what happened in the bus last week with this person, she could be in the bus, a guy could have robbed her.

Aline:> But that doesn't justify...

Elisa:> Today it does.

Susana:> Today everyone is like this, armed.

Aline:> Really armed, holding back.

Susana:> It reminded me of a movie, the guy went in to rob a market and guns were allowed, everyone drew their guns and the robber dropped the gun and left running. Today it's like that, we can't have a gun, otherwise, everyone would have.

M:> Interesting how you put it.

Maurice:> It's also about value, I was two or three years without catching the subway, and I was raised like this, you bumping into people is impolite. I got in and when I got out, so many people to go on the escalator and I looked like a scaredy-cat...then I noticed that I couldn't walk, because it's impolite to go bumping into people. Values change, people bump into each other, it's normal, it's their everyday.

Sandra:> Really everyday.

Elisa:> They are values, that's my point, like he said, values change, really, nowadays you don't think this is a common attitude, like him: "let me hold your bag! The hell you're going to hold my bag! You want to rob me". You get uptight, unfortunately it's like that.

M:> People, in our study we ask about privacy, and we ask if they feel they have less privacy in their daily lives than, for instance, five years ago. How would you answer this question?

Patrícia:> For sure.

All:> For sure.

Elisa:> Yes.

Gilvan:> Yes.

Maurice:> Especially with cell phone. People find you anywhere, at anytime. It wasn't like that.

Antônio Carlos:> Internet too, you get a message, e-mail, without knowing, lots of spams.

Elisa:> A lot really.

Susana:> Yes.

Maurice:> But without cell phone, you said: "I'm going out", if you didn't call you could answer yes or no, you had a certain privacy to be free.

Gilvan:> Each time more your privacy is getting hard, I saw some chips that are arriving now, monitor, then your privacy is gone, they'll find you everywhere.

Maurice:> But the chip, I don't know if would be the same subject, it would be for a medical case, a chip they put in your medical record, so in an emergency, a rescue or something, your blood type comes out, some allergy you have and all that.

Sandra:> This would be interesting.

Gilvan:> Yes, and in this article there was a Japanese guy who said that we're practically being monitored all the time, car, cell phone, there are components that do that.

Eduardo:> The GPS! Today the companies, you work with sales company, you have to have GPS in your notebook, to know where you are, in which client you're at, transmitting what it asks, the schedule and all. Like the truck, for safety measure, they all have GPS "Where are you? No, you're not there! Look where you are!" It's like that.

Susana:> To sum up, I think the more the technology advances, the human being develops more, less will be your privacy. That's how I think.

M:> Do you all think that?

All:> Yes.

Susana:> Technology today, there are millionaires who use chips to be monitored if they are kidnapped, you know where they are right away. Your car has GPS, your wife took it and you don't know where she is, you call and ask them to block, they monitor, they know where she is, they say it got stolen and all...it was your wife, but you want to know where she is, or you put a GPS in her car to know. It happens! It's an example, like the wives put for their husbands, do everything to follow the husband. To find out where he is, if he's in a motel or really in a meeting.

Elisa:> This already happened.

Susana:> It happens a lot, as human being improves technology this privacy thing increases..

Gilvan:> Not to mention the unemployment that it's causing.

Maurice:> Especially, we isolate more, because you used to go out, talk to your neighbor, you saw groups on the street, on the wall talking, and not today, you're at MSN, exchanging e-mail. So, you went to the movies, there was safety, today in the mall it concentrates everything, there's DVD...you say "will take the chance, pay for this and that, parking lot, if I watch at home, I stop whenever I want". You end up isolating yourself.

Gilvan:> That's true, there will be a time when people will do everything in the house, on-line, through the computer. Today that's happening, you see that there are companies in the house, that the person does everything there, business people, paycheck all from there.

M:> People, where do you feel you have less privacy? People have said some things here, but in which areas do you feel you have less privacy?

Eduardo:> Mine, I'm a photographer, I have privacy, I tape what I want.

Gilvan:> No, it's less.

Eduardo:> Less?

M:> Less privacy?

Sandra:> Street, cell phone.

Antônio Carlos:> Internet.

Elisa:> Internet.

Gilvan:> Internet.

Susana:> Technology and safety, lately they use camera technology and invade, that's what most happens today and the market is blowing up, invades the privacy of a lot of people that sometimes don't even know their privacy is being invaded.

Gilvan:> Technology overall, I don't know how they find out our names and call our houses to sell products.

Susana:> Your mailing, they sell mailing lists, there are companies that work like that.

Gilvan:> Sometimes you detect from where it's from, I detected it was from Telefônica, because my name was wrong, and when they called me by the wrong name, and the only one that called me by the wrong name was Telefônica, so...

Eduardo:> Telefonica mailing went out to the streets, in the middle of streets being sold as pirate CD for ten reais.

Aline:> Yes!

Eduardo:> Now, imagine millions and millions of information inside a ten reais CD in the hands of a crook!

Sandra:> Uses that with another scheme.

Maurice:> Today there are many database exchanges, Telefonica exchanges with Bradesco, for example, their clients' mailing lists and all...but there re lots of gaps.

Sandra:> Overall technology.

M:> Nobody said inside the elevator?

Maurice:> Where I live there's a camera with zoom system. If something's wrong it's caught in the entire screen.

Sandra:> Something more normal for me. To me it was the cell phone, I got the cell phone and went out to the street and that crap ringing, I dropped that, it's in the closet. I don't use it, I refuse to use it. People are like this: "You didn't put credit, I forgot!" You keep stalling and it stays there, because it really took my privacy away, inside the bus everyone looks at you...I like peace, go unnoticed, and that thing rings.

M:> Do you do anything to preserve your privacy?

Sandra:> Yes, it's hidden in the closet.

M:> And the rest?

Maurice:> On the weekends I take off the watch, I have no time for anything, nothing

M:> Time invades your privacy?

Maurice:> Yes, because you're conditioned and you police yourself, you go on a trip and it doesn't matter what time I woke up or when I'm going to have lunch...

Gilvan:> An unpleasant thing is for you to take shower and the phone rings. You don't answer it and in a few moments the cell phone rings. You are like, "Is it important? Do I answer or not?" Not to mention when you're doing what you need, you have to...

Sandra:> You stay with that in the head "is it important, is it urgent?" you give yourself into that.

Elisa:> It's apprehension, because if the phone rings and you're in the shower, you have caller ID there, the cell phone rings, rings, turns off.

Gilvan:> Like you're meditating, the phone rings and you're out of sync. Or you're praying, it's you with God.

M:> That's why you have to put cork in the bedroom...

Gilvan:> Yes.

Susana:> Unplug the phone line.

Patrícia:> That's true.

Antônio Carlos:> I said that...turn off the cell phone, for example, when you want to, and I have caller ID, so I answer whoever I want to, if I don't know, if I don't want to answer it, if I don't want to talk I let the answering machine pick up. I don't answer.

Eduardo:> Leave the answering machine on.

Antônio Carlos:> Yes.

M:> The subject we're talking about, privacy, is it a subject that you got information about, you talked to your families, friends, or is this the first time we're on this subject, it's not an everyday subject...

Sandra:> Normal.

Susana:> Not everyday, but...

Eduardo:> Not everyday, but we're constantly talking about that, that impolite son, in front of everyone wearing only towel..."There's your grandma, your aunt! Do you think that's right?"

M:> You mean, you don't talk directly?

Elisa:> With me it's a lot.

Sandra:> Everyday living.

Gilvan:> It happens with the family, I mention to my wife, I go out mostly with my family, you're on the weekend and someone comes, no privacy!

Sandra:> The doorbell rings, it's normal in our everyday, to happen something and you discuss there and it's gone...then something else happens and you end up talking about it. But it's direct, many times. But we don't pay attention, but in the everyday it's very easy to happen, lack of privacy.

Elisa:> No doubt about that, like I was saying from the beginning, you're on the internet, today it happened twice, last week, I mean often, because, for example, privacy even reminded of case, monitoring, the guy goes there, puts a monitor to know if the wife if cheating on him, she said she went to work and he saw on the internet that she wasn't there, is on the site there, invade privacy, you know that today is...hey, they invaded my account here...not possible! Invade my privacy, at home...after they invented technology it's like this, all the time, the hackers...all the time you're talking about that.

Gilvan:> They put satellite up there and they are controlling us from there.

Eduardo:> They're even controlling the Amazon! They're like this "it was cut in such area so much cubic meters of wood and transported to such and such place". How do you know how many meters were cut and that it's being transported to where?

Sandra:> Perhaps for the country they put the satellite there.

M:> This could be negative or positive?

Eduardo:> It's not controlled by us. Controlled by forces.

Sandra:> Outside satellites.

Eduardo:> That they're here in our country taking care of our things.

M:> I got it, it could even be another country?

Eduardo:> Yes, another country has election there.

M:> An ET!

Rodrigo:> For example, the typhoon in Santa Catarina, the USA warned that there would be a typhoon through satellites, and they said: "There's going to be a typhoon there". Then Brazilians went to see how it was.

M:> Now we have typhoon to!

Sandra:> That's chic!

Rodrigo:> Like the doctor said, not only internet, banks today, in order for you to use the ATM or even a bank agency you have to be careful because there are the famous 'chupa-cabra', they put a machine there, there's a wireless micro camera in a paper thing that they put there and they're there 150 or 200 meters monitoring the password, they copy everything, copy your password, they use their machine, make a card and use your money.

M:> Is it invasion?

Rodrigo:> Yes, safety with privacy, it was asked if in the everyday, in my area and I think in her area too, in Law too, especially criminal and civil too, privacy is very much discussed and has lots of topics.

Maurice:> Especially the client's.

Gilvan:> Privacy, you're going to get out with good requisites to make money!

(Laughs)

Antônio Carlos:> For me, I think that currently I mostly complain about getting e-mails from strangers, including with things that do not interest me, and they shouldn't even send them, I've been getting a lot, for example, e-mails from people with strange names, offering porn video, which happens a lot.

M:> Or Viagra?

Antônio Carlos:> Selling medication too, Viagra, appears everyday, many imported medication...these things, how do they find out our address? Then he said, lists and all that...

Rodrigo:> You put: "I'm hypertensive, so take Prima, same effect!"

(Laughs)

Susana:> When it's by e-mail you have to be thankful, because there are many pages that you open and sometimes you have a client with you and a woman with legs open pops up, a porn site opens once in a while. And can you imagine you're there? It's totally embarrassing.

Sandra:> Sure.

Rodrigo:> It's total privacy invasion.

Maurice:> Not to mention on the late hours, sports, porn site, a bunch of things, and there was a bill that I had called the United Kingdom. He said and I didn't call "But was there a phrase in another language?" I think Russian, German, not English, but if you click there you make a phone connection. You don't know and click there, I was only a minute...but says that I stayed for hours.

M:> Have your opinion about privacy changed in the last five years?

Maurice:> A lot.

Sandra:> Yes.

Rodrigo:> Yes.

M:> In what sense, how?

Sandra:> Worse.

Gilvan:> Evolved a lot.

Eduardo:> Like she said, technology made you change.

Elisa:> The more technology, more it changes.

M:> Technology, did you start worrying more about this issue? Is that it?

Patrícia:> No doubt about it.

M:> It didn't worry and now it does?

Patrícia:> Yes.

Elisa:> Yes.

Maurice:> One thing is technology and being human. With these changes in high values, very fast, sometimes a son, before you looked at your son and said something and today he asks a question and you say: "I was ten years older when I said that to my father". There are things for good and others that aren't so good. The values are all wrong, you have invaded privacy, even at work, at home, in your neighbor. Didn't it ever happen that you looked out the door and the neighbor is there staring...what is he looking at? You can't see anything. And you hear a strange noise, you see that...

(Laughs)

M:> Let me hear those who speak less...Aline, Susana and Patrícia.

Patrícia:> Privacy issue that you were talking, not much for technology, I think that five years ago, I think I've changed a lot, my life changed a lot. And on the weekends I don't feel well to go to crowded places, I don't like crowded places, I want my privacy. I go on trips, I go to the farm with

friends, I've gone to Bueno Brandão, the city he said, very small. I run from people, from lines, everything that's...because I want my privacy and my friends.

Sandra:> We have a lot of contact with that in our everyday, I often go to INSS, and you can't stand that, you get home and you want peace really.

Susana:> Look at privacy here, cell phone ringing!

(Laughs)

Susana:> Good thing it's vibrating.

Antônio Carlos:> I think that worst of all is privacy invasion, unpleasant, you have your computer invaded by a hacker, for example, having your home robbed while you're traveling. This is terrible, that's the worst aspect!

M:> I wanted to ask your opinion, if you thought about privacy like we think today, and I wanted to know, when it was September eleventh, which year was it?

Sandra:> 2000.

Susana:> 2002.

Maurice:> 2001.

Aline:> 2002.

Patrícia:> 2001.

Rodrigo:> 2001.

Susana:> Three years already?

Rodrigo:> 2001, because I worked in another job.

Susana:> No.

M:> Did that thing have any effect on this issue, on the topic we're talking about here?

Eduardo:> A lot.

Maurice:> A doctor I work with, he always went to a seminar, especially in cardiology in the USA, and in this last one, because of his Arabian last name they didn't give him a visa. He's gone to more than ten and he graduated over thirty years ago, his name, he was the only doctor in the hospital who didn't have visa to go in the US.

M:> That even affected them more than us in Brazil, everyone was moved an all, but all that happened and the results, the effects of that caused some change in the way we think or even if we didn't think before, started thinking about this privacy issue?

Gilvan:> I think so.

Patrícia:> Not my life.

Sandra:> Not in that case.

Rodrigo:> Not today, for our everyday they are facts that happen daily, in our reality. But to the whole world I agree that for sure they invaded our privacy here, saying that Bin Laden had relatives here in Brazil.

Sandra:> Not to me.

Patrícia:> Certainly not.

Rodrigo:> Our everyday I don't think so.

Gilvan:> Matter of safety, nobody expected that they'd be a power to go there, for Brazil it did awaken that, I see, for example, what they did there they could do in any country, because they invade anywhere.

Elisa:> I think so too. I disagree a little with our colleague in this sense, because I think that it's not always that an airplane invades a building, your privacy, and ends with everything. I think it messed a lot, with my life it did, because privacy and safety, two topics one leads to the other. Because you don't have safety anymore and no privacy to be at home, that something like that will happen...why there? Maybe here too.

M:> That thing that happened, that event had any effect on people's privacy in the world?

Gilvan:> Yes.

Patrícia:> Not in Brazil I don't think.

Sandra:> Not Brazil.

Antônio Carlos:> I don't know...

Sandra:> I think it shocked at the time, but not like...

Gilvan:> I think not much, but superficially yes, you see, for example, the election in the USA, a lot of people rooted, I also rooted for Bush not to win, for what? So that doesn't happen again, because it reflects in all countries.

Elisa:> Yes.

M:> Have you had the experience of having your privacy invaded in a serious way?

Maurice:> A month and a half ago I went out, my sister said: "Hey, they broke in my car and took the CD". And my wife said: "Broke yours and took yours too". I said: "You're crazy". I unlocked the door. "Where's your radio? That's the only thing left!" I've been robbed, I was beat up and all.

M:> It's related to safety...

Maurice:> But it's invasion.

Sandra:> Safety problem too, my brother-in-law worked in the bank, we live in the same backyard, and the bandits already had an eye on the houses, they knew who lived there, my nephew's names, they went in the bank and said to my brother-in-law: "Open the safe, that looking at your wife that's called, your mother-in-law, they were all in the backyard". And they knew everybody's names.

Antônio Carlos:> Summing up, I think like this, our privacy is invaded due to lack of security, one thing leads to another.

Elisa:> I think not always.

Patrícia:> There are idle people, they take over your life. These days I got an e-mail like this: "Don't worry about your clothes, if it's beautiful or ugly today, because there're lots of people to care about your life, so worry about other things". It's like that.

(Laughs)

Patrícia:> There're lots of people taking care of your life, so worry about other things. People are really nosy.

M:> Nosy?

Patrícia:> Yes.

Sandra:> Yes, the neighbor, "why are you sweeping there?"

Patrícia:> Look at the time she goes out and when she comes back.

M:> Elisa had the bank site case?

Elisa:> Many, my privacy all the time is invaded.

Eduardo:> There is no privacy.

Elisa:> Nothing happened, these days I got like Whiting, it's a new teeth clearing and then came the bill. But I didn't ask for anything, it's sort of privacy invasion. And I even thought: "Do you think my teeth is yellow and someone sent me as a gift?" they billed me later, it's also an invasion.

Eduardo:> My condo didn't have security system, it was an old building, it was a closed condo and we started budgeting. And many companies measured, it was X and Y. We closed the deal with this company. The system was just installed and in the next day the whole building was robbed!

(Laughs)

Eduardo:> Who was it?

Gilvan:> The guy himself!

Eduardo:> It was me!

M:> What do you mean by that?

Eduardo:> A company comes, installs, a week later the whole building was robbed, for sure it was investigated and the security company is involved.

Sandra:> They knew the scheme.

Susana:> Not directly the company, but the employees.

Eduardo:> Type of lock on your door, when they installed the internal gatekeeper you had to open the door so they could go in your apartment to pass the wires.

Gilvan:> Even bank you don't have privacy anymore, because they know practically everything about your life, how much you make, if you work or not, if it's monitoring everything, how much you have...I have an account in Bradesco and Itaú, one day the manager said "You use more Itaú! But how do you know?" I mean, we find out something else, sometimes you have debit in Credicard, in Itaucard, what happens the money goes there and automatically takes the money, don't even ask for authorization. "May I withdraw some cash?" They don't even send a letter. No, they automatically take it, that's lack of privacy and you can't complain. It's another department.

M:> People, you're giving examples of privacy invasion, and in the everyday, our everyday is bank, internet...now, privacy invasion by the Government, what example could you give...

Eduardo:> Bank confidence.

Susana:> Bank, phone confidence.

Antônio Carlos:> Break the confidence, can break in any confidence of a citizen.

Susana:> As long as it's authorized, but it's not always authorized and the government breaks your confidence.

M:> Yes?

Susana:> Yes, it happens.

Elisa:> Yes.

Maurice:> There's an industry, a book I read "Principes e Reis", if I'm not mistaken, many years ago, talked about that, certain people dominated the world and not the government, they were bankers, elite people who dominated, so and so country we're going to take down the dictator because the gun industry is going bankrupt, so there will be a war...

M:> Conspiracy theory?

Maurice:> It ends up being, not really sure, then the Croll event, not sure about anything.

Susana:> Yes.

Sandra:> Politicians invading our privacy with politics on TV, we can't change channels and watch whatever we want, no option of watching on television.

Elisa:> Or paying cable.

Susana:> Or having TV to pay.

Antônio Carlos:> Yes.

Sandra:> Yes.

Susana:> You'd have your privacy if you paid.

Sandra:> What does the poor do? Turn off the TV!

Rodrigo:> Or make illegal connection!

(Laughs)

Elisa:> Doctor, don't encourage!

Rodrigo:> There are lots. We all know.

Maurice:> Depends on the point of view, because I know someone who pays every six months, six people share, each month one pays, they pay once per year.

Susana:> It's legal, goes to your house legally, you share in your house.

Antônio Carlos:> That's why cable TV are broke in Brazil.

Susana:> True.

Eduardo:> Broken cable TV, Globo is also breaking.

Susana:> Where I'm speaking you say like this, the employees of the company know how to do, if you're going to pay 600 reais for the company, the employee charges you 200 to make the legal connection.

Aline:> That's it.

Antônio Carlos:> So, they need auditing there.

M:> Example of privacy invasion by the companies, you said some things like this, bank that...

Sandra:> Searching the bag.

Susana:> Yes.

Sandra:> Some ten years ago in a company I worked at, and then things started to vanish from the warehouse. And out of the blue I was going out and said: "I need to search your bag". I said: "Not mine". So, there you go..."No, you're not going to leave here. So you call supervision and tell them to come down. And right on her face I'm going to say that you can't".

M:> It happened ten years ago?

Maurice:> But again it happened a year and a half ago.

Antônio Carlos:> Most of the companies do that.

Sandra:> Yes, if they start noticing that something's missing, it's vanishing, because if it's a meeting: "Look we're going to search the bags", then if everyone agrees, then you have to do it, but if no employee knows about that and you're going out and they'll make you do it, there isn't such a thing.

M:> Actually it would be privacy invasion in the work place. I mean...

Elisa:> Yes.

Maurice:> Bank agencies, you go in and it gets stuck, I love it! I do like this, once I had only the bank card, it got stuck, I said..."I only have teeth obturation and the belt, would you like me to take off my clothes? You're not going in. Great, you don't call the police that I'm not going forward nor backwards". By law it's prohibited, with the bank card, with my name and all.

Elisa:> But it's because of lack of security, you see how two things are together? It's like this.

Eduardo:> They go together.

Susana:> Yes, go together.

Elisa:> It's an invasion, like a woman goes in with a tampon, you take off everything, the damned bell rings, then you say: "would you like me to remove the tampon?" Why? Lack of security.

Maurice:> Your bank card will have a scanner that in order to open the door you go ahead, has technology.

Gilvan:> The bank technology is delayed, should have thing to really detect.

Susana:> Has to detect.

Maurice:> At work if you have the hospital name tag you go in, if not, you're searched if the door gets stuck, releases.

M:> What other privacy ways can be compromised besides the ones we've talked about? For example, stealing identity is one?

Sandra:> Yes.

Maurice:> A guy I know went to Italy, some seven or eight years ago, they stole their documents and after two days he turned on the television: "dealer's name, dead by the police". They robbed and forged, two days.

Antônio Carlos:> Cloning cell phone, credit card that's happening a lot.

M:> Is that privacy invasion?

Antônio Carlos:> For sure, gives a headache.

Eduardo:> Followed by security.

Antônio Carlos:> Everything has safety.

Eduardo:> Followed by security, if someone clones your card, you pay for something that you didn't do, you're there, linked to whom? To the Security Bureau.

Antônio Carlos:> I don't pay bill on the card, if the guy doesn't bring the machine to my table, I want to see him using the card in the machine, I don't hand it in his hands.

Sandra:> Nobody trusts anybody, it's lack of security.

Antônio Carlos:> Restaurants in São Paulo, the waiters had a device in their pockets, when he took the card and put in the pocket and it recorded all the data in the card. They found that out.

Eduardo:> It happened in a gas station, and said: "Go to that machine", I went, removed the card "Ah, there's a problem". It did go through and recorded it really went through.

Sandra:> Cloning was in the other.

Eduardo:> The machine that I used for the first time had a problem, he said. Then came a bunch of bills to my house.

Patrícia:> Today there's credit card insurance.

Eduardo:> You don't have to, insure for what?

Patrícia:> I think that the card covers, if it's in 72 hours, something like that.

Eduardo:> I think that's absurd, the bank charging insurance, for something that's yours personally.

Sandra:> You have to pay for an insurance..

Maurice:> The problem is you take too many places, you get a credit card, "Your ID, please". That's a great problem too, many times people don't ask. Someone clones your card, goes to a mall, everywhere and nobody asks...

Antônio Carlos:> They never asked me, not even once...

Elisa:> Many times I used my brother's credit card, Isaque was his name, nothing to do with Elisa.

Antônio Carlos:> I can tell something later...

Elisa:> It's a way of privacy invasion.

Antônio Carlos:> Something really fast, I know someone that lives next to my house and the maid goes to the doctor with her daughter's health insurance card. She has a child there, she gives the daughter's card in the doctor as if it were her daughter, damaging the health insurance company.

Gilvan:> But they don't check, don't ask for anything.

Sandra:> They don't ask for anything, no documents, nothing.

Maurice:> They don't ask for ID, social security, nothing.

M:> Don't even check the signature?

Maurice:> Nothing.

M:> Purchase monitoring, it's a way of compromising our privacy?

Elisa:> I didn't understand.

M:> Purchase monitoring. I mean the person...

Antônio Carlos:> Look at the credit card bill?

M:> No, has all the expenses you made...

Patrícia:> No.

Gilvan:> One thing...

M:> Monitors your purchases, knows how you shop...

Sandra:> This is the husband who does, writes down.

Susana:> Usually is.

Eduardo:> Open mails.

Antônio Carlos:> Yes.

Susana:> Crime.

M:> Did it happen to anyone?

Antônio Carlos:> Yes, I opened the mailbox, someone took, or the mailman delivered to the neighbor by mistake, someone opened and then put there all open, they could've throw out, but they put all open in my house.

Patrícia:> Maybe didn't even notice it was your name!

(Laughs)

Rodrigo:> All privacy invasion is related to crime, if you see, almost all, it's hard, but most.

I STOPPED HERE

Rodrigo:> Most of the crimes is now, always parallel to security, five years ago when asked questions it wasn't about safety, it was about the neighbor, a building in front of yours, the man kept looking at the woman, it was like that. Today, with technology everything changed and today there's still that.

Gilvan:> But people don't know the laws, their rights, you see in the US anything is sued, for anything people are suing.

Patrícia:> But unfortunately we don't have.

M:> Number of vigilance, elevator, garage, is this in the case you're mentioning?

Rodrigo:> If not informed, yes. The correct is like that.

Sandra:> People who live in the building have to know, "you're being filmed!"

Rodrigo:> All stores have cameras, the correct thing is to have the sign: "You're being filmed", there is closed TV circuit. I know that because I work in the juridical area, my father has a security company, filming, and all the company he does, he puts the sign there so you won't compromise the company's owner.

M:> Only one thing, before, speak...

Maurice:> Only one comment from the United States that they don't sue, but they have Constitution with eleven articles, and here only considering the amendments, what they try to fix...it's absurd, so, you can't.

Sandra:> Then they amend.

Eduardo:> Make believe country!

M:> People, would there be...

(Pause)

Eduardo:> Supermarket, you say to your wife: "I'm going to seal your bag". Pick up a bag and seal your utensil. You go inside the supermarket and when you go out, cart and everything, "Can you open the plastic bag", if he sealed it himself, why is he asking to open it?

Susana:> There isn't a reason.

Eduardo:> There isn't. "Now you're going to call the police. We won't call the police, go to the room. You're crazy! What I'm going to do in the room, you liked me, you want to kiss me?" It was general mess.

M:> That's what I wanted to know from you now, in order to end this chapter, do you think there are some groups in society that are more likely to invade other people's privacy?

Aline:> I think so.

Maurice:> Yes.

Sandra:> No, everything...there are many types of lack of privacy.

Maurice:> But if you work, depending, an example, I'm in the extreme, but nuclear plant the vigilance is extreme, research concept...

M:> But like this, low income groups, minorities, ethnic groups...

Sandra:> No.

M:> Would they be more likely to invade your privacy than other?

Gilvan:> On the contrary, I think it's more.

M:> More likely?

Gilvan:> Yes, this upper middle class people are like that, I've worked in the security area, they are the ones that most steal.

M:> But like this, rich people are less likely to privacy invasion than the poor person?

Sandra:> No, each one is one case.

Maurice:> Depending, yes.

M:> Or vice-versa, or do they invade more the poor than the rich?

Maurice:> It could happen, you take, for example, you go with BMW, Audi and all...it's "Doctor". Sometimes you have more money than the doctor, but you stop with a Uno, "What do you want?" Even the way they approach is different.

M:> Then you say the treatment, but privacy invasion?

Rodrigo:> I think that privacy is wide that it exists, like this.

M:> In his case, and what Eduardo mentioned, Eduardo is African-brazilian, for example, would he be more susceptible than others?

Sandra:> No.

Eduardo:> Yes, for sure. But it is. I go out with a Tempra SW, an old truck, I arrive anywhere because it's beautiful, it's a status car: "hey doctor". If I go with my son's Uno: "What's up nigger!"

Sandra:> "Don't park there".

Maurice:> But it's like you said, when he mentioned the purse, it could be prejudice, because if he were tall, blond with blue eyes the young woman would give the purse, card, phone and everything.

Antônio Carlos:> Sorry, it's something else.

Susana:> Appearances.

Sandra:> Then it's discrimination.

Sandra:> I think that...

Rodrigo:> My opinion, privacy is very wide, could happen like it happened with the couple, soap opera writer, running from a photographer, hit his car because they were running away, like Diana there, hit the car, it's different. But for them in this sense, every party, photographers, to sell magazines, they don't have any privacy.

Rodrigo:> But me, you, her, anyone here, we suffer another type, but other types, different.

Sandra:> Different.

Elisa:> As an example, the low class, they go in the data base, you all her data, let's say, the low class, then take her data to use as orange in a company. Has all their data and she'll find out "But I never had this company".

Maurice:> This happens a lot.

Susana:> A lot.

Elisa:> Happens more in the low social class.

Sandra:> In all social classes.

Susana:> You see this gang there in the internet that took money.

Patrícia:> Most is Internet.

M:> People, comparing to nowadays, do you think privacy invasion will be higher or lower in ten years?

Patrícia:> Higher.

Sandra:> Higher.

All:> Higher.

Eduardo:> Much higher.

Rodrigo:> As technology increases, privacy decreases.

Maurice:> Yes.

Gilvan:> Same thing as going back five or ten years ago, we had more privacy and less today, in ten years, much less.

M:> What in the future won't be as private as today?

Sandra:> Our lives.

Maurice:> Safety.

Gilvan:> Safety.

Elisa:> Everything.

Gilvan:> Safety is better.

Rodrigo:> They play so much with our privacy that I have no idea what they're going to steal, in a while it'll be our thoughts.

Maurice:> I think it'll get to a point that the society will impose, will reach an invasion limit that you'll review certain values.

Elisa:> I'm afraid of that.

Gilvan:> But technology goes up and marginality finds out technology to goes up together.

Sandra:> Yes.

M:> If I asked you to mention only one threat, what would you say that will be the greatest threat to your privacy in the future? Only one. Greatest threat to privacy in the future?

Gilvan:> Life.

Antônio Carlos:> Your freedom of coming and going.

Sandra:> Yes.

Susana:> Yes.

Antônio Carlos:> I think the main is safety.

M:> Main?

Sandra:> Not having safety we'll close, I think the main is safety. And then, closing, what's going to happen? Are we going to close ourselves in the house, and with that our privacy, around the internet, we'll close ourselves.

M:> I know, but what do you think will be the greatest threat to privacy in ten years?

Eduardo:> I can't say, because I don't even know if I'll be here.

Gilvan:> Chip, I think that's going to take away everyone's privacy, will be controlled.

Sandra:> Yes, it's strong.

Maurice:> It would be for me, last frontier, which is intellectual privacy, because we're isolating more and more, and there's going to be a moment when you'll talk to the machine, you isolate with a machine, the human contact will diminish, it's going to be through e-mail, you'll talk to strangers or you're going to have to increase analysis to try...I think this would be the most threatening to the future.

Eduardo:> I don't know.

Patrícia:> Today you talk mostly with the machine. I stay in front of the computer the entire day, if I stay there from eight to five without talking to anybody, my work is the same, because internally we talk through the Messenger, I don't even have phone, I don't need that, if I have to contact client I send an e-mail and he answers me, and everything all right. If I stay from eight to five there I solve all my problems, without talking to anyone.

Antônio Carlos:> Yes.

Eduardo:> I think, a gossip, he said he spent 500 millions to make that terrorist attempt, Bush. And since he was re-elected he said: "I gave 500 and now I give a thousand". Do you think it's going to stop at that?

Patrícia:> Of course not.

Susana:> No.

M:> You talk about your concern about world policy now?

Eduardo:> Yes.

Gilvan:> Like I said, he won, not the tendency is to complicate. But I think that going back to the chips thing, I was thinking, this will be so big that will find out the security, in security issue technology is so advanced that there's way for marginality to grow, because the tendency will be to close, tendency is to find out. For example, will have technology that the guy can't lie, because technology will show what he did.

Sandra:> People follow together, guys know, something cloned, making everything the same.

Aline:> Yes.

Susana:> Last robbery the guys had police record.

Maurice:> Commercially speaking why do you think Garfield is on the movies and there's already DVD a month and a half. They took down to two months, another day was saying, "James Bond generic only here", from pirate to generic!

Sandra:> That's true, and Olga too.

M:> Is piracy privacy invasion?

All:> Yes.

Maurice:> And many people do that, have a CD writer, "I lend you", you say: "Am I going to buy? I have a writer, why?"

M:> Sometimes it's pirate too?

Patrícia:> Yes.

Elisa:> Yes.

M:> Did we invade the companies' privacy?

(Laughs)

Rodrigo:> MP3, you tape 120 musics in one CD...

Gilvan:> DVD when came out it was really expensive,now, the price, not to mention the pirate.

Rodrigo:> 366, I bought one yesterday.

Eduardo:> Goes out on the streets to sell the CD, I think that's low and a joke. Now, what does the Government do with the CD? If he didn't allow the industry wouldn't have CD writers. You go in the internet, "CD writers, 300, 400 reais", everyone wants to have a CD writer.

Sandra:> For sure.

Patrícia:> But you don't record only music.

Eduardo:> Everything, movie, anything you want.

Maurice:> A client of mine, president of Novarts, it's a client, half relative, related to my cousin, he's got a Law degree from abroad, he said: "I went to enroll for history, I started studying, I'm retired. On the third day, why? I was horrified, the teacher asked me to go down and xerox the books. And how about who wrote the book?" I mean, a college encouraging you to pirate books...

Elisa:> Inventive.

Gilvan:> Something else I observe in São Paulo, are the cameras focusing on everything, it's been on the news, cameras focusing on the robber stealing...

Patrícia:> There is a project...

Gilvan:> Robber, a gang, and people watching.

Maurice:> Go back, makes an OK gesture to the camera and keeps stealing.

Sandra:> This thing with cameras on the streets I think for us is safety, it's lack of privacy for people with bad intentions, but not for us, for us it's interesting, yes, security on the streets...

M:> Do you think this justifies?

Susana:> This sense, safety on the streets...

M:> Who doesn't think it justifies?

Susana:> I think so...

Sandra:> Yes.

Maurice:> Yes.

Susana:> In this sense, the mayor in my town put a camera and then car theft lowered, even in the commerce, overall robberies. You walk on the streets, you can walk peacefully, in this sense yes...

Aline:> I think it justifies.

M:> And do you think it justifies?

Aline:> Yes, it justifies, I think so, because of safety, it's necessary. Although I'm invading the privacy, I think it does justify. Same thing, you're inside an elevator, there's always a bad intentioned person, a person that comes to rob you, until you get to where you're going, like seventh floor, the person is downstairs monitoring you can do something. I think it's necessary.

M:> Have you ever felt your needs invaded sometime for something?

Aline:> Because of the camera, these things?

M:> Or any other thing...

Aline:> I feel my privacy invaded with telemarketing, I hate to answer the phone, sometimes I'm even waiting for an important phone call, and they call: "I'm calling for you to buy". But I don't want to buy. If I wanted I'd go to the internet or to the store, it's not something I'm going to buy over the phone...

Patrícia:> I think that in the case of cameras on the streets, like you were saying, today in São Paulo there is a project in all commercial area, in the commercial perimeter, go in São Caetano street and other streets, all of these streets will have cameras, a revitalization. And they put that as a project, why? Because today the number of malls increases, because it's what happens, everyone goes to malls because of security. And today merchants were asking for the project because of security of the population going out again on the streets.

Rodrigo:> Going back to the streets.

Gilvan:> Really use, correctly, it doesn't work putting a camera, seeing, focusing and not do anything, attitude, really arrest.

Sandra:> Attitude.

Rodrigo:> I think that camera on the streets is not alone, the problem is not the camera, but who's operating the camera, because a beach town, for example, the guy who's there operating the camera instead of using the zoom to see the boardwalk can focus on the sand where there's a girl there and film that, because he's alone in the room.

M:> Do you remember the "arrastão" in Rio de Janeiro?

Sandra:> I saw. Cameras filmed everything..

Rodrigo:> Yes, but could film another.

Elisa:> But it's a benefit, the lower the security higher will the privacy invasion.

Gilvan:> Something we haven't talked about, we're walking, it's really invading too, "Would you give me an interview here", at least I run. I get away, camera and vehicle, where there's vehicle picking up people I get away, but camera too "Give me an interview...No". I get away, it's invasion of privacy too.

M:> I'm going to see what you said...I'd like to know some things too, do you know what you can do in order to protect your privacy? Does everybody here use computer?

All:> Yes.

M:> You all use computer in the everyday. Everyone goes in the internet.

Eduardo:> Even old people.

M:> We all surf on the internet here! Well, do you know what you can do in order to protect your privacy when surfing the internet?

Rodrigo:> Anti-cookies, isn't it? That doesn't let you open a bunch, and also anti-spam.

Elisa:> Anti a lot of things.

Gilvan:> a bunch of things.

Rodrigo:> It's the case...

Rodrigo:> Anti-Cookies is another page...

(Antônio Carlos goes out the room)

Eduardo:> Many other types of programs, so you can protect. Today you put in the computer, download from the internet to protect your computer. Freeware or with license.

Patrícia:> I don't open, that's how I protect, I don't open e-mail from people I don't know, it's a principle.

Rodrigo:> But sometimes if you even go to a certain page, it pops up other pages that'll open two, three, you have to install anti-cookies...

Elisa:> Like this: "A friend sent you a message", it comes like that, or, "Hot girl I-don't-know-what..." How are you men not going to open it?

Patrícia:> No.

Rodrigo:> They use my friends, they use name of friends to send you a virus.

Gilvan:> Not just the computer, bank too, if you don't pay attention you click there and pay for something else.

M:> What are you saying?

(Laughs)

Patrícia:> I said I don't open anything from people I don't know, if I don't know the person I delete it right away. Like it says: "a friend sent you a card...", because usually when you get a card from a friend the person's name appears, if I can't see that, it goes to the trash.

Elisa:> It's a way to prevent.

Eduardo:> Do you work at home or in a company?

Patrícia:> Both.

Eduardo:> Company you're in the net, completely safe, at home it's something else...

Patrícia:> I don't open.

M:> This way that you use to protect yourself, do others use special programs, you were mentioning.

Rodrigo:> Yes.

M:> I didn't know that there are special programs, did you know?

Elisa:> Yes.

Sandra:> Yes.

Maurice:> Or else do like I do, I bought a new computer a while ago and didn't tell my e-mail to anyone, nobody. I call my wife, send this, this and this, because it's a software company.

Gilvan:> Peaceful privacy.

Maurice:> Yes.

Elisa:> But it's complicated doing that.

M:> Did you know about these things to protect?

Gilvan:> No, I imagine that in the future it's even dangerous for the person to access too much at home, because people want to know about people's lives, if the person has money or not...

Elisa:> Even existing this, they go in the bank account, your data.

Sandra:> Yes, we're vulnerable.

Elisa:> There would have to be something safer.

M:> I want lawyers to speak for last (Laughs) What ways are there to protect privacy today? What laws are there? Do you know?

Aline:> No.

Patrícia:> No.

Maurice:> Not law.

Eduardo:> There isn't.

Maurice:> The only law: "I'm going to sue you, talk to my lawyers", you say it in plural and it works great.

(Laughs)

Elisa:> Look, depends, you could file a sue if you feel constrained, you file a sue, it take some ten years to get something.

(Laughs)

Sandra:> In ten years your privacy will be even less.

Gilvan:> Evidence, how does someone have evidence regarding that.

Maurice:> I even watched a trial in Campinas about moral harassment, not sexual, but moral, you're working, then someone goes, "you're dumb, unfit or the worst employee of the month", it's hard to prove, but it does exist and start to grow.

Patrícia:> There is still, but I think that the concept of employee is starting to change in the companies. It's collaborator now.

Maurice:> It's collaborator.

Patrícia:> Companies are valuing a little more the employee, even because we have something, me as a professional I demand a certain respect. And I think that the moral harassment, I don't think it exists in the companies today, at least in the companies I've been in the past four years, I didn't see that.

Maurice:> The problem is to identify, the person know how to distinguish it. Cultural, in many aspects we're late, so: "You're incompetent, you're dumb, wrong again!" sounds like something common, you get offended but don't take to the harassment side, then it's suddenly all the time "so and so really does wrong and all".

Maurice:> Sometimes it's hard to prove. It falls into obliviousness.

Elisa:> It's not that, then it would be slander, defamation, nothing to do.

M:> Do you know there are federal laws about privacy that restrict the way the Federal Government can use personal information, including restriction of personal information? Do you know that there are these federal laws about privacy?

Gilvan:> Since he's the one who works more in the area, if there's a lawsuit about that, internet, some calumny.

Elisa:> I don't know.

Rodrigo:> I still don't have anything.

M:> I wanted to know if you knew that there are...

Elisa:> To protect? I didn't understand.

Patrícia:> No, I don't think so?

M:> Federal laws about privacy, these laws restrict the way government use personal information of people, that she pays taxes...

Sandra:> If information fall...

M:> There are rules and federal laws that the government can use these information, would you know that there are these laws?

Eduardo:> No.

Maurice:> I'd imagine something like that, but no.

M:> Do you believe that these laws would be effective to protect privacy?

Elisa:> No.

Patrícia:> No.

Sandra:> Much less. Because we know it'll work, because sometimes you have to go after them in order for them to work, and then...

Rodrigo:> I'm on the area, if you don't file, the State won't give you anything.

Sandra:> I know, but sometimes...

Rodrigo:> If your lawyer doesn't file.

Sandra:> I've worked with accountant, accessing sites of the State, City hall, IRS, everything I could access, sometimes I had to send ten to twenty e-mails in order to get an answer regarding these departments.

Gilvan:> Like he said, you know you have the right to this law. People don't file these lawsuits because they don't know they have the right to an indemnity.

M:> I want to know if we know that there are these laws...

Gilvan:> People don't.

Sandra:> People don't.

M:> Are there other laws to protect?

Gilvan:> I don't know.

Patrícia:> I don't.

M:> You cannot pass on information from one person to another, to another company...I mean, you have to preserve these information, can't distribute, do you think this happens? I mean, people can't distribute information that a company has, I mean, a credit card, there's the consumption, can't pass on to other companies. Did you know that there are laws against it that protect identity?

Sandra:> It's not really open for people to know.

Susana:> I don't know.

Gilvan:> You see that, Plano Collor, that thing with Collor, many people didn't know they had the right, there are many who did receive and weren't supposed to, for example. Another example I forgot...

Rodrigo:> Can be comparison, but for that there are professionals of many areas, there is the doctor to know that you have a hernia, you feel pain, you go to the doctor. If Collor goes there and take your money, you don't know, but that's why there is the professional, you go to them and get information.

Gilvan:> Fundo de Garantia too, INSS, so many millions retained there.

Elisa:> Many people don't know, from the moment you feel hurt you go look for a professional.

Sandra:> Lack of information.

Rodrigo:> As to knowledge, an example I give, I have to pawn some asset of his....

(Laughs)

Rodrigo:> If I don't find the assets what do you do? Go to the judge, his last taxes to know if he has assets or money. The judge will authorize that and the IRS sends it.

Maurice:> But not overall.

M:> Will analyze the case and see if it's authorized or not...

Rodrigo:> Yes.

Maurice:> But problems are mechanisms, if you feel damaged by another reason or even privacy invasion, there are so many resources, you postpone, postpone, ten or fifteen years, then...the last

case was Maluf, they had a scheme, he can file a caution measure, I don't know, so many things he can ask for, but in the end he'll be 85 years old and there is no crime anymore" I mean...

Patrícia:> It's Brazil!

Sandra:> Nothing works like it should.

Eduardo:> Make believe country!

Sandra:> Country that doesn't work, because I get a retirement fund and I know if it has to be reviewed, I'll only know because it's on TV. People don't have access to many things, then people go after it. So, it doesn't work everything around us.

Rodrigo:> I still see as a doctor, only goes to the doctor when you feel stomachache...

Sandra:> Not really.

Gilvan:> She says differently, the government intention is that people don't get education in this area, from the moment a government like FHC comes in, his intention is that people get education and all that, but those who went by didn't think like that...if a government that thinks like that comes in of passing on information that we all have rights, then it's ok.

Sandra:> That's what I think.

Susana:> Correct.

Eduardo:> Did you know you have the right to receive, if you have a Telefonica line from ten years ago, the line is yours, you have the right to the stocks.

Rodrigo:> Not just the stocks.

Eduardo:> You have the right to receive.

Elisa:> Need a lawyer!

M:> People, something else, how do you expect to be in the future, is the emphasis going to be more on the safety or personal privacy?

Elisa:> Safety.

Sandra:> Safety.

Aline:> Safety.

Patrícia:> I hope so!

Elisa:> We hope so.

M:> People, did any of you ever participate in this clients loyalty programs? Like, for example, airline companies, mileage and all that...

Maurice:> What I most use would be American Express for mileage, but not that much, a proposal they gave, free membership as long as I buy a ten reais candy bag from three to three months. Everything I can pay with American I pay. Then I don't pay membership. They offered something before I got the product.

Sandra:> Then it's good.

Maurice:> Then I use, could make others too, it's an exchange, loyalty.

Patrícia:> Interesting.

M:> Does anyone else participate of these loyalty programs?

Susana:> No.

Rodrigo:> No.

Aline:> No.

Gilvan:> Tourism net has a lot of things that they offered.

M:> What is the purpose of this program?

Sandra:> Attract the client.

Gilvan:> Exactly.

Patrícia:> Really differentiate.

Antônio Carlos:> Yes.

Rodrigo:> Introduce the product, announce the product in the market.

Patrícia:> What I always get is when I renew my insurance, it's been like four years that I'm with the same insurance company, because when you insure they set up, give some bonus, it's a way.

Gilvan:> Way to sell.

Eduardo:> Like Porto Seguro.

Elisa:> You're still loyal to that insurance company.

Patrícia:> Like they offer prices, very good.

Sandra:> Yes.

M:> Do you remember Smiles?

Susana:> Yes.

Antônio Carlos:> Yes.

M:> Did anyone do it?

Sandra:> Not me.

Maurice:> When I could exchange for anything, it expired.

Rodrigo:> Yes.

Susana:> This, collected bonus and then exchanged, something like that, I remember vaguely.

M:> What's the purpose of this program?

Gilvan:> To sell.

Maurice:> Loyalty, to sell.

Sandra:> Keep the client.

Maurice:> They know your profile by your expenses that you have with the card, airplane ticket, places you go to, economic profile.

Gilvan:> Exactly, know your profile and if you work for their products.

M:> What do they do with these information?

Gilvan:> Call Center, they set up a Call Center, this Call Center schedules visits, give prizes, Walkman and all that.

Maurice:> I think they pass it on, exchange records.

Sandra:> I think so.

Susana:> I think they sell.

M:> Can they sell these information?

All:> No.

Maurice:> They could if they had your written authorization, not verbally.

Gilvan:> Yes.

M:> Did you authorize American Express?

Maurice:> No. I'm going to give a quick example, a guy travels, with his expenses he'd have the right to airplane tickets, equivalent to five times trip around the world, for him and his family. It would be more than one million dollars. That's how much he spent in the last two years. Then he made an agreement: "Give me Corolla and it's closed". The credit card company loved it, gave, he chose the model and all. It's cheaper.

M:> When people participate in loyalty programs like this airline miles, every time people use the car they accumulate points, the company registers the items that they bought. And these companies can sell information of purchase behavior to other companies that are on this program. That's why I mentioned Smiles, because there were many companies.

Gilvan:> Privacy comes in.

M:> What do you think about a company being able to monitor the purchases of a person?

Gilvan:> Privacy, lacks.

Sandra:> Crime.

Susana:> Two things, it's crime.

Maurice:> Company that you use.

Susana:> Privacy invasion too.

Maurice:> Like, if I have a card and the company monitors, my credit card company, I don't think it's invasion because they monitor what I'm buying, but as long as they don't pass on to other people, comes the bill and I'm going to look at everything, as long as they don't pass on.

M:> What do you think, can they pass on data about purchase behavior?

All:> No.

Elisa:> Privacy invasion...

Gilvan:> Privacy invasion, for example, I have a company, and I have a check, let's say that the check is yours, I'm friends with the manager, I pass on to the manager and the manager, let's say it's a high amount, this manager will talk to the other manager to know if the check is good. Don't think it's privacy invasion, because they look at all your life and see if the transaction is really possible.

M:> You mean you don't agree with this kind of thing?

All:> No.

M:> Is there some kind of information, type of things that the companies can monitor without any problem?

Eduardo:> None.

Susana:> None.

M:> Nothing?

Todos:> No.

M:> Nothing?

All:> No.

Maurice:> I think that if it's a company, I take this aspect, if the credit card company is monitoring, for example, I eat a lot of Kopenhagen chocolate, they see that I consume that a lot and they give me a prize. Then I think that for this company that has the card, for effect, not to pass on to other people.

Sandra:> I don't think so.

M:> Go to Pão de Açúcar, the woman asks, "Do you have Mais card?"

Gilvan:> Yes.

Susana:> I say yes.

Gilvan:> Sometimes you want to get rid and say yes..

M:>They have your life in there, they know everything and can sell the information to other companies.

Susana:> Not sell.

Sandra:> No.

M:> Wouldn't you like to know if they sell?

Susana:> No.

Sandra:> No.

Gilvan:> And don't authorize.

Susana:> That's it.

Rodrigo:> No.

Elisa:> True, this happens, should happen, but it doesn't, as long as you don't authorize, if you do it's ok, if you don't they can't. Nothing can be invaded in your life.

Gilvan:> Like Maluf, they monitored his life.

M:> Did you ever shop on the internet?

Aline:> Yes.

Susana:> Yes.

Maurice:> Yes.

Gilvan:> Yes, including Pão de Açúcar, you buy and they deliver.

Elisa:> Yes.

M:> What made you shop on the internet?

Elisa:> Easiness.

Susana:> Easiness.

Gilvan:> Sometimes you don't have time to go to the market.

Maurice:> If it has only on the internet, Fiesta, you had to order through the internet, because they didn't have in the dealership, I went and bought. Only after three months the salesman said...first time I did.

M:> Do you think it's safe?

Sandra:> I never did because of lack of safety.

M:> Because of fear?

Sandra:> Yes.

M:> Do you think it's safe?

Rodrigo:> Not even if you buy in the place it's not safe.

Susana:> I think it's hard.

Sandra:> But you're present, it's different.

Gilvan:> In the supermarket it's safe, comes everything and you just check and all.

M:> Did you know about privacy policy in sites overall, and especially E-commerce sites?

Patrícia:> No.

Rodrigo:> How is it?

M:> You know about privacy policy, what companies have as privacy, overall sites, e-commerce sites, you've read...

Eduardo:> Usually when you open, any shopping site it's written: "privacy and finish". You click there "privacy" and types everything you want.

Rodrigo:> If the system is safe.

Elisa:> That's it's only going to be them, in other words they are trying to say that it won't go from there.

M:> Do you read the terms you put there?

Eduardo:> No.

Rodrigo:> Only when I'm going to buy.

Patrícia:> No, not even when I buy.

M:> Do you read?

Patrícia:> Nothing.

Elisa:> Not always.

Susana:> Yes.

Eduardo:> The thing is, not even going there, picking up the magnifying glass in your computer you can't read things there.

Gilvan:> Tiny, it's like contract.

Susana:> You skip a lot of things too, you skip.

Patrícia:> I'm not used to.

Eduardo:> Contract is big, so many pages that you sleep.

Rodrigo:> Yes.

Sandra:> Yes.

Eduardo:> Especially for us that are here in the computer.

Maurice:> You end up not reading, I went to buy a car, 17 signatures on the contract, a bunch of pages, I started reading, looked at the salesman face...

M:> This is contract, but on the internet, the warns the sites put, these e-commerce sites....

Aline:> No.

Patrícia:> I don't read.

Rodrigo:> Not all.

M:> Sometimes you don't even know what's written...

Patrícia:> These days I paid 200 reais for a health insurance because I didn't read the contract, because I never read any contract, on the internet or in front of me, because I was going to cancel the deal and I simply stopped paying, they called charging me and I said I didn't want anymore, "But you had to sent in writing. Where's it written? In the contract, I'm going to read it. I got home and read..." There it was: "it was in the contract, I said, ok, come pick up the check, I'll pay".

(Laughs)

Sandra:> Look at that!

M:> I wanted to know if the letters are adequate measures to protect privacy? What they say there.

Maurice:> Their privacy and not ours.

Sandra:> No.

Elisa:> Nobody reads everything because they put like that, many things.

Sandra:> Many things so you won't read.

Elisa:> You already buy on the internet to save time and if you read, it's easier to go to the store and buy.

Eduardo:> If you're on a net like speedy it's something, if it's dialed, it's different, they are two topics, one is maximum and the other is minimum.

Sandra:> Yes.

Eduardo:> Dialed line you pay an X, which is absurd, and Speedy you pay monthly 48 or 68 reais, you pay 48 per month.

Elisa:> What does it have to do with privacy policy?

Sandra:> You have to read all the topic.

Eduardo:> The time you'll spend to read.

Maurice:> You use more, you're paying anyway, you'll use freely.

Sandra:> Sometimes you don't have time.

Eduardo:> In Speedy you read everything, but in dialed you download the pages and don't read anything.

Sandra:> Really fast.

M:> People, let's change a little the theme and talk about camera, we've talked a lot...you're saying, she said that in her tow they're using for safety...

Susana:> Yes.

M:> You all put something like that, that cameras are used to watch, you mentioned in your city, someone mentioned commerce.

Eduardo:> Santos.

Sandra:> Even in São Paulo, to monitor traffic accidents, I've seen a lot.

Maurice:> Yes.

Gilvan:> Cameras that people are walking...

Sandra:> Cameras that are monitoring car accidents to get there fast.

Eduardo:> Highway.

Sandra:> All the cameras, streets, roads that are being placed many for security.

Susana:> Yes.

Sandra:> And in order for the help to come fast too, it's very interesting.

M:> And to give a fine!

Sandra:> For sure.

Susana:> Detran loves!

Aline:> Yes.

Gilvan:> Sometimes you're walking somewhere, sometimes you're walking and the Globo guy comes, he catches you, "Hold there, let's film here, what do you think about this subject?" He's taking away your privacy. You go to the bank there.

M:> These cameras, who operates them?

Gilvan:> Central.

Sandra:> Protection central.

Eduardo:> Monitoring.

M:> Of who?

Elisa:> Public Security Bureau?

Susana:> My city is the city hall.

Gilvan:> In downtown they have.

Sandra:> These roads, federal, bus stations really.

Rodrigo:> Can I speak? We're always talking about cameras, but there was an article in Rio de Janeiro that dealers put in the entrance to the mount so that when the police comes in they can protect themselves.

Sandra:> Then, there's nothing to do.

Gilvan:> Bad intention, traffic.

Maurice:> It's an equipment that anyone can go in and put.

Sandra:> True, if you want to put in your house, you can.

M:> In London there are approximately 150 thousand cameras.

Sandra:> Yes, I think one for each kilometer.

M:> I don't know, but there are 1500 thousand cameras in London.

Gilvan:> Where, downtown?

Sandra:> All the streets.

Maurice:> All the city.

M:> What do you think about cameras in public places? Pros and cons...

Elisa:> It really inhibits.

Sandra:> For sure.

Gilvan:> Controls whoever goes in and out.

Patrícia:> Inhibits crime.

Maurice:> And also inhibits you, if everywhere you go in there's a camera and then nobody is watching "I itch", I itch.

Sandra:> You turn back and itch.

Maurice:> You turn back and then there's another camera, then you don't itch.

(Laughs)

Gilvan:> Or inside the elevator, now you can't anymore.

Maurice:> Who was it, put his hands here, in the ears, the guy really thinks.

Gilvan:> Crazy face inside the elevator.

Rodrigo:> My fiancée , one day I was kidding and did like this on her neck, the guy...the doorman's face there..."Oh, oh! He thought I was killing her.

Sandra:> Maybe you're not joking!

(Laughs)

Elisa:> Who knows!

Sandra:> Today in Brazil, we have serious problems of vandalism on the streets, inside everything, signs, trash cans, I think it really inhibits.

Gilvan:> Like the nanny who beat up the child.

Sandra:> It's an option.

M:> Effective way to reduce crime?

All:> Yes.

M:> Another effective way?

Eduardo:> More cameras.

Sandra:> I don't think so.

Gilvan:> Not more camera.

Patrícia:> I think people's education, I think so.

M:> Good or bad idea São Paulo putting more cameras?

All:> For sure.

Gilvan:> We'll see the guy filming, stealing, but nobody does anything, the police don't act.

Sandra:> Action should be global.

M:> Then you repress, camera that's not to prevent at the time, but you repress, the person will know she'll be identified.

Maurice:> Inhibits the guard, knows who'll take his share, "10% is mine?"

Sandra:> But I think that if we think like that I think that by passing on information cameras are being put in every corner of the street! I think it's a way to inhibit. Brat kids don't go there and

break the phone booth because he knows they'll be filming, no need for security, because they won't go if they go back.

Maurice:> Would have to have security for these cameras, because when they started to put in the river they had to bullet proof some places because people even went there and shot at it.

Elisa:> There has to be effective people behind it too, to take care.

Sandra:> For sure.

Rodrigo:> As long as it's not for giving fines, safety I think so.

Sandra:> I think has to fin too, there're people who exaggerate.

M:> Would you feel at ease being monitored by police cameras while you walk o the streets?

Sandra:> If there's nothing that you owe, I don't think so.

Gilvan:> Yes, we're like this everywhere, inside the elevator, everywhere.

Sandra:> I would.

Aline:> I think so, if I was safe I'd feel. No problem about being filmed.

Sandra:> I think that if you don't intend to do anything wrong, I think it'll be so normal to you, that you could even itch a little, isn't it?

(Laughs)

Elisa:> I wouldn't feel at ease, but I think it would be necessary.

Rodrigo:> I wouldn't feel at ease, I don't think it gives so much safety, because sometimes you're here, the police is here and you're there, you were robbed here, you tell the police there and they don't want to go after the robber, because the kid runs faster than him.

M:> But the robbers, people knowing they could be identified when they commit a crime, that's it...

Aline:> Inhibits.

Sandra:> Yes.

Patrícia:> Yes.

Gilvan:> A good result they had was in the subway, they focused the guys and it was out everywhere.

Sandra:> There are pictures of him.

Maurice:> Subway is a system that works well, would inhibit like London, the police is present and it works.

Antônio Carlos:> There was a news, of Praça da Sé, it was a test with two cameras and it was working. Because those kids were sniffing glue, it did lower that. Because I'm always downtown and you notice that it's different, it was different before the cameras, because you notice you were there, with the purse all close to you, but not today only because they said there were two cameras.

Patrícia:> But police downtown really changed.

Sandra:> Yes, but these cameras held them back a little, the guy looks and sees that it was so and so, it's straight with the police.

Maurice:> But the first action that changed, my father has worked for 58 years at Senador Feijó, Pitta came and removed the street vendors that invaded the square and put police there. It was the first action, there were so many vendors that you were robbed behind one and didn't see.

Patrícia:> One thing leads to the other too, that criminality that existed years ago.

Eduardo:> Just one thing, we're talking all the time about security, privacy, now, nobody talked about security in the health area, it's also part, safety in the health area.

M:> What do you mean?

Eduardo:> Today there is the system that you monitor the patient long distance, but the cost is high and they don't even want to do that to me or to John Doe, to her.

Maurice:> Hospital das Clínicas is implementing a Prism system in which all doctors have a notebook, laptop for nurses, it's like this, linked system, lines and central computer, I arrive in the room and go give medication to the patient, his prescription is already there and I tick the medication I gave him. The prism system reads the information, pass on to the headquarters, pass on to separate in the pharmacy. And it's being implemented at Hospital das Clínicas for tests. So, everything is direct, linked, the doctor comes, higher fever, goes and all that....

Gilvan:> Privacy in the health area, there has to be too.

M:> In order for us to wrap up I thought it was interesting when we talked in the first person, association free of safety, I thought it was funny because nobody said money. Nobody associates safety to money. Yesterday's group did, and not today.

Maurice:> The more the money, lower the security.

M:> Both meanings, or more or less.

Elisa:> Nobody has that much money I here. So...

(Laughs)

M:> To finish, there are two separate questions: “Some specialists in the privacy subject talked about four different types of privacy, physical privacy, communication privacy, information privacy and territorial privacy. So, physical privacy, for example, being watched or monitored without your permission. Communication privacy, example, someone listen to your conversation or read your e-mails without you knowing or without your permission. Information privacy, control over the information about you. Territorial privacy, not being bothered at home, being able to be alone for as long as you want, away from anyone. So, these four types of privacy. So, I want to ask for each one, physical privacy, forget the rest. I'd like you to evaluate each one, physical first, you'll rate physical privacy from one to four, if you think that physical privacy is the most important area for you you'll rate closer to 01, 01 for more important, 02 if it's important, but not as important, 03 if it stops being important and 04 if this privacy area is not important for you...I mean, is it important to preserve privacy area in which measure, to what degree? That's what I want to know, but you think it's really important, rate closer to 01. It's opposite.

(Individual task – Research of activities related to privacy)

M:> Would you like to mention anything else? And I'm going to ask you to sign the list, I don't know if you've read it or want to read it, I'm going to ask because you'll get a gift, but I know that nothing pays for your work. I thank all your presence.

- *Finish at 22 hours and 05 minutes.*

Final Thanks