

*I would like to acknowledge the traditional territories of the people of the Treaty 7 region in Southern Alberta, which includes the Blackfoot Confederacy (comprising the Siksika, Piikani, and Kainai First Nations), as well as the Tsuut'ina First Nation, and the Stoney Nakoda (including the Chiniki, Bearspaw, and Goodstoney First Nations). The City of Calgary is also home to the Métis Nation of Alberta, (Districts 5 and 6).*

# Rotary Club of Calgary at Stampede Park

## Technocreep Plus Ten – Or to the Tenth Power?

Dr. Thomas P. Keenan, FCIPS, I.S.P., ITCP

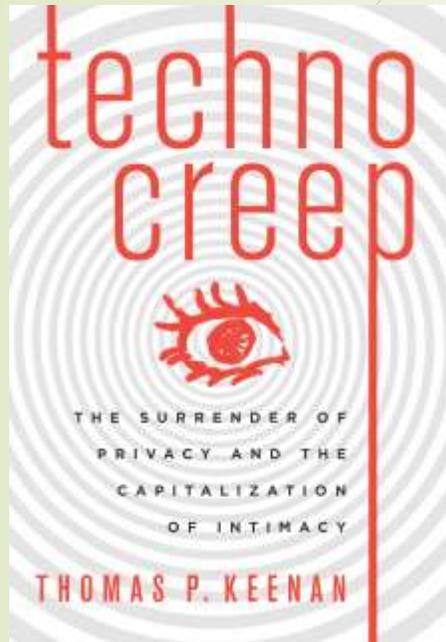
Professor, School of Architecture, Planning and Landscape

Calgary, Alberta

September 18, 2025

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# What are We Doing Here?



- Update *Technocreep* after a decade
  - Spoiler alert: everything in it is more true than ever but there are new, even creepier examples!
- Give you some news you can use
- Not require that you have a PhD in Comp Sci
- Have some fun!
  
- “Begin with the End in Mind” Stephen Covey, *The 7 Habits of Highly Effective People* (1989)

# Is my phone eavesdropping on me?

(based on a true story)

- ▶ Over breakfast, you and your significant other, out of the blue, talk about a vacation in Belize
- ▶ Neither of you has made any travel bookings or inquiries, or even searched for Belize or watched any Belizean content on YouTube
- ▶ You go to work and find a story in your inbox “Great Times in Belize” touting a vacation there. It has a publication date of today and is clearly written by AI
- ▶ What happened?

# Scenario One: Your phone listened in to your breakfast conversation

- Every phone has a microphone
- It is supposed to be under control of software
  - Not absolute, try “find my phone”
- Rogue software *could* circumvent that
- How would I get rogue software on my phone?

## Example App: Dingtone – Call & Text App

| Region             | Price                             | Notes   |
|--------------------|-----------------------------------|---|
| Canada (App Store) | \$3.99 CAD (for premium features) | Free to download, but in-app purchases apply                                  |
| China (App Store)  | Free                              | Many features unlocked without payment <sup>1</sup> <sup>2</sup> <sup>3</sup> |

# Scenario Two: Even creepier!

## They don't need to eavesdrop

- There is so much information about you out there
  - Example: \$500 payday loan in my name
- We are connected to people (co-workers which can be deduced from LinkedIn; Facebook “friends”; people who comment on our posts) in the online world
- Think back as to *why* you raised that trip to Belize. Perhaps because a co-worker just came back and raved about it.

Where it gets ugly...

## The “grandparent scam”

- A decade ago, somebody could have figured out that you have a grandchild named Sally and obtained your number from phone book
- They could also spoof caller ID (this was in Technocreep, p. 222)
- Back then voice change was pretty basic e.g. man to woman, kid to adult

Now, from online sample, it's exactly your grandkid's pleading voice in real-time

CALL THEM OR SOME WHO KNOWS THEM

# Long before AI, I did some research on Clive Beddoe, former CEO of WestJet

- I easily found:
  - Home address
  - Phone number
  - Value of his house (City of Calgary changed their website after I did this)
  - Posts from his family, including where they were going on vacation
- WestJet's (former) Chief Security Officer hired me to do the same to him, since “he’s not on the Internet”

K-mart's defense was "we need to prevent unlawful activity" – Balance of rights

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Calgary

## Calgary rec centre reassures members after security breach

Single photo found on shared drive in 2013 lights up social media

[Natasha Frakes](#) · CBC News · Posted: Oct 04, 2016 4:00 AM MDT | Last Updated: October 4, 2016



Westside Recreation Centre is defending its response to a 2013 security breach that drew many comments in a recent Reddit post. (Natasha Frakes/CBC)

- Rash of thefts from men's locker room
- Unique M.O.
- Tried plainclothes guards
- Installed cameras with procedure safeguards
- Funny juxtaposition of signs
- Things messed up
- Moral: There are other ways to solve this problem

# I predicted “smart shelves” that would recognize you and send you coupons

Mondelez International, whose “brand family” includes Chips Ahoy and Oreo cookies, is planning a 2015 launch of “smart shelves” which, according to the *Washington Post*, will work out your gender and approximate age in order to sell you products calculated to appeal to your demographic group.<sup>134</sup>

Technocreep, p. 80

We actually got (at Chinook Centre)



The image is a screenshot of a CBC News website article. At the top, there is a red navigation bar with the CBC logo and a menu. Below the navigation bar, the article is categorized under 'Politics'. The main headline reads: 'Mall real estate company collected 5 million images of shoppers, say privacy watchdogs'. A sub-headline below it says: 'Shoppers had no reason to expect their image was being collected,' says federal privacy commissioner. The byline indicates the article was written by Catharine Tunney, posted on Oct 29, 2020 at 9:51 AM MDT, and last updated on October 30, 2020. The main image shows the interior of a modern shopping mall with large glass windows and several people walking through the space.

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Politics

**Mall real estate company collected 5 million images of shoppers, say privacy watchdogs**

'Shoppers had no reason to expect their image was being collected,' says federal privacy commissioner

Catharine Tunney · CBC News · Posted: Oct 29, 2020 9:51 AM MDT | Last Updated: October 30, 2020



# It's still happening!

ABC story dated September 17, 2025

Kmart captured facial data of "tens or hundreds of thousands" of customers

Systems would "crosscheck facial data of customers against a database of people who had committed refund fraud or were suspected of it."

Some customers were outraged, but no penalties were levied except a public apology and order to destroy data

Rumors of stores using cameras against known shoplifters and also VIP customers!

ABC NEWS

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## Kmart broke privacy laws by using facial recognition technology, commissioner finds

By national technology reporter Ange Lavoipierre

Technology

4h ago



Over the two years until July 2022, Kmart captured the facial data of "tens or hundreds of thousands" of customers. (Supplied)

[abc.net.au/news/kmart-facial-recogni...](https://abc.net.au/news/kmart-facial-recogni...)



Share article ↗

Retail giant Kmart broke privacy laws by using facial recognition technology (FRT) on its customers, the privacy commissioner has found.

Over the two years until July 2022, Kmart captured the facial data of "tens or hundreds of thousands" of customers at store entrances and return counters, in an attempt to tackle refund fraud.

# Good or Bad?



Photo credit: Martin Vorel via LibreShot



We are willing to trade off SOME of our privacy for security, but not all of it

# SAPL is moving to 801 7<sup>th</sup> Avenue SW



Parking is controlled by automated license plate readers

Was fine for office tenants, but maybe professors care more about personal privacy

Of course, since I park in an outdoor campus lot, you could find out when I'm at work by looking for my car there

The difference is automation and the convenience of data access

A key issue will be data usage and retention

A magical picture from June 15, 2011

<http://www.gigapixel.com/image/gigapan-canucks-g7.html>





Remember: this was 2011!

# The Vancouver Canucks lost 4-0!

On June 15th, 2011, downtown Vancouver was engulfed in riots after the home team lost the final game in the Stanley Cup hockey series. People were stabbed, police officers were injured, and there was extensive property damage. Digital devices helped to feed the violence, as rioters reacted to the presence of media and personal cameras. However, digital photos also played a key role in tracking down the offenders.

British Columbia's Information and Privacy Commissioner, Elizabeth Denham, had to decide if using the ICBC's motor vehicles registration database to try to identify offenders would violate the province's privacy laws.

There were lots of (professional and amateur) photos available



People look on amid rioting in downtown Vancouver following the Vancouver Canucks 4-0 loss to the Boston Bruins in Game 7 of the Stanley Cup final in 2011. (Ryan Remiorz/The Canadian Press)

# What actually happened

Denham ruled against wholesale matching with ICBC database but would allow it on a case-by-case basis with judicial oversight

VPD opened up a “snitch on your friends” website

## Vancouver police riot website gets lots of hits

CBC News - Posted: Aug 30, 2011 11:25 AM MDT | Last Updated: August 30, 2011



Vancouver police launch riot offensive

12 years ago | 1:49

**Featured Video** - Still no charges after Stanley Cup riot, but police chief asks for patience



Vancouver police say a new website set up to help identify those who participated in the Stanley Cup riot in June is getting an extraordinary number of visitors since its launch early Tuesday.

The website, "has been receiving nearly 2,200 hits per hour since the launch," Const. Jana McGuinness said in a release.

More than 50 new tips have been generated by the site and have been forwarded to investigators for followup.

### Popular Now in British Columbia

- 1 Metro Vancouver residents slapped with \$166K in fines for defying water restrictions
- 2 Strike at Vancouver sugar refinery taking the sweetness out of the holiday season for businesses

<https://www.cbc.ca/news/canada/british-columbia/vancouver-police-riot-website-gets-lots-of-hits-1.1028545>

Don't look at page 168 of Technocreep if you are under 16 -- especially in Oz



Figure 8. Justin Bieber 3D printed sex toy. Courtesy of Tom Nardone.

# How a Canadian Sex Toy Made Legal History

## Vibrator Maker To Pay Millions Over Claims It Secretly Tracked Use

March 14, 2017 · 1:52 PM ET



The We-Vibe classic is one of several Bluetooth-enabled We-Vibe products that can be paired with an app and controlled remotely. Customers alleged that the company that makes the vibrators was secretly tracking their use.

*Courtesy of Standard Innovations*

The makers of the We-Vibe, a line of vibrators that can be paired with an app for remote-controlled use, have reached a \$3.75 million class action settlement with users following allegations that the company was collecting data on when and how the sex toy was used.

Standard Innovations, the Canadian manufacturer of the We-Vibe, does not admit any wrongdoing in the settlement finalized Monday.

<https://www.npr.org/sections/thetwo-way/2017/03/14/520123490/vibrator-maker-to-pay-millions-over-claims-it-secretly-tracked-use>

# What would be in Technocreep 2025? (I ask AI...)

## AI-Powered Surveillance & Facial Recognition

- **Social scoring, untargeted facial data scraping, and AI-driven tracking** are being curbed by laws like the **EU AI Act**, which banned these practices from February 2, 2025, and began requiring risk assessments and cybersecurity safeguards for general-purpose AI models as of August 2, 2025
- These developments reflect technocreep unfolding at a broader, institutional level: sophisticated, often invisible tech creeping into how we're observed and categorized.

Unintended consequence: Bad guys are using the large fines in the EU's GDPR privacy law to threaten and extort money from companies

# Is your home smarter (or creepier) than you?

## ➤ At 2025 Consumer Electronics Show Samsung booth

- **AI Home Ecosystem:** Samsung presented an integrated vision of the smart home powered by SmartThings—covering appliances, pet care, energy saving, routines, and more
- **Pet-Centric Tech:** The “Home for Loved Ones” zone featured pet-care solutions such as Galaxy SmartTag2 for activity tracking and sensors for sending alerts about unusual pet behavior
- **Ballie Robot:** The home robot was demoed performing tasks like projecting visuals and interacting seamlessly with users and their environment. It's built around AI that can interpret visual, audio, and environmental inputs to assist with tasks and deliver personalized interactions

I saw them catch a dog stealing a burger off the counter

# From Glassholes to Metaphiles

- In Technocreep (p.44) I discuss the first arrest recorded on Google Glass

Barrett loves wearing his high tech eyewear in places it is not supposed to go. He has reportedly filmed inside an Atlantic City casino and, in a stroke of luck, apparently became the first person to record an arrest with [Google Glass](#). This little documentary was quickly posted to YouTube.<sup>68</sup>



September 2025, Meta Ray-Ban display glasses, \$795USD

Heads up display

White LED recording light

“Tamper protection”

# Do you have a right to “brain privacy”?

## Neural & Biometric Data—More Sensitive Than You Think

Wearables, VR headsets, and brain-computer interfaces are capturing neural or biometric data that are deeply personal. California and Colorado extended privacy protections to cover such data in 2024—and 2025 saw increased scrutiny and advocacy for stricter consent standards.

“We know what you are thinking”

*Minority Report* style “precrime”

Passthoughts instead of passwords



# “Google’s creepiest idea ever”



Source: slate.com

# Does logging on make your heart skip a beat?

## YOUR EVERYDAY SIMPLIFIED

Seamlessly unlock devices, remember passwords and more, using your heart's unique signature.

RESERVE NOW

WATCH VIDEO ▶

 nymi band™



# Hey, that smells like Frank – body odor ID is on its way

By [Ben Coxworth](#)  
February 4, 2014

4 Comments 



Scientists are investigating BO as an additional form of biometric identification (Photo: [Shutterstock](#))

Move over, fingerprints, iris scans and facial recognition, because a new form of biometric identification may soon be joining you – body odor. According to scientists at Spain's Universidad Politécnica de Madrid, peoples' unique scent signatures remain steady enough over time to allow for an ID accuracy rate of approximately 85 percent.

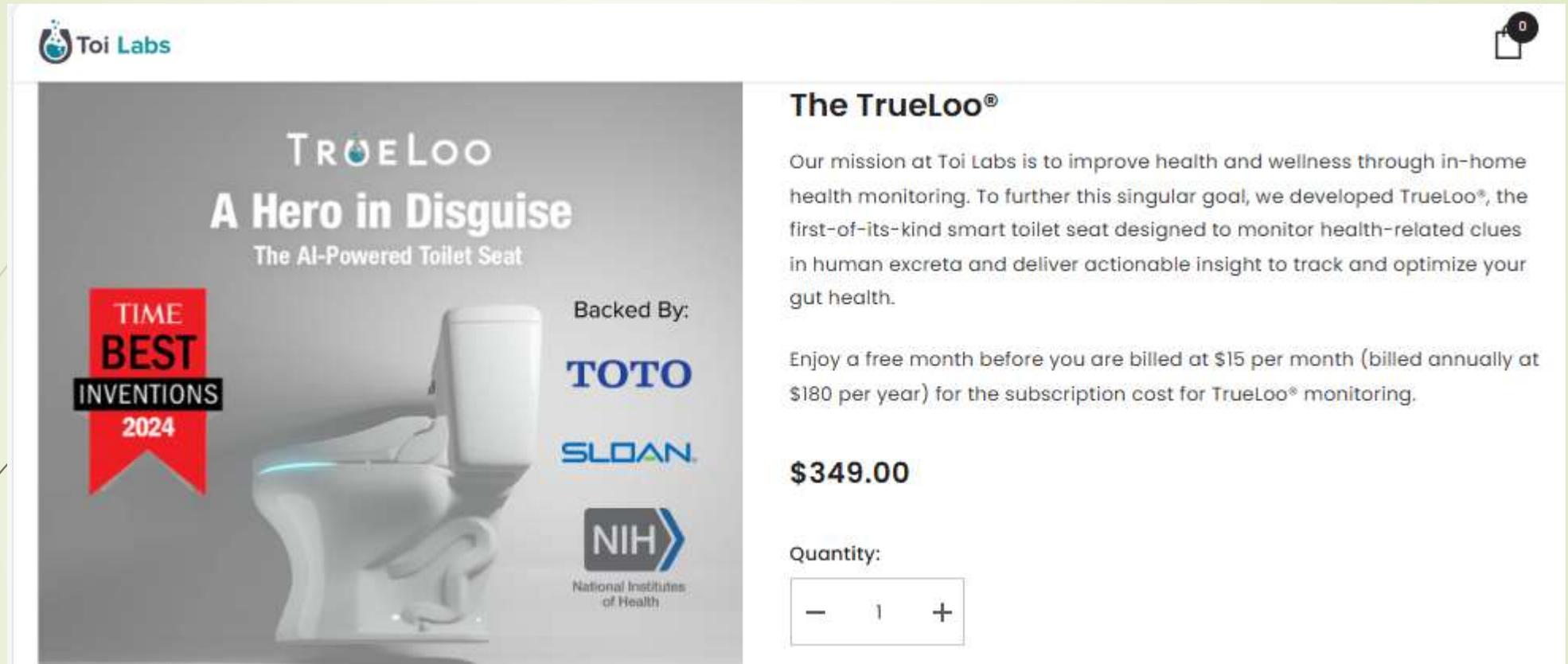
First of all, why is another form of biometric ID even needed? Well, as the

Source:  
Gizmag



**UNIVERSITY OF CALGARY**  
SCHOOL OF ARCHITECTURE,  
PLANNING AND LANDSCAPE

# Does all this make you want to poop?



**Toi Labs**

**TRUOLOO**  
**A Hero in Disguise**  
The AI-Powered Toilet Seat

**TIME BEST INVENTIONS 2024**

Backed By:  
**TOTO**  
**SLOAN**  
**NIH**  
National Institutes of Health

**The TrueLoo®**

Our mission at Toi Labs is to improve health and wellness through in-home health monitoring. To further this singular goal, we developed TrueLoo®, the first-of-its-kind smart toilet seat designed to monitor health-related clues in human excreta and deliver actionable insight to track and optimize your gut health.

Enjoy a free month before you are billed at \$15 per month (billed annually at \$180 per year) for the subscription cost for TrueLoo® monitoring.

**\$349.00**

Quantity:  
- 1 +

It can tell you doctor about abnormalities  
What doctor would want that?  
Maybe a new line of business for pharmacies?

# Your Fuelband Knows When You're Having Sex



Adam Clark Estes

Filed to: SEX 7/12/13 12:42pm

109,279 🔥 4 ★



Everybody loves these Fuelbands and other activity trackers because they supply you with troves of data about your everyday life. Sometimes, however, it's a little bit too much information.

Your fitness wristband knows when you're having sex. If it's sensitive enough to detect minute movements while you're sleeping, it can certainly pick up on the patterns of intercourse. Plus how else do you explain getting a half hour of exercise late at night without taking a single step.



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ISO 17025 FQS-I

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- FREE Home DNA Test Collection Kit
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- Legal DNA Paternity Testing
- Twin Zygosity DNA Testing
- Ancestral Origins DNA Verification
- Native American DNA Verification
- DNAdetective Crime Scene Profiling

**aa BB AMERICAN ASSOCIATION OF BLOOD BANKS**

**Did You Know...**

- ...ABO blood types can be used to determine paternity? [Learn more...](#)
- ...Eye color can be used to determine paternity? [Learn more...](#)
- ...Calculating a probable date of conception can be used to determine

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GeneTree's home DNA collection kits are designed to provide the most **convenient, confidential and affordable** method of determining paternity. **Since 1997, the GeneSwab™ DNA Specimen Collection Kit has been used to collect specimens in the convenience of one's own home.**

The GeneTree DNA Testing Laboratory is **ISO 17025 Accredited**, an active member of the **AABB Parentage Accreditation Program**, and participates in the **CAP Proficiency Testing**.

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**Four (4) Easy Steps ...**

- 1) Order Home DNA Kit
- 2) Receive Kit in the Mail
- 3) Collect Cheek Cells
- 4) Send to the Lab

**FLASH VIDEO**  
CLICK HERE

Once you receive your DNA Collection Kit, you will collect the cheek cell specimens. These specimens are **collected when and where you want**, using GeneTree's GeneSwab DNA Specimen Collection kit.

After collection, you will send the DNA to our DNA testing laboratory. The process is **easy-to-understand**, and yield probabilities of **100% for exclusions** and greater than **99.9% for inclusions**.

| DNA Paternity Testing Service  | Turnaround             | Price                            | Order            |
|--|------------------------|----------------------------------|------------------|
| <b>Standard DNA Paternity Test:</b> Includes alleged father, child, and mother is optional. <b>-No Other Fees-</b> | <b>7</b> Business Days | <del>\$245</del><br><b>\$199</b> | <b>ORDER NOW</b> |
| <b>Priority DNA Paternity Test:</b> Includes alleged father, child, and mother is optional.                        | <b>3</b> Business Days | <b>\$295</b>                     | <b>ORDER NOW</b> |

Yes, our family sent DNA swabs to 23andme (now bankrupt) but we used the names of our pets and even registered a credit card under the dog's name



Source: [www.health-street.net](http://www.health-street.net)

# FREE TO GOOD HOME



Beautiful 6 mo. old male kitten - orange & caramel tabby, playful, friendly, very affectionate. Ideal for family w/kids.

↔  
**OR**  
↔

Handsome 32 yr. old husband - personable, funny, good job, but doesn't like cats. Says he goes or cat goes.

**Call Jennifer - 265-5543 - come see both & decide which you'd like.**

Thank you!

[keenan@ucalgary.ca](mailto:keenan@ucalgary.ca)  
@drfuture on X, Bluesky

