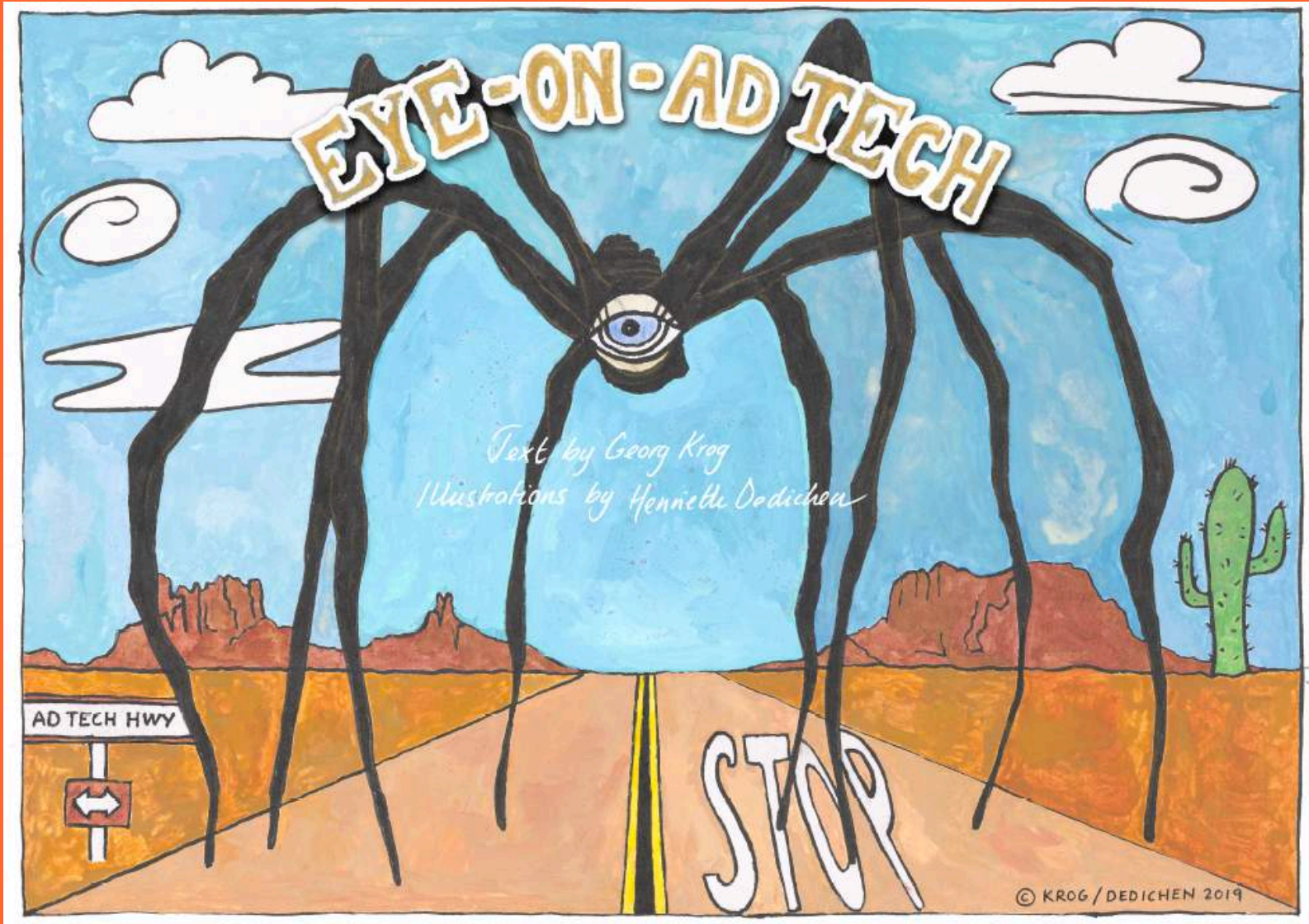


EYE-ON-AD TECH

*Text by Georg Krog
Illustrations by Henniëtte Dedichen*





EYE-ON-AD TECH

*Text by Georg Krog
Illustrations by Hennieth Dedichen*

AD TECH HWY



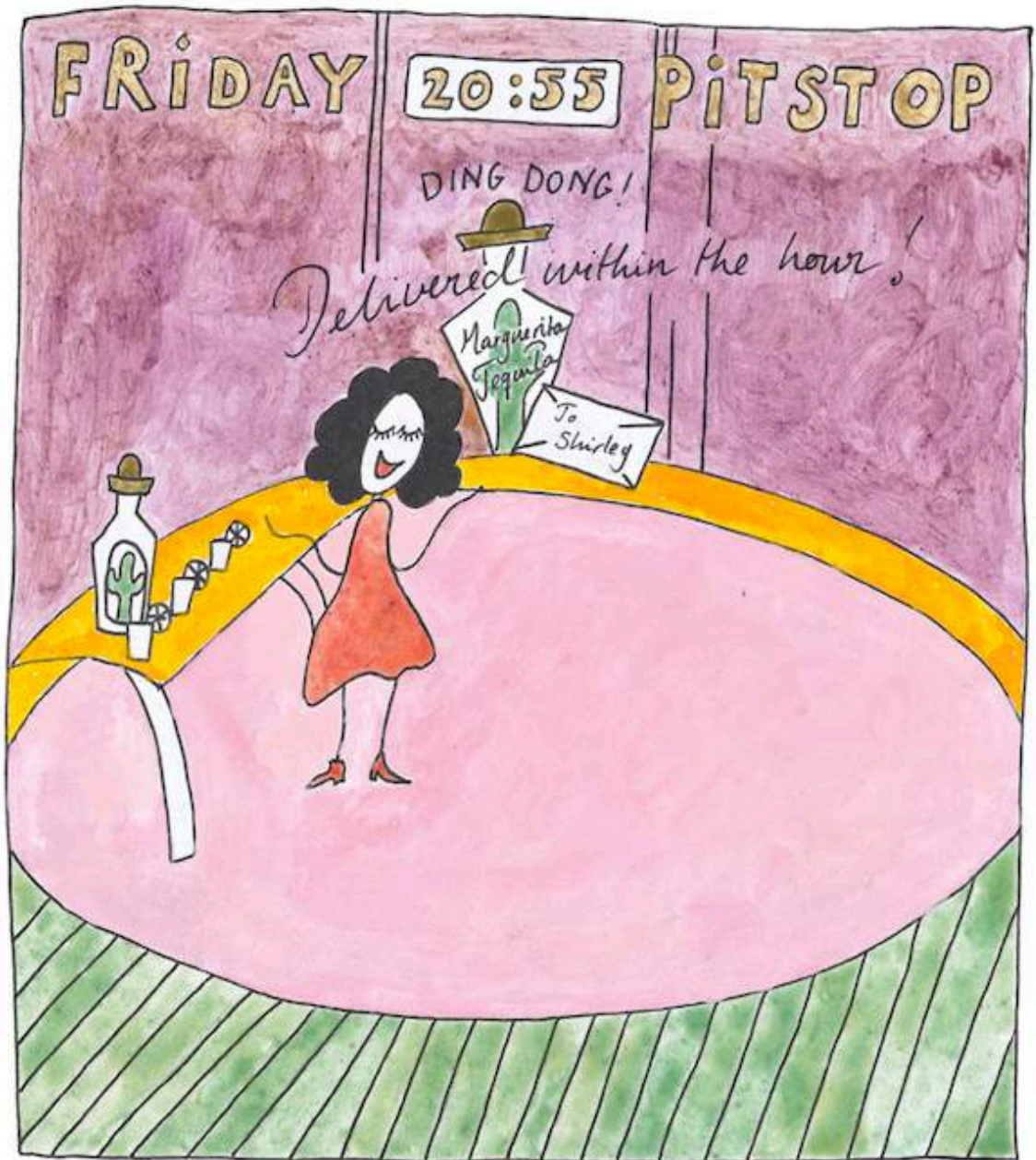
STOP

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Don't forget to
read part 1 of
'EYE ON ADTECH'

click on the cover (facing page) and find it in the eBook Library

BACKGROUND OF THE CARTOON: The background of 'EYE ON ADTECH Part 2' is the Fashion ID Case (<http://curia.europa.eu/juris/celex.jsf?celex=62017CC0040&lang1=en&type=TXT&ancre=>) + the Google CNIL case + the complaint against IAB Europe and Google regarding RTB.



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THE TEQUILA BOTTLE
CAME WITH A LETTER ...

HOW DO THEY KNOW MY TASTE?

DAMN, WHAT KIND
OF PROFILE DO THEY
HAVE ON ME?

Shirley's
tastes

SHIRLEY'S TASTES ADDED:
2 DROPS VANILLA
4 DROPS CITRUS
1 DROP OF CARAMEL
7 DROPS WITH SPICES

Shirley's
2 Months

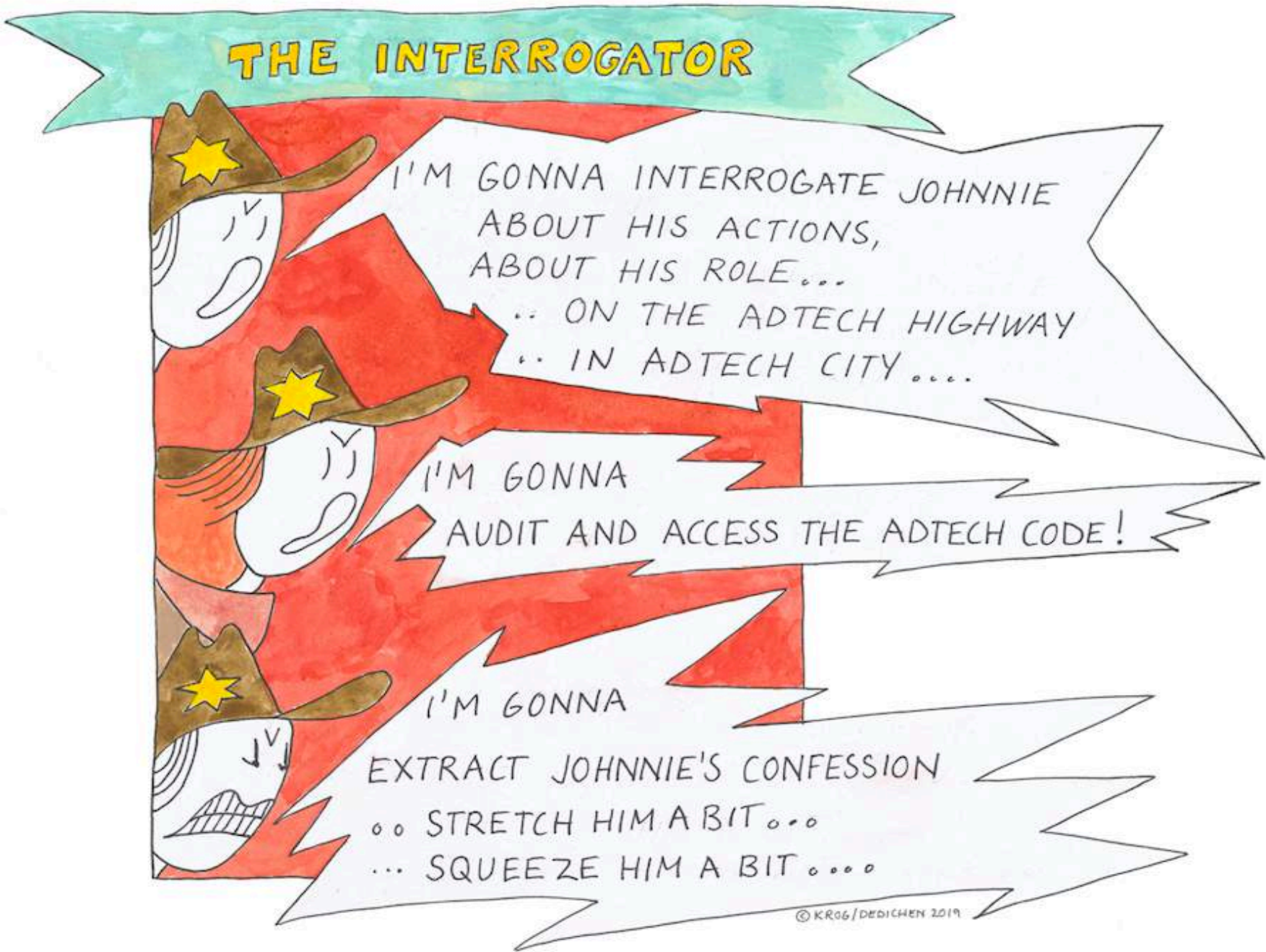
Shirley's
12 Months

Dear Shirley,
We hope you will
enjoy your personalised
tequila.

Kind regards
Marguerita Company

5-10 Vol.%

THE INTERROGATOR



I'M GONNA INTERROGATE JOHNNIE
ABOUT HIS ACTIONS,
ABOUT HIS ROLE...
.. ON THE ADTECH HIGHWAY
.. IN ADTECH CITY....

I'M GONNA
AUDIT AND ACCESS THE ADTECH CODE!

I'M GONNA
EXTRACT JOHNNIE'S CONFESSION
.. STRETCH HIM A BIT...
... SQUEEZE HIM A BIT... ..

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- NEW RULES -

YOU **CAUSED** THE COLLECTION AND TRANSMISSION OF SHIRLEY'S DATA!!

OUT ON THE ADTECH HIGHWAY!!

KNOWING THE CHAIN OF RECIPIENTS DOWNSTREAM!!

... CREATING RISK FOR SHIRLEY ...

SO YOU COULD GET \$\$\$ FOR HER DATA IN EXCHANGE FOR AN AD ON YOUR SITE SERVED TO SHIRLEY!

WITHOUT \$\$\$ FROM ADS... MY NEWSSITE WON'T SURVIVE!!

LOOK,

YOU ARE RESPONSIBLE ...

.. FOR INFORMING SHIRLEY ...

.. FOR ASKING HER PERMISSION ...

... **BEFORE** YOU PROCESS HER DATA!

BUT, THEN THE AD SPACE WHERE MARGUERITA'S TEQUILA WAS SHOWN TO SHIRLEY WILL BE EMPTY ...

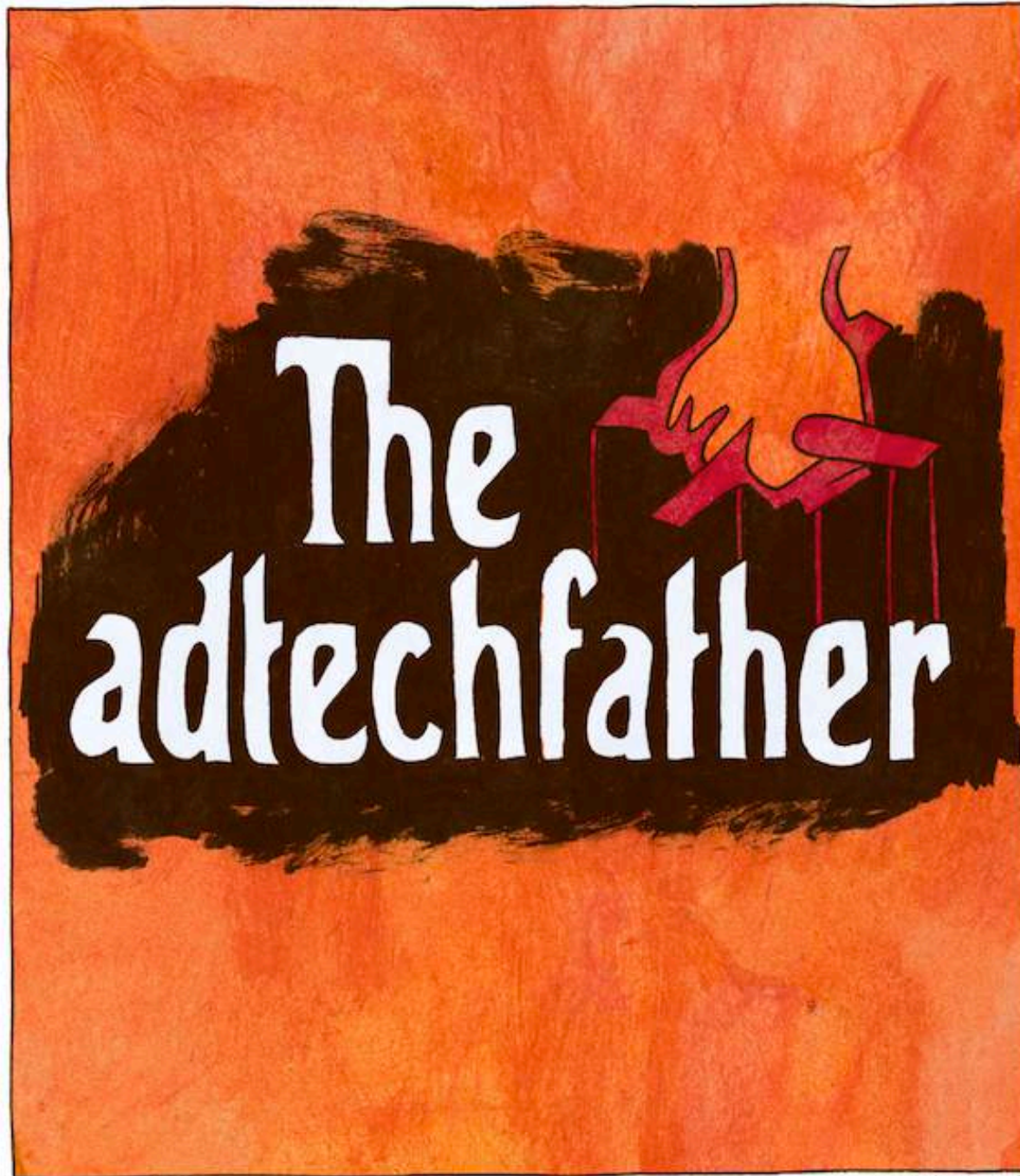
UNTIL PERMISSION IS GIVEN!!!

AN ADTECHFATHER OF ADTECH CITY?

THESE ADTECH HIGHWAY ACTIONS ARE ILLEGAL,
GENERATE PROFIT, HAVE A CENTRALISED CODE
AND NETWORK PROTOCOL, AND
ARE CLEARLY DIVIDED DOWN-/UPSTREAM



BEFORE I PUNISH
THOSE CO-RESPONSIBLE
I ASK,
ARE THESE ILLEGAL ADTECH HIGHWAY
ACTIONS **ORGANIZED CRIME?**



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ABOUT THE AUTHOR

Georg Philip Krog has written the text for the comic "EYE-ON-AD TECH". In daily life Georg is Co-founder and Chief of Legal Counsel of Signatu. Signatu is a self-serviced cloud service that provides software to monitor 3rd parties on websites and to ensure lawful and entrusted processing of end-user data. Georg has previously worked as consultant and as researcher at the Faculty of Law in Oslo and Max Planck Institut in Hamburg, and Fulbright Scholar at Harvard Law School and Stanford Law School. Signatu website: <https://www.signatu.com/>



ABOUT THE ILLUSTRATOR

Henriette Dedichen has with great fun illustrated the comic "EYE-ON-AD TECH". When creating art and design, Henriette loves to play with references to art history, architecture, philosophy and languages. As an art historian Henriette has worked at museums, and has written and edited the books Warhol's Queens, published by Hatje Cantz and Munch/Warhol, published by Louisiana Museum of Modern Art as well as curated exhibitions around the world.



ABOUT THE WORK

All pages in the comic "EYE-ON-AD TECH" Part 1 & 2 are drawn by hand and painted with tempera. Every single colour is created by hand-grinding dry powdered pigments that are mixed with egg. The whole print series or single prints are available to acquire. Interested or more info, please send an email to georg@signatu.com