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on Privacy and Profiling**

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Profiling data subjects is a common practice in the surveillance society. In a continuous process, personal data is collected, aggregated, analyzed and converted into a profile which is then projected to the data subject in ways that might affect her self-perception and future choices. Personalized practices, such as using a search engine or purchasing books online, modify, albeit quite subtly sometimes, the user’s understanding of the world. In so doing, such personalized practices affect her identity. This influence is often hidden from those affected, and is difficult to describe and conceptualize it in terms of the right to privacy.

This article argues that profiling practices undermine the identity of data subjects, and that the right to privacy is the appropriate legal tool to address the challenges of profiling, since it is intended, among other things, to protect individuals’ personal identity.

Individuals learn about their profiles’ content through inclusion or exclusion from personalized services and offers, and might try to assimilate their behavior to what they assume will be the most rewarding behavior. The individual is reinforced by her more “reasonable” preferences, thus being manipulated to behave in a particular way, usually without being aware of it. The result is a production of an obedient consumer-citizen, whose behavior follows lucratively predictable trajectories.