Tomorrow In Review   **July 31, 2014**

Protecting Yourself in The Age of Big Data

- The story of how Google plucked vital intelligence from a sea of information, saving countless lives
- "Seeing stones" that let the CIA, FBI, and other organizations interpret Big Data
- Plus: How to protect yourself from cybercrime -- absolutely free… and much more!

New Law Passed Acknowledging Legitimacy of "Underground Banking"

Just recently, California passed a law making a controversial new banking system legal within the state.

This new banking system is already exploding across the globe. It even has its own ATMs up in cities all over the U.S.

The best part of this type of "bank account": You can actually make money with it.

In fact, a simple deposit of $100 back when the system started in 2009 would have exploded into more than $3.5 million by November of last year.

Click here now to find out how this new account could change banking forever.

Dear *Reviewer*,

We've entered a new age based in technology and huge volumes of data. All this data will help to shape our future world.

Sam Volkering

Yes, we can make smarter decisions and act faster. But that hinges on our ability to read and make sense of it all. With so much data, how *do* we really make sense of it all?

Let's look at the example of **Google Person Finder**.

In 2010 one of the largest earthquakes on record hit Haiti. 316,000 dead and over 3 million affected by this tragedy. Added to the horrors, thousands of people went missing.

In 2011 the world watched another major disaster. An earthquake hit just off the coast of Japan. It was so powerful it moved Japan's main island (Honshu) 2.4m east. The follow-on tsunami killed thousands, with thousands going missing.

Previously there's been no single reference point to find missing people in crisis like these. At the time of these disasters, data flooded into networks and databases of different aid agencies. This data came from response teams, individuals and other aid agencies.

There was so much data that it jammed databases. As more data arrived, it

became too difficult to filter it all and find missing people. What should have taken hours took days or weeks to do. Another problem was there was no collaboration of data across different agencies.

At this point Google stepped in and did what government couldn't. With the software and technology they had at their disposal they created a single search point to find missing persons. They called it 'Google Person Finder'.

This meant people could jump onto Google Person Finder to search for missing loved ones. This was a better outcome for those seeking information. It also took the strain off emergency response teams trying to process all this information.

Now this wouldn't have been possible without two crucial parts to the equation.

1. A huge amount of data
2. The technology to interpret all the data

A Lifetime of Books Created Everyday

People who can read and interpret data the best and fastest will be so-called 'Wizards' of the future.

You'll be shocked at how much data we create on a daily basis. Someone has to make sense of it all. Humans can't do it on their own. Computers lack the human creativeness of data analysis. So entrepreneurial companies realize they must put the two together.

Just how much data am I talking about? IBM (NYSE: IBM) estimates we create about 2.5 Exabytes of data every single day.

That's the equivalent of about 625 Million DVD's worth of new data, *per day.*Another way to look at it is that it's more data than every book that's ever been written.

Cisco Systems (NASDAQ: CSCO) estimate by 2016 global Internet Protocol (IP) traffic will be over 110 Exabytes per month. Added to this Global Mobile data

traffic will be over 11 Exabytes of traffic per month.

All this data comes from devices and sensors. Your phone, GPS, weather stations, CCTV, things you post online, new websites, etc. Data comes from *everywhere.*

The collective terms for all this data is very technical…it's called 'Big Data'. **Here's your 2nd chance…**

If you missed out on the fortunes to be made with Microsoft, Google, Amazon or Tesla, don't despair. Another door has recently opened up for you. One that could make you richer in as little as 12 short months.

And you can do it from the comfort of your home. It's more substantial than some trendy social media start-up or bio-tech.

What is it, and how can you reap a bona fide fortune from it? [Click here](#) now.

But the Government Might Kick Down My Door!

I recently asked a group of friends the question, 'Are you worried that you give away too much information?' The overwhelming answer was, 'Yes.'

Our basic human nature means we want to keep personal information private and to ourselves. It's rooted in a feeling of mistrust. Mistrust of governments and major corporations. And I can understand that.

However, there does seem to be an Orwellian belief that as we switch the GPS function on our smartphone, the Feds will know exactly which cheek you just scratched.

There are also theories about the humble online search. Look up words such as 'terrorism' or 'al-Qaeda' and the NSA, CIA and FBI will kick in your front door. Next thing you know you're being strung upside down at an 'undisclosed location'.

Let's think about this. What if it was harder for governments and organizations to

know about us if we gave them *more* data? What if there was so much Big Data that they couldn't tell the difference between a man or a mouse?

I know it sounds a bit daft, but there's method to my madness. What if we could overload the systems of organizations by simply creating too much data for them?

This serves a double purpose. Blast a system with too much data and they overload. It becomes a thick fog of Big Data. In short, they don't have the technology to make sense of it all.

It could mean we have the information available to allow us to interact with our digital environments more efficiently. Yet also hide from those that shouldn't be able to see what we're up to.

Alvin Toffler, a renowned writer and futurist, termed the idea (before the internet even existed) of **Big Data** in his book *Future Shock*. He described it simply as 'information overload'.

In addition, it's private industry, not governments, which have technology and software to process Big Data and make sense of it. These companies are your typical Silicon Valley start-ups that have built their business around Big Data.

To make sense and draw out legitimate, meaningful information from enormous data sets can make a company. When governments don't have the capabilities to make sense of their data, they turn to those who can.

"I hope we don't get sued for this…"

I've just seen a controversial video you've got to check out. It's been viewed over a million times and reveals a little-known strategy the "world's greatest investor" uses to make his money. (Hint: It's got nothing to do with "value investing," long-term horizons or anything else reported in the mainstream press.)

[Click here](#) for details on a secretive strategy rarely mentioned in public.

This Company Does What No Others Have Done Before

One example of this is a company called Palantir Technologies. They are a software provider. And their software helps organizations like the CIA and FBI interpret Big Data.

Palantir does more than just help government agencies. They also work with financial, scientific and humanitarian organizations to help make better decisions. Helping them all to answer questions that are difficult to see in the information fog.

Palantir is a known term for fans of J.R.R Tolkien. To explain, Palantir are 'seeing-stones' from the *Lord of The Rings*. And that's what Palantir believe their technology is. It's the 'seeing-stones' of Big Data.

A big part of the work Palantir does is rooted in their mission: to make sense of Big Data while maintaining civil liberties. Palantir describe it as,

'A core component of (our) mission is protecting our fundamental rights to privacy and civil liberties. Since its inception, Palantir has invested its intellectual and financial capital in engineering technology that can be used to solve the world's hardest problems while simultaneously protecting individual liberty.'

In this sense what does protecting civil liberties mean? Well that's the trick part of**Palantir's technology**. They can tag and screen data from its source. This means they can enable or hide data based on different authority levels.

A good example would be a Medical Researcher with a huge database of DNA information. They would overlay Palantir's software over the database to find connections, links and patterns.

If the Police wanted to use the database to link crimes to particular DNA matches they could… but they could *not* use that information against a linked person.

The data gets a tag to say it's been obtained by the Medical Institution, not the Police. So the linked person's identity remains undisclosed.

Palantir software is world leading. It carefully balances the use of data to make smarter decisions with the protection of privacy and civil liberties. It's important for this to occur. As there must be trust that our data is used for purposes of good and not evil.

Another example is the 2012 London Olympics. London City police used an app and location services to create 'heat maps' of crowds around London. This helped monitor crowd gatherings and control traffic flow.

They did this by sending out alerts and updates to the app users. It created smoother flow of foot traffic, avoided crushes at events and overcrowding at Tube stations.

Sadly, the Boston Marathon bombings on April 15,2013 provides us with another example.

Google launched Person Finder again for the Boston crisis. And Palantir's software ran full steam as theFBI used it to help track down the people that committed these terrible crimes.

We will continue to **create more data** whether we like it or not. As we connect our digital lives with our day-to-day living, more data will flow from our activities to databases around the world.

We're inadvertently creating an information overload. And that's not a bad thing.

Google and Palantir are just two examples of companies that work to ensure we use information properly. In a way that helps us. Now that has to be a good thing in times of crisis.

Regards,

Sam Volkering
for *Tomorrow in Review*

Ed. Note: Do you know about the former federal counterterrorist expert that

goofed in a live interview? After the Boston Marathon bombings, he let it slip that our government can track *whom* you call... how *long* you were on the call... and *where*you were when you made the call.

They may even be able to record your conversations, even if you've never committed a crime in your entire life!

That's why -- no matter who you are -- you should seriously consider making yourself protected through a simple piece of software that enables you to become "invisible" to the NSA -- and it's free. You can download it right now. [Click here for all you need to know to act now](#).