

Gallery One, Sydney Non Objective (SNO), 8 – 30th April, 2017

THE WEB NEVER FORGETS

Jasmine Guffond, 2017

2 x I Mac, 7 x 4" Speakers, 1 x Subwoofer, *Listening Back* Chrome Plug-In

"Before cookies, the Web was essentially private. After cookies, the Web becomes a space capable of extraordinary monitoring." - Lawrence Lessig

The Web Never Forgets exposes the proliferation of ubiquitous online surveillance via the real time sonification of internet tracking cookies.

Named after the computer science term "magic cookie", internet cookies are commonly used for data profiling by advertising, corporations and governments, by placing a small file on the user's computer. Since its origins in 1994 cookies have become ubiquitous, fundamentally altering the nature of surfing the Web from being a relatively anonymous activity, to the kind of environment where records of one's transactions, movements and even desires can be stored, sorted, mined and sold.

The relative invisibility of digital surveillance, and the proliferation of consumer modes of online surveillance has both intensified and rendered ambivalent our relationships to being surveyed. Sound provides a means for listening back to some of the imperceivable surveillance infrastructures that form our habitual online browsing.

Try the *Listening Back* Chrome Plug-In at home:

<https://chrome.google.com/webstore/detail/listening-back/gdkmphlncmoloepkpifnhneogcliiiah>

Live performance by the Browser Ensemble April 20th at 7pm!

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