



# WHY YOUR DATA IS SO VALUABLE

## THE TRUTH ABOUT DATA

**Data is the new global currency.**

To understand why Digital ID systems are being pushed so aggressively, in Australia and worldwide, we need to understand one simple truth:

**Data is now the most valuable resource on Earth.**

More valuable than money. More valuable than oil. More valuable than physical assets.



### Why Data Has Replaced Money as Power

In the past, power came from land, resources, or wealth.

Today, power comes from:

- predicting behaviour
- influencing decisions
- shaping what people see
- controlling communication channels

None of this is possible without your data.

Data reveals:

- what you believe
- who you trust
- where you go
- what you fear
- what motivates you
- who you associate with
- what you search, watch, buy, and respond to

This information is often more valuable than your bank balance.

Because data doesn't just describe you: it allows systems to shape you.

### How We Constantly Feed the System

Most people think "sharing data" only happens when they:

- fill out a form
- sign up to an app
- click "I agree"

In reality, data is collected continuously.

Every day, data is transmitted when:

- your phone is in your pocket
- your smart TV is on
- your watch is on your wrist
- voice assistants are plugged in
- photos upload automatically to the cloud
- apps refresh in the background

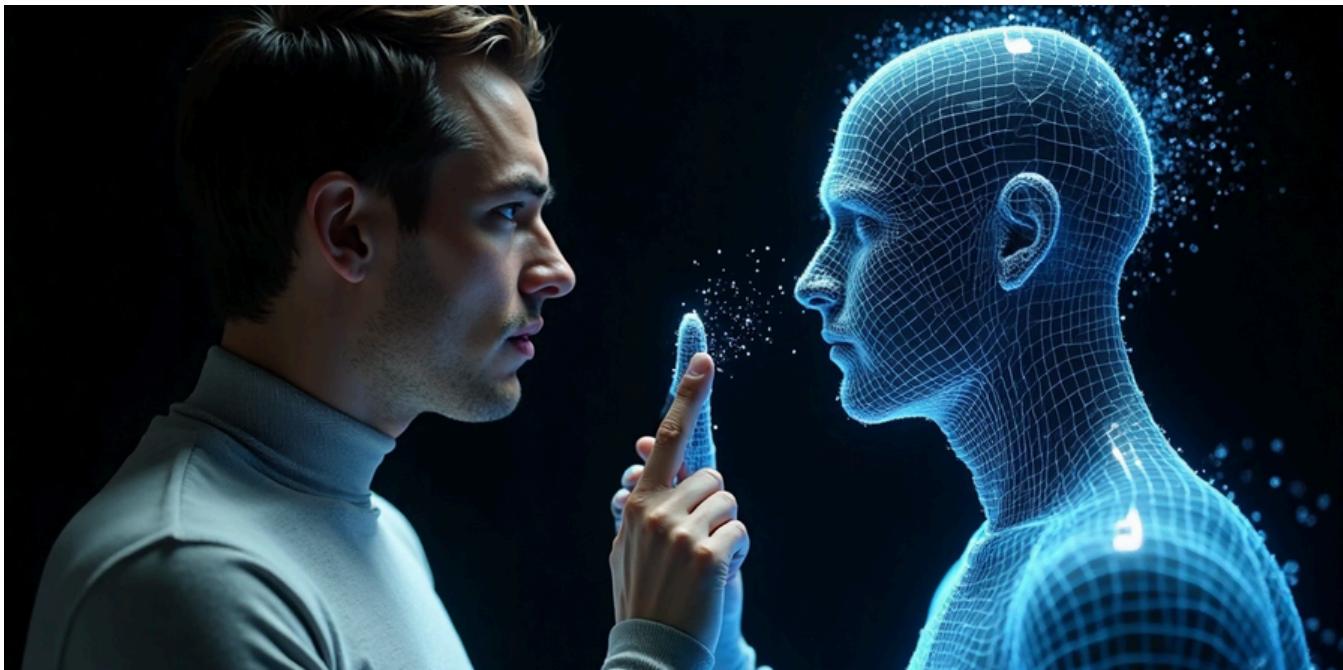
This includes:

- location
- voice
- movement
- habits
- health signals
- social activity
- private conversations
- emotional and behavioural patterns



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# WHY YOUR DATA IS SO VALUABLE Continued



## Why They Need More and More Data

These systems only function if the data flow never stops.

The more data collected:

- the more accurate predictions become
- the easier behaviour is to influence

This is how:

- algorithms shape thinking
- platforms control visibility
- governments measure compliance
- corporations anticipate reactions
- social media steers public sentiment

All of it relies on one resource:

**A constant supply of human data.**

Without that supply, these systems weaken.

## How Reducing Data Starves the System

This is the part most people underestimate.

Change does not require:

- mass protests
- upheaval
- millions of people marching

Change only requires one thing:  
Reducing the amount of data we give away.  
When people:

- turn off unnecessary permissions
- disconnect systems like myID
- decline facial recognition
- minimise app access
- reduce cloud uploads
- disable listening devices
- avoid “Sign in with Google / Apple”
- limit what they post or share

The data flow weakens.  
And when the data weakens,  
their power weakens too.

## Take Back Control of Your Data

At present, you still have choices.

In collaboration with ACA member group RCR Media, the MyResistKit is continually updated with practical guides to help you:

- understand Digital ID
- reduce unnecessary data exposure
- regain control over what you share

👉 Get the guides here: [www.MyResistKit.com](http://www.MyResistKit.com)



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