Extensive digital profiles based on commercial activities, financial transactions, government records, and self-disclosures from social media sites are being compiled on ordinary citizens. The content of these profiles are often aggregated and utilized without consent, and few mechanisms exist for the person profiled to review, correct or delete data. Traditional concerns about privacy and surveillance are not particularly helpful in understanding the risks of these profiles. This presentation will discuss the nature of these profiles, how technology has enabled their creation and preservation, and explores the importance of privacy for intimacy and human freedom.