

How Internet companies govern our behaviour



Eric Dolatre, Thilo Komma-Pöllath
The Necessary Revolution

[Die notwendige Revolution]
He is the inventor of the big data model – and is fighting the digital surveillance economy.
An insider report

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Thilo Komma-Pöllath, born in 1971, is a freelance journalist and writer. He runs an editorial office and contributes to such newspapers as *Süddeutsche Zeitung Magazin*, *FAZ am Sonntag*, *Stern* and *Focus*. He has received awards for his work including the Laureus Media Prize.

Eric Dolatre, born in 1964, is one of the Internet pioneers of the first hour. In 1997, after working for the *Markt+Technik* publishing house and the newly founded *PC Professionell* magazine, he co-founded GMX, one of the very first German web portals.

Few people know the business as well as he does: Eric Dolatre is a co-founder of the most successful European email provider and the inventor of the data-based business model of GMX, the "user profile-dependent advertising".

It worries him to see how globalisation and digitalisation have become a worldwide surveillance economy that controls and governs everything we do or say to a higher degree than we imagine. Business with data has become business with people and its doors are wide open to abuse. It is high time to limit the power of the internet companies, for not everything promising business has a right to be business!

Eric Dolatre is appealing for civil digital disobedience, he is demanding clear rules to be set by politicians – and as an entrepreneur he is attacking the US giants head-on, placing his hopes on a serious and secure model: a coded European communications platform that is more urgently needed than ever before.

This is an intriguing report by an insider disclosing how far data company surveillance has already gone and emphasising the importance of democratic values and principles.