

# Local practice and global data

Loyalty cards as material cultural and cultural practice



**Global data**

**local practices**



Style

Sacrifice

History

Culture

Capitalism

Gift

Practice

Consumption

Technology

Modernity

Space

Social relations

Shopping

Mass production

Loyalty cards

Profiles

- Oh we do not live here long enough for that. But the turk from the corner store greets me whenever I pass him,.
- Yes I find this personal. And behind the counter, it is the same people for years. And whenever we buy there, it is fishsalad, eggssalad and something else. And when we recently bought only two items, the owner did say: „ And what about the eggssalad?“ We looked at each other and said „he is right - but no, today we do not want eggssalad.
- And then she maybe says: „My husband is sick“ or „what else happened to you.. „ and you start talking and that is what people miss today. In the supermarket you shop much more anonymous.

- B: I am often accompanying girlfriends when they go shopping, as a consultant. I love to spend the money of other people (laughs)
- If go for a big grocery shopping, we mostly do it together with our mother. Because then we take her car. But if it is only for small stuff for now or just tommorrow, we walk or take the bus.
- To the weekly market we go together, because it is such a nice thing to do. Once you stop working, you have more time and you arrange it differntly, too. And I love to go shopping on the market every week.



local practices

Every day life in

# Shopping



as every day life

Practice of

# Loyalty cards

*streams of argumentation*

as shopping practice

local practices



local practices

Bonus/points  
Deal/Profit

Shopping habits

Family

Trust

Obligation

# Loyalty cards



Fun

Refusal

Materiality

Data protection

*Streams of argumentation: Loyalty cards*

- ..and then I thought, well *Budni* has everything I need and it is on my way, too. 1-a-244
- it is always good, if you have kids and need to fill up gas often. 11-c-586 /
- By all means, my parents have many [loyalty cards] 17-a-147
- I would buy the things anyway. 8-c-532
- I look forward to the letter holding the voucher 15-a-339

- *Budni* - for years 5-c-264
- (on the question if data trade bothers him): Well not really. Not at all. You need to read the fine print. I don't read it, but I know that they store the data. And I know that they pass them on and trade them for advertisement purposes, I know all that. (5-C-320)
- They stole the data. This came all out during the court case. It is unbelievable what they do with the data today. But I am not afraid, even if I am telling those stories. But it is dangerous what they do with the data, devastating! (5-C-451)

[Data protection and people] Yes there is a difference. When I go to the grocer *Engelhard* or in the *Schanze*, it is people I deal with, work there [...] there it is interpersonal and personal information, that is exchanged and cannot really be traded commercially (11-a-889).

It was a conscious decision - I think the it is great and I go there every two or three day, even just to buy something small. With all these data issues, well that is simply it - for me it is something rather unclear and not easy to manage. (11-a-893)



data practices

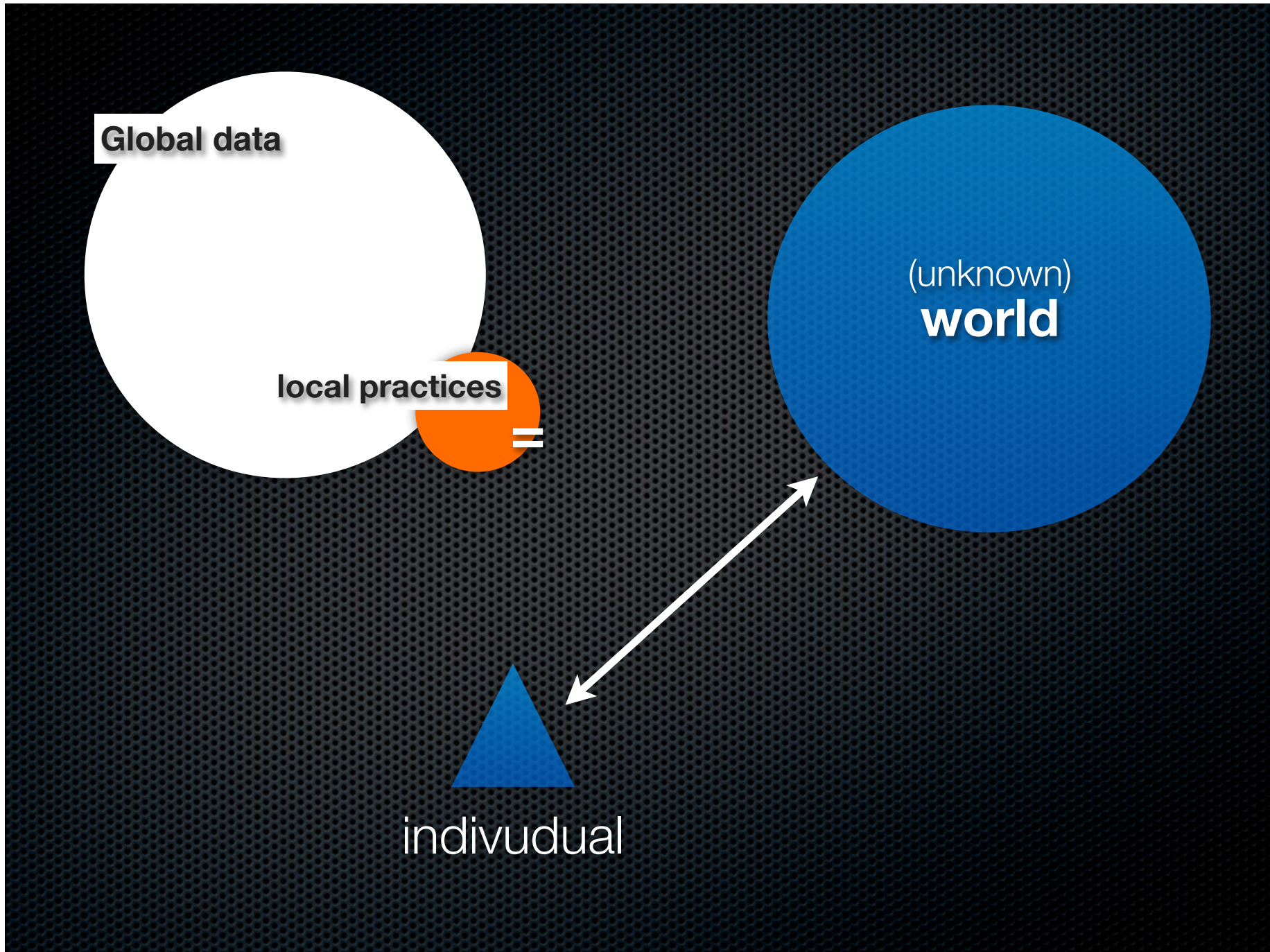
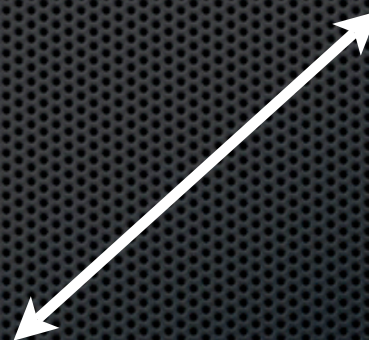
**Global data**

**local practices**

=

(unknown)  
**world**

individual





**Thank you**

... for choosing me ... ;-)

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