A laudable goal of ubiquitous computing is to enhance our day to day living by invisibly embedding sensors and computing platforms in our stationary and mobile surroundings. Sensors being developed and deployed within distributed computing networks include those able to see (ranging from automated detection of light to identification of specific individuals and objects), hear (detection of specific motions, temperature, humidity etc) and communicate. Sensors in and on our bodies will communicate through our phones, cars, offices, homes, transportation infrastructure, and with objects along our travel paths. Numerous visions have been suggested for protecting personal information privacy in future pervasive sensing and computing environments. This presentation argues that some visions are better than others and suggests how the research community can help us get there.