The privacy paradox identifies a disjuncture between what is said about privacy and what is done in practice. It refers to declarations from youth that they are highly concerned for privacy, yet frequently disregard privacy online through ‘oversharing’ and neglecting privacy management. However, the youth we studied invoked a different mindset: that they have ‘nothing to hide’ online and therefore do not consider privacy relevant for them. Despite this mindset, the strategies we highlight suggest a new permutation of the privacy paradox, rooted in a pragmatic adaptation to the technological affordances of social network sites, and wider societal acquiescence to the debasement of privacy online.