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Introduction to Data Science

Week 5

Exercise 1 Privacy and data protection

1. Valid Consent

I examined Steam Privacy Policy https://store.steampowered.com/privacy_agreement/. Its mainly in line with article 6(1)(a), which allows processing of personal data when user gives consent for specific purposes. Steam specify reason for collecting data, like operate the platform and process payments. This follows the GDPR article 4(11) and art 7(2) that consent must be informed and specific. Users can also withdraw consent at any time or unsubscribe from emails (article 7(3)).

2. Right of Access

Under GDPR user have the right to know if personal data about him is processed by a controller. Users can also request details about purposes, data categories, transfers and storage period. Article 15(1) states that user can get copy of this data. The controller must respond on request within a month (art 12(3)) Steam offers Privacy Dashboard where users can view, download or delete their data. This system is in line with article 12 (1-2) with right to access own data.

2. Anonymization and Pseudonymisation

Anonymisation means processing data so that person can no longer be identified, such data is outside the GDPR

Pseudonymisation as defined in article 4(5) hides or replaces identifiers, but data can still be link back to person with separate information, so its still a personal data.