

Profiling

Profiling

- Extracting patterns through automated processing of large volumes of personal data.
- Using algorithms and techniques to analyse aspects of individuals.
- Aspects that include habits, interests, behaviour and personality.
- These patterns form profiles that can then be incorporated into a decision-making process.

Profiling

Data sources

- Organisations can generate these profiles from a range of data sources, including:
 - social networks
 - video surveillance
 - web browsing history
 - Internet of Things.

Profiling

Motivation for organisations

- Profiles can be utilised as part of the decision making process by organisations to:
 - make decisions about individuals
 - anticipate behaviour
 - determine individual preferences.

“any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.”

Article 4

EU General Data Protection Regulations (GDPR)

Profiling

Applications

- Apply generated profiles to individuals.
- Predict behaviours of an individual.
- Profiles can be used for tasks such as marketing, but also to support serious decisions.
- Consider the Harm Assessment Risk Tool (HARM) example from the seminar.

