PRIVACY IN THE MODERN ERA
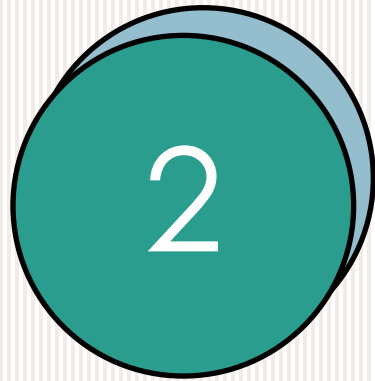
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Agenda

1 What is Privacy?

2 Challenges

3 Solutions

4 Conclusion

Privacy in the Modern Era
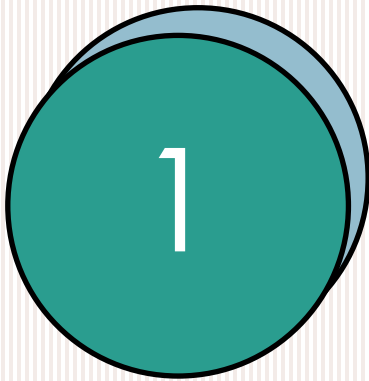
What is Privacy?

What is privacy?

- Privacy has different meanings in different contexts.
- Linked to security and to control of immediate environment - what is known or can be known about us.
- Exact definitions are elusive – national and international courts have refused to provide clear definitions of privacy.
- Privacy is not concerned with "What do I have to hide?", it is concerned with "What do I wish to share?"
- Control of personal data is what enables privacy.

"

Personal data is any information that relates to an identified or identifiable living individual. Different pieces of information, which collected together can lead to the identification of a particular person, also constitute personal data.

- General Data Protection Regulation (GDPR)

"

What isn't privacy?

- Privacy is not secrecy! e.g. Finances, Address, Family Members
- Private but not "secret" information can be used to make judgments about people.
- Data protection rules are designed to address the systematic collection of data about individuals.
- These rules apply to all personally identifying data held by designated "data controllers".
- Privacy is more fluid concept applying to information about which a person may have a reasonable expectation of privacy.

What does privacy affect?

- Cloud Computing - Raises questions of security, data breaches and ownership
- Search Engines - Systematically track and monitor our behaviour, interests etc.
- Social Networks - Depends on a company led exchange and analysis of data provided by users
- Mobile Internet - Ties internet use to geo-located devices
- "Internet of Things" connecting all potential objects which together convey a complete picture of our lives

Challenges
in Privacy
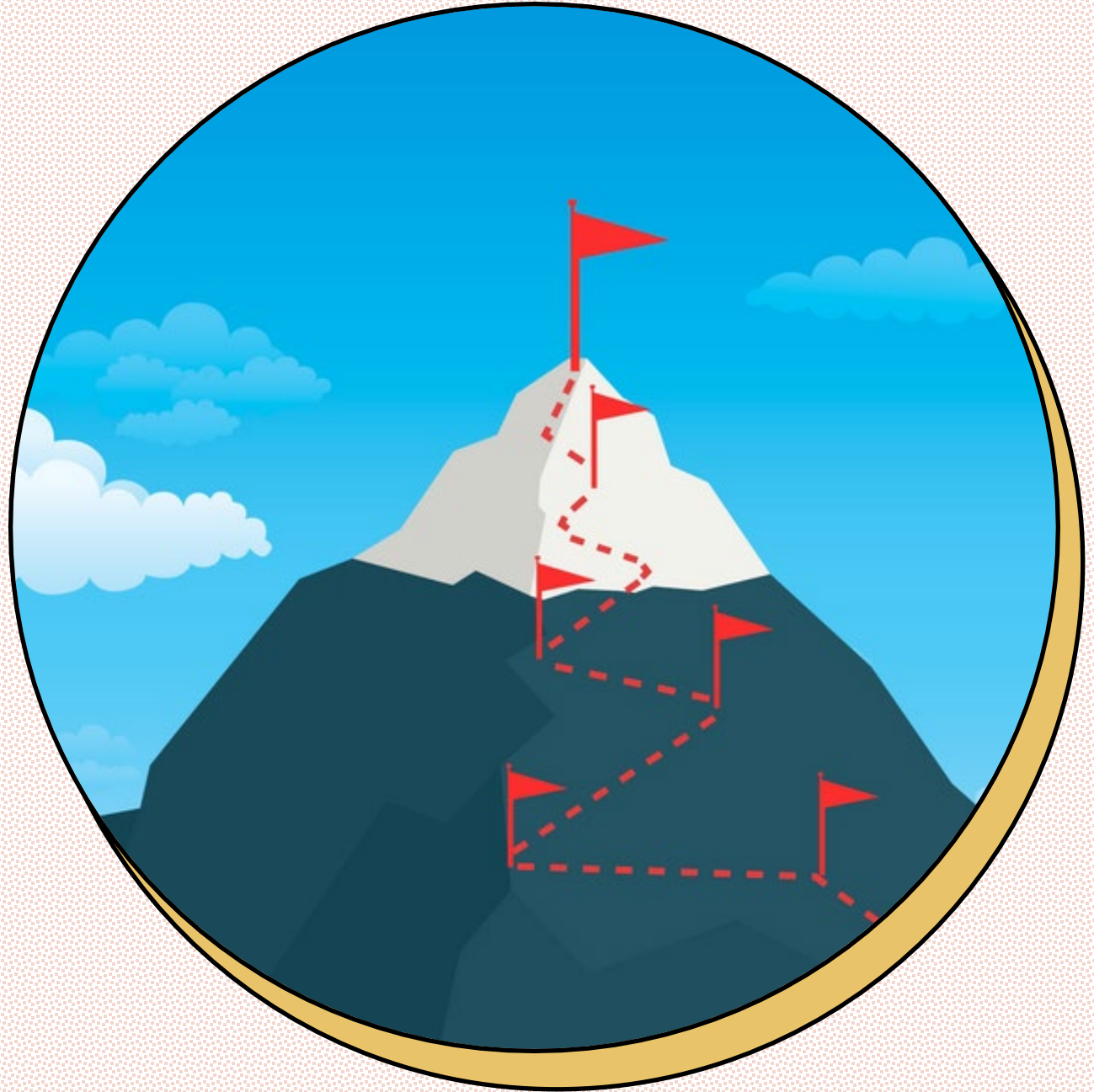
Importance of Privacy

- <u>Online privacy</u> is deeply rooted in our fundamental need for safety.

- Digital technology has, in many ways, changed our conception of privacy. Countless devices listen for voice commands, monitor online behaviour, and record physical location at all times.

- <u>Function</u>: Permit individuals to control information flows about them

Data Protection ~= Online Privacy

- We cannot talk about internet privacy without mentioning data privacy.

- How safe is your data?

- Cybercriminals are an issue, sure. But..

- Companies access your data for business and personal gain through legal but dubious means.

- Despite numerous attempts at flag-bearing for privacy,

  the biggest companies in the world ultimately use it for

  their own benefit at the detriment of the general public :
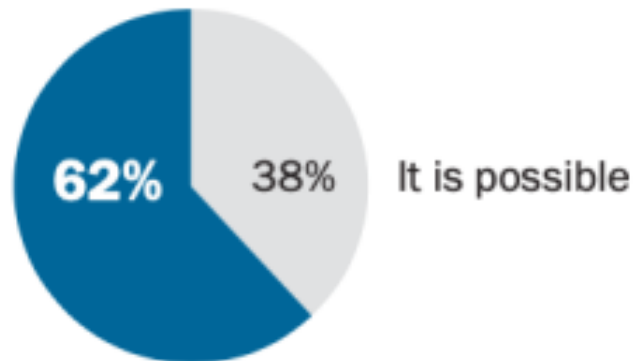
  - Apple vs. Facebook(Meta)

Privacy in the Publics Eye

Roughly six-in-ten Americans believe it is not possible to go through daily life without having their data collected
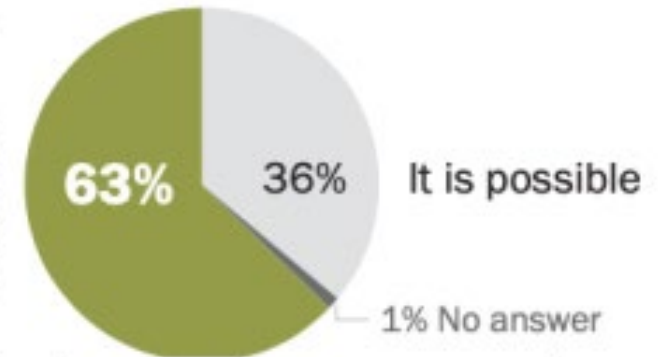
% of U.S. adults who say ...

COMPANIES

It is not possible to go through daily life without companies collecting data about them

62%   38%   It is possible

THE GOVERNMENT

It is not possible to go through daily life without the government collecting data about them

63%   36%   It is possible

1% No answer

Note: Respondents were randomly assigned to answer a question about whether they think it is possible to go about daily life without having personal information collected from them by "companies" or "the government."

Source: Survey conducted June 3-17, 2019.

"Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information"

Solutions
for Privacy

Domains of Solutions

What needs to be done on legislation level?

What do we need to do personally?

Privacy **Laws & Legislation**

❖A well defined and effective privacy law should have the following features:

    ❖Require Privacy-by-Design

    ❖Promote Clarity

    ❖Enforce Privacy Protection

    ❖Strengthen Oversight and Enforcement

    ❖Give Users Control

What can **we do personally**?

Use a Password Manager

- <u>DO NOT</u> reuse passwords for multiple accounts/services.
- Especially the same password for important accounts and one-time use websites/forums.
- Password Managers are great! Prefer non-cloud based solutions like KeyPass: https://keepass.info/

Use Throwaway Email Addresses

- Google your name to find out old accounts and information from website.
    - Sherlock: https://github.com/sherlock-project/sherlock
- Website to generate a one-time use email ID: https://temp-mail.org/

Use VPN, but manage expectations

- IP Address is not considered as an accurate metric to track a person
- Doesn't protect you against hacks on(*but from*) companies who possess(*wish to*) your data
- Introduces another attack vulnerability as VPN company itself can be hacked

Conclusion

- It's never been more important for users to be aware of emerging data privacy issues. From data encryption to location tracking and regulatory compliance, knowledge of the wider data privacy environment helps us better protect our personal data.
- Always being vigilant while enforcing strict standards onto ourselves by maintaining the best security and privacy practices.