

Privacy vs Safety Briefing

SECURITY - LAW ENFORCEMENT COOPERATION

FBI collaboration

01

Case Summary

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Opinion Poll

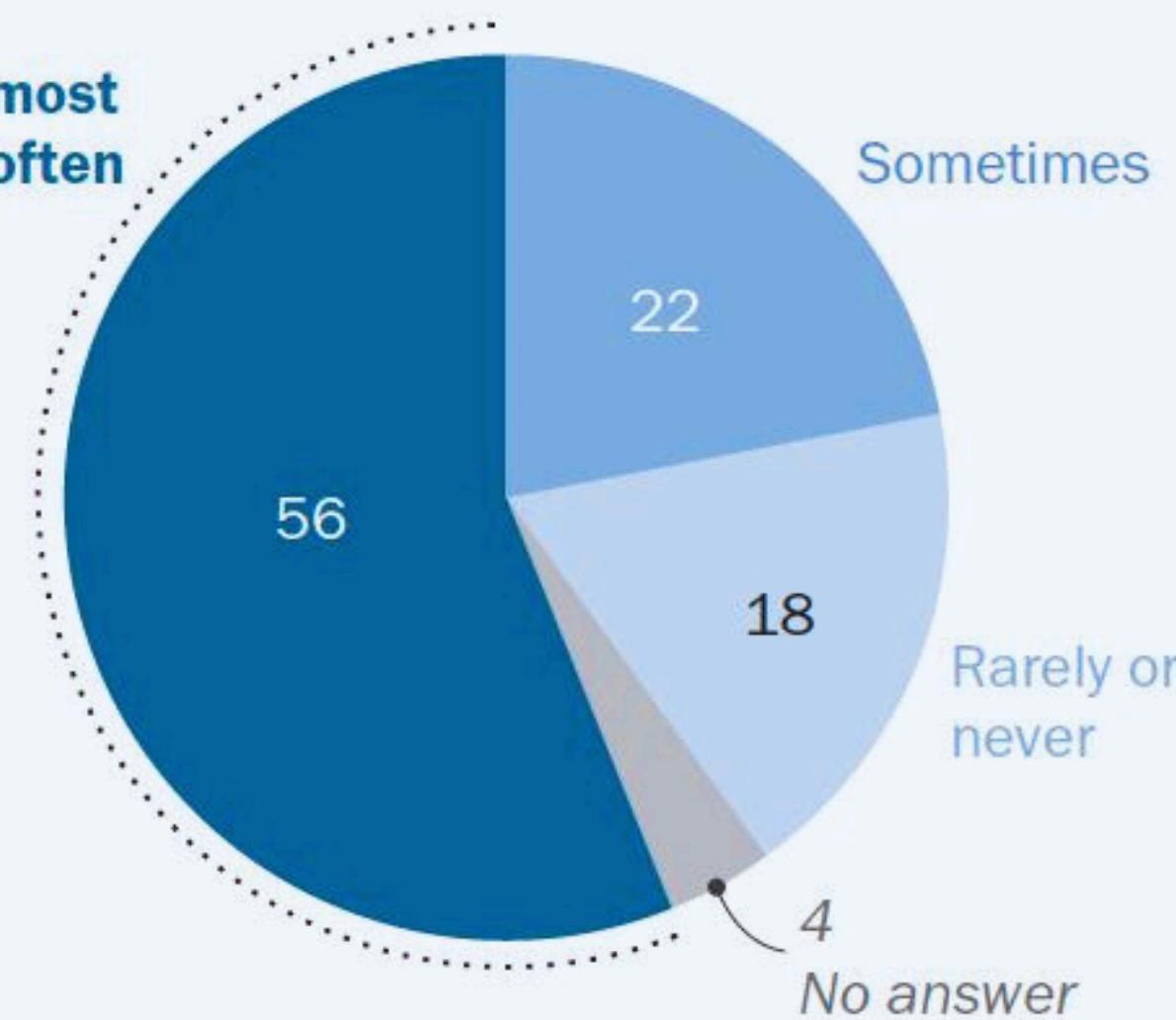
08

Q&A

How many of you typically click 'I agree' on
terms and conditions without reading them
in detail?

Nearly 6 in 10 Americans frequently skip reading privacy policies

% of U.S. adults who say they __ agree to online privacy policies right away, without reading what the policies say



Note: Figures may not add up to 100% due to rounding. "No answer" includes those who did not give an answer or who do not use the internet.

Source: Survey of U.S. adults conducted May 15-21, 2023.
"How Americans View Data Privacy"

CASE OVERVIEW

Tech encryption policies and law enforcement access.

Enhanced encryption post-Snowden to bolster user privacy.

Encryption seen as a barrier to preventing crime and terrorism.

Ongoing challenge of balancing privacy rights with public safety.

APPLE & TECH COMPANIES

Apple Inc., a leader in consumer electronics, software, and services.

Competitors: Google, Samsung, Microsoft.

Advocates for end-to-end encryption to protect consumer data from unauthorized access

CASE

01 San Bernardino shooting in December 2015

02 Apple's Stance

03 FBI's Position

CONCERNS/OPPORTUNITIES

OPPOSITION



Legal Pressure - Ad hoc in contempt of court



Restrictive Legislation Risk - Long term



Strengthen Positioning on User Data Privacy

(Ackerman 2013) (Daskal 2018)

CONCERNS/OPPORTUNITIES

COOPERATION



Compromises Privacy Focus Positioning



Public Safety Advocate & Transparent Safeguard



Power to set the standard and Precedent for others



Positive Gov relations may yield favorable laws

RECOMMENDED SOLUTION

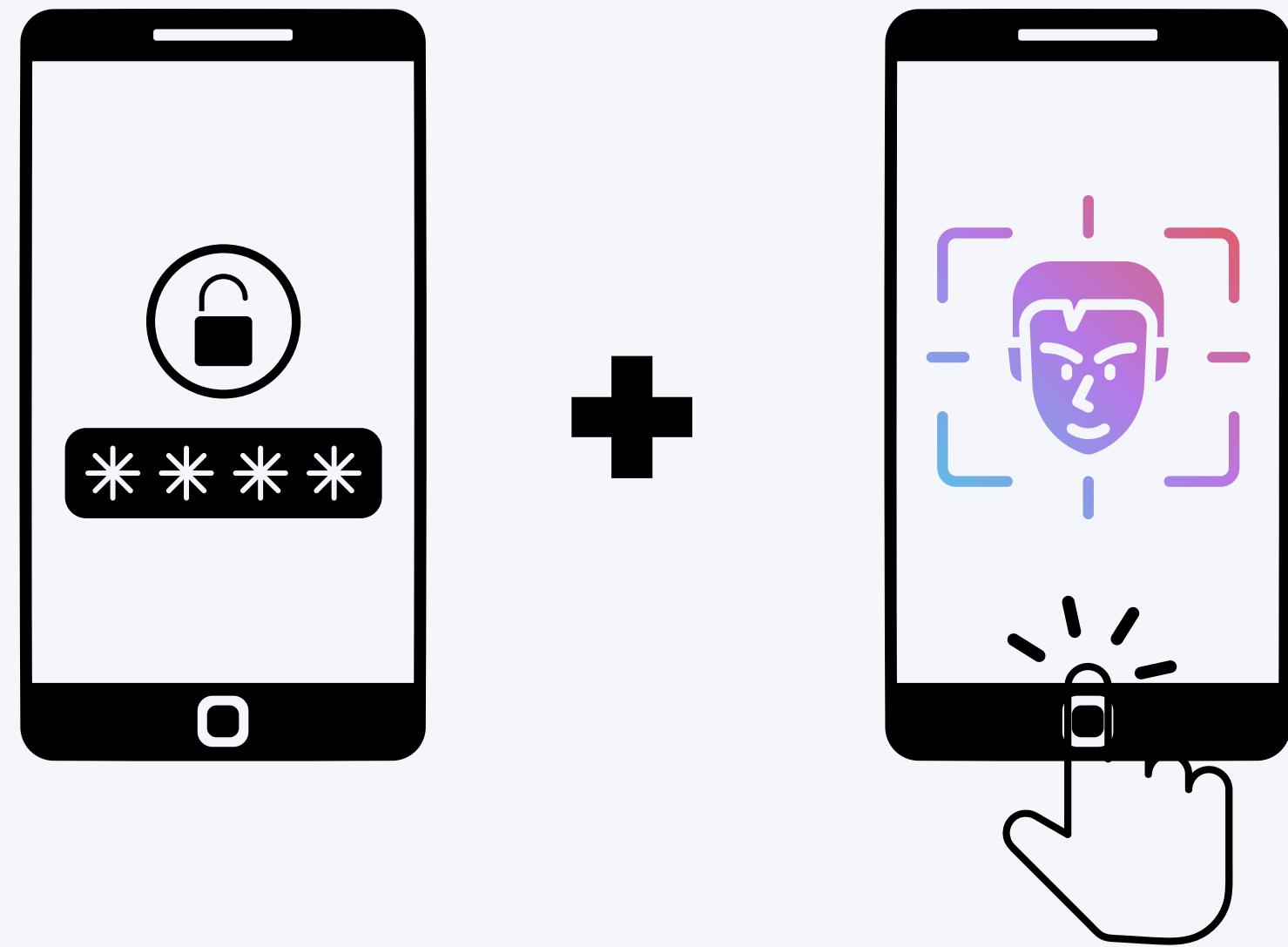
Parallel authentication

Flag raising using GenAI

Digital twin on blockchain

The google way: no back door

1. PARALLEL AUTHENTIFICATION



Password + Biometric/Physical Token allows:

Two levels of security for the user

More ways for authorities to access the device with user compliance

2. FLAG RAISING SYSTEM



2. FLAG SYSTEM - GEN AI

Algorithms detect suspicious activity

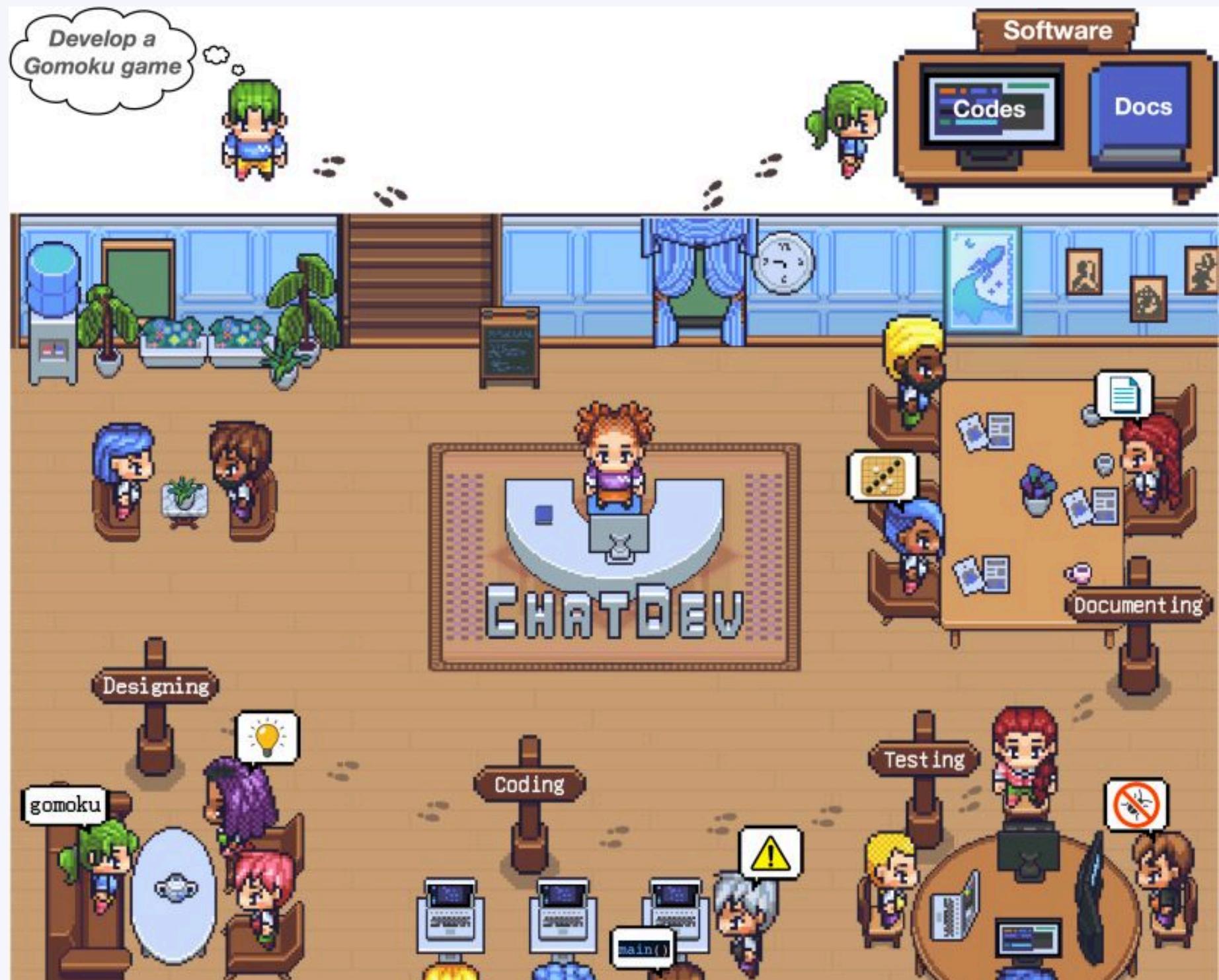
Deep Packet Inspection (DPI)

Use DPI tools to analyze encrypted traffic patterns.

Signature-Based Detection

Implement systems to recognize patterns associated with malicious activities.

(Kendrick 2016)

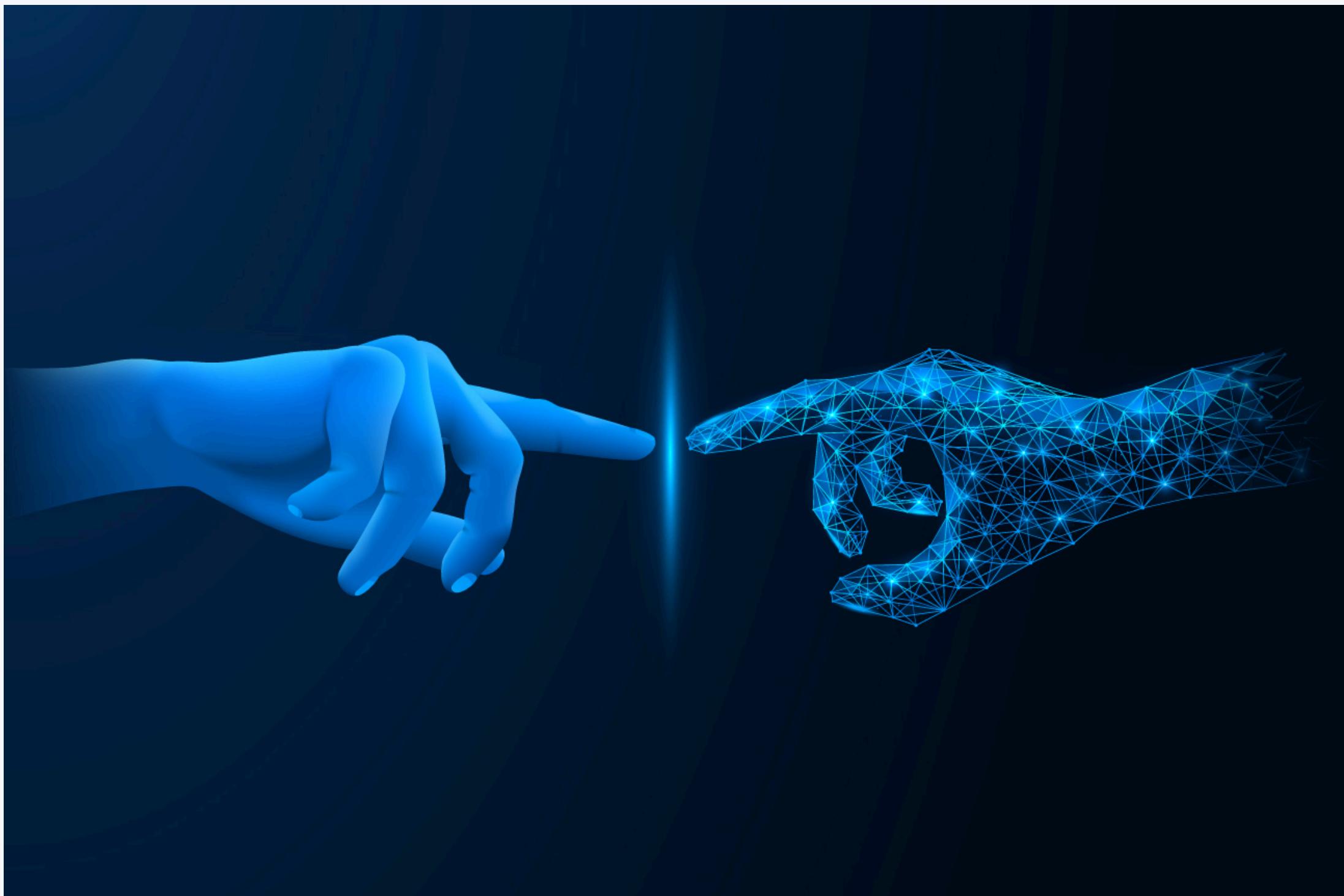
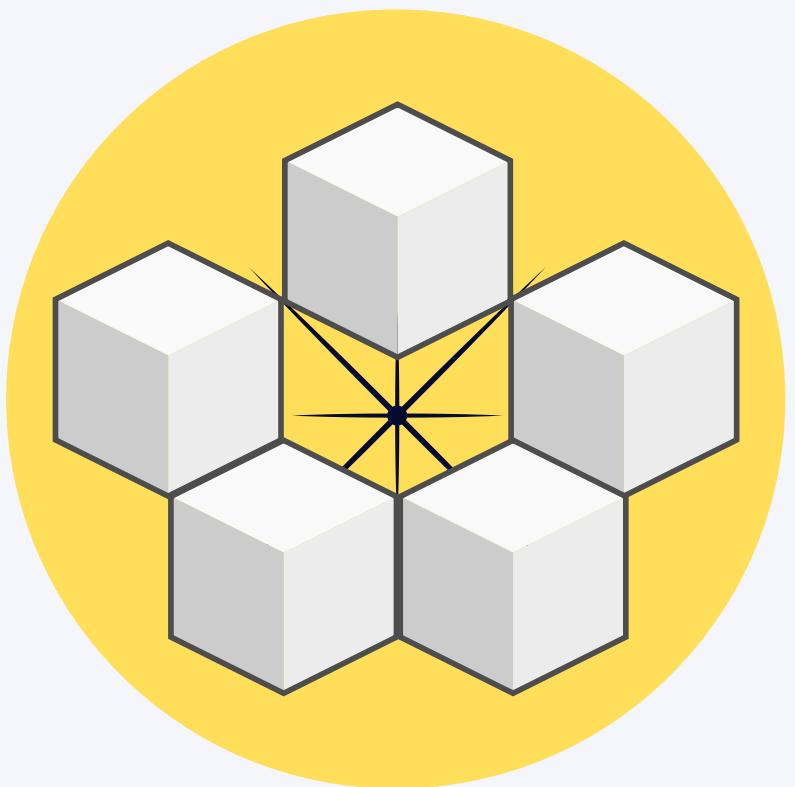


Multi-agent Systems for Dynamic Forensic Investigation | Request PDF

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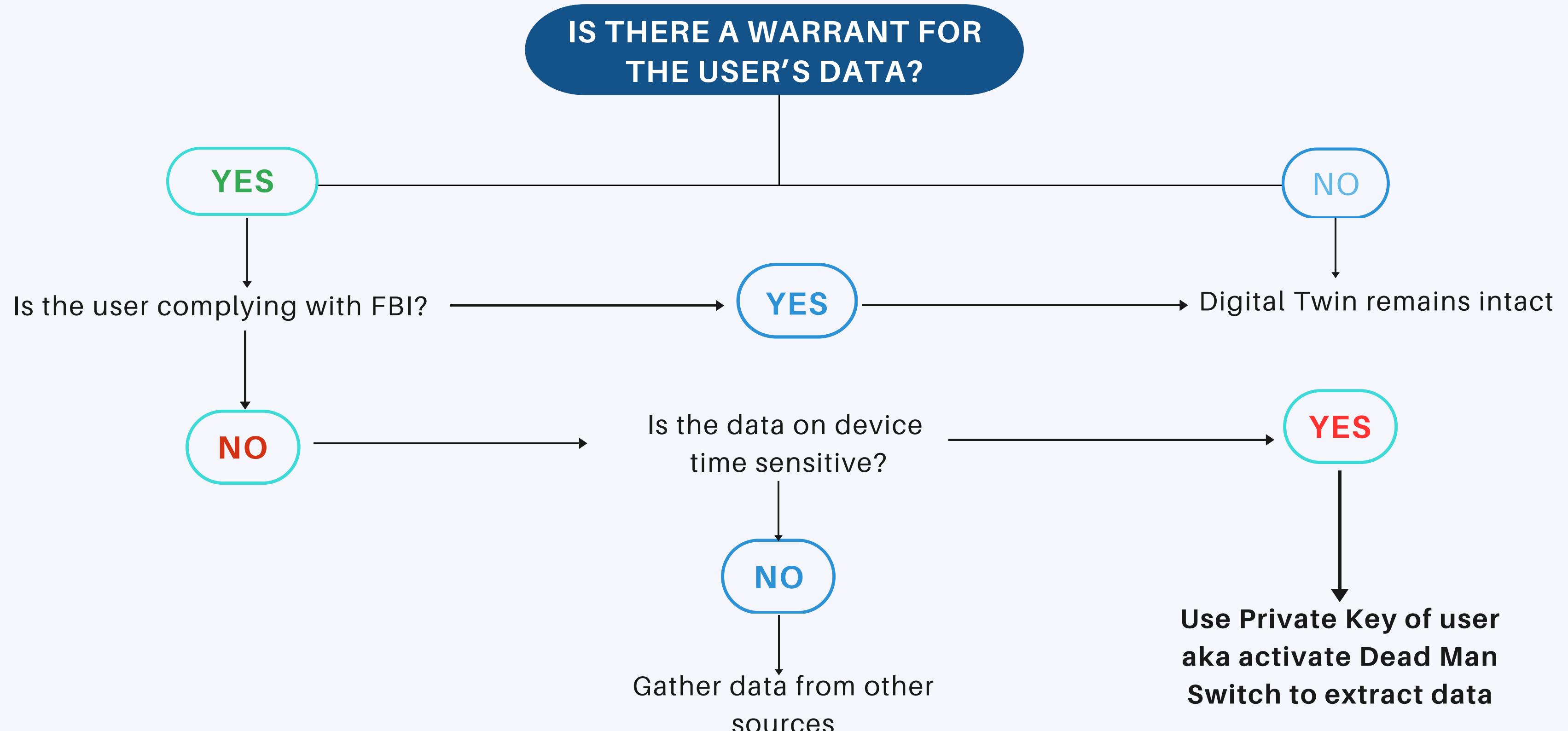
3. DIGITAL TWIN ON BLOCKCHAIN

Using the Dead Man
Switch to grant data
access to FBI upon valid
court order



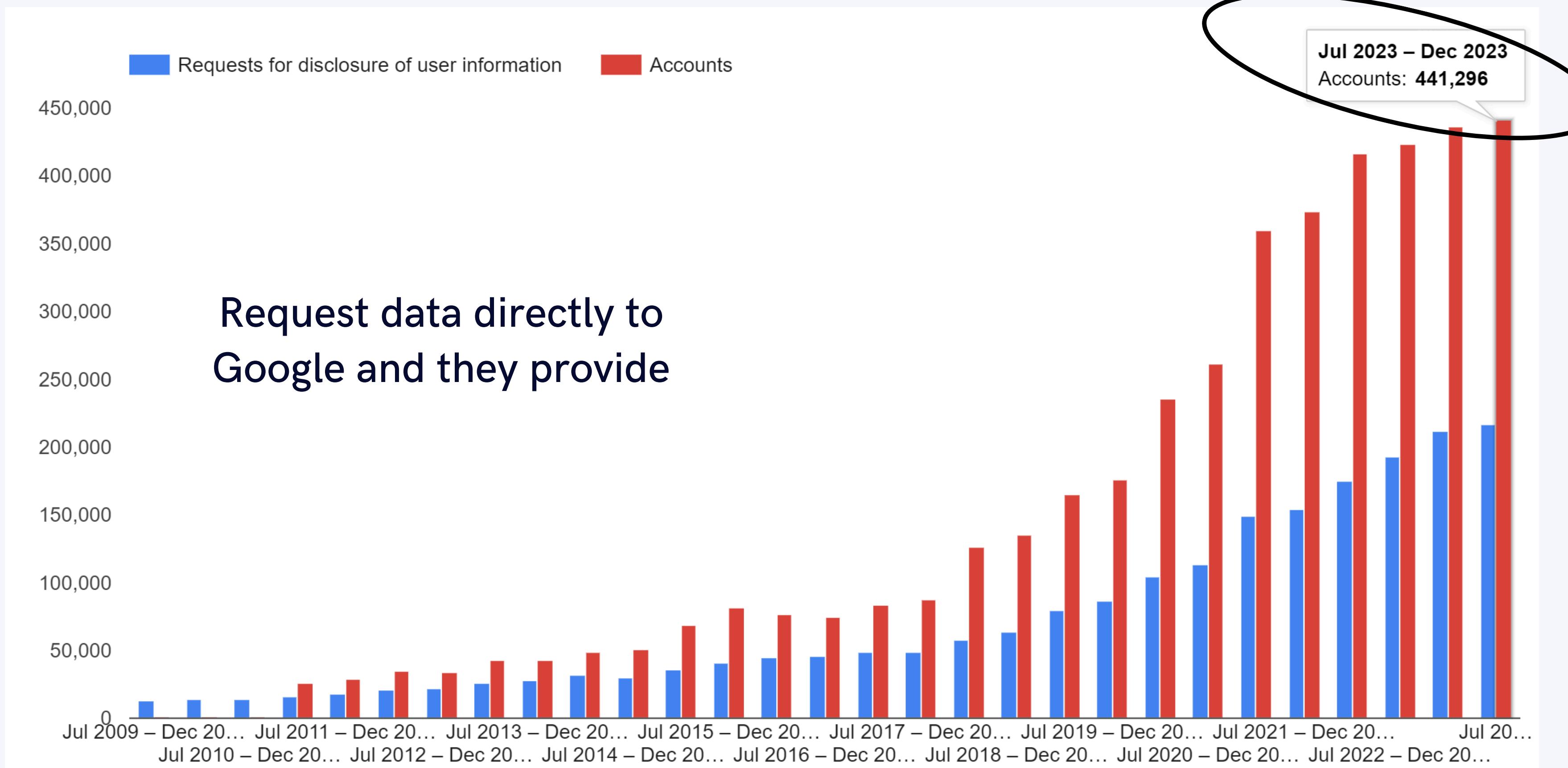
(Ozden 2022)

How and when the FBI would access the Data from digital twins



(Sarcophagus 2023)

4. GOOGLE'S WAY: NO BACKDOOR



MANAGERIAL CHANGES PROPOSED

Solution	Level of changes estimated	Remarks
Parallel Authentication	<div data-bbox="1336 578 2499 773">EasyDifficult</div>	<p>Easy because: Core competencies already in place</p>
Flag Raising Systems	<div data-bbox="1336 974 2499 1168">EasyDifficult</div>	<p>Not so easy because: Requires setting up dedicated technical team</p>
Accessing Digital Twins	<div data-bbox="1336 1393 2499 1622">EasyDifficult</div>	<p>Difficult because: Requires Apple to work extensively on Blockchain</p> <p>Important because: Upholds user privacy while providing required info to FBI</p>
The Google Way	<div data-bbox="1336 1810 2499 1982">EasyDifficult</div>	<p>Not so easy because: Requires tectonic shift in Apple's beliefs</p> <p>Important because: It could be the industry standard going forward</p>

Precedents of Synergy between Business and Government

Implementing solutions that allow Apple and FBI to balance user privacy with national security needs.

INNOVATION IN PRIVACY AND SECURITY



Apple can lead the industry in developing innovative solutions that address both privacy and security concerns.

LEGAL AND ETHICAL STANDARDS

CCPA
&
GDPR

Establishing a framework for collaboration that adheres to legal and ethical standards

(Clearview)

(GDPR) (CCPA)

01

Innovation in Privacy and Security

Clearview AI used by US police for all types of crime, from murders to shoplifting

Clearview AI used nearly 1m times by US police, it tells the BBC

27 March 2023

By James Clayton & Ben Derico, BBC News, San Francisco

Share 

Clearview often points to research that shows it has a near 100% accuracy rate. But these figures are often based on mugshots.

In reality, the accuracy of Clearview depends on the quality of the image that is fed into it - something Mr Ton-That accepts.

Civil rights campaigners want police forces that use Clearview to openly say when it is used - and for its accuracy to be openly tested in court. They want the algorithm scrutinised by independent experts, and are sceptical of the company's claims.

(Clayton 2023)

01

Innovation in Privacy and Security

Clearview AI helps to
ensure the safety of
Ukrainian citizens

(Clearview)

IMPACT



Family Reunification & Refugee
Use Cases



Debunk False Social Media Posts
Related to the War



Enhance Safety at Checkpoints



Deceased Soldiers Identified &
Confirmed



Russian Infiltrators Identified
& Detained



Facial Recognition
Goes to War

[Read More >](#)

02

Legal and Ethical Standards

GDPR & CCPA set precedents for future legislation implementation

(GDPR) (CCPA)

What is GDPR? Europe's new data privacy and security law includes hundreds of pages' worth of new requirements for organizations around the world. This GDPR overview will help you understand the law and determine what parts of it apply to you.

The [General Data Protection Regulation \(GDPR\)](#) is the toughest privacy and security law in the world. Though it was drafted and passed by the European Union (EU), it imposes obligations onto organizations anywhere, so long as they target or collect data related to people in the EU. The regulation was put into effect on May 25, 2018. The GDPR will levy harsh fines against those who violate its privacy and security standards, with penalties reaching into the tens of millions of euros.

Related articles

- > Art. 68 GDPR - E
- > Art. 39 GDPR - T officer
- > Art. 38 GDPR - P officer

California Consumer Privacy Act (CCPA)

Home / Privacy / California Consumer Privacy Act (CCPA)

Updated on March 13, 2024

The [California Consumer Privacy Act of 2018 \(CCPA\)](#) gives consumers more control over the personal information that businesses collect about them and the [CCPA regulations](#) provide guidance on how to implement the law. This landmark law secures new privacy rights for California consumers, including:

THANK YOU!

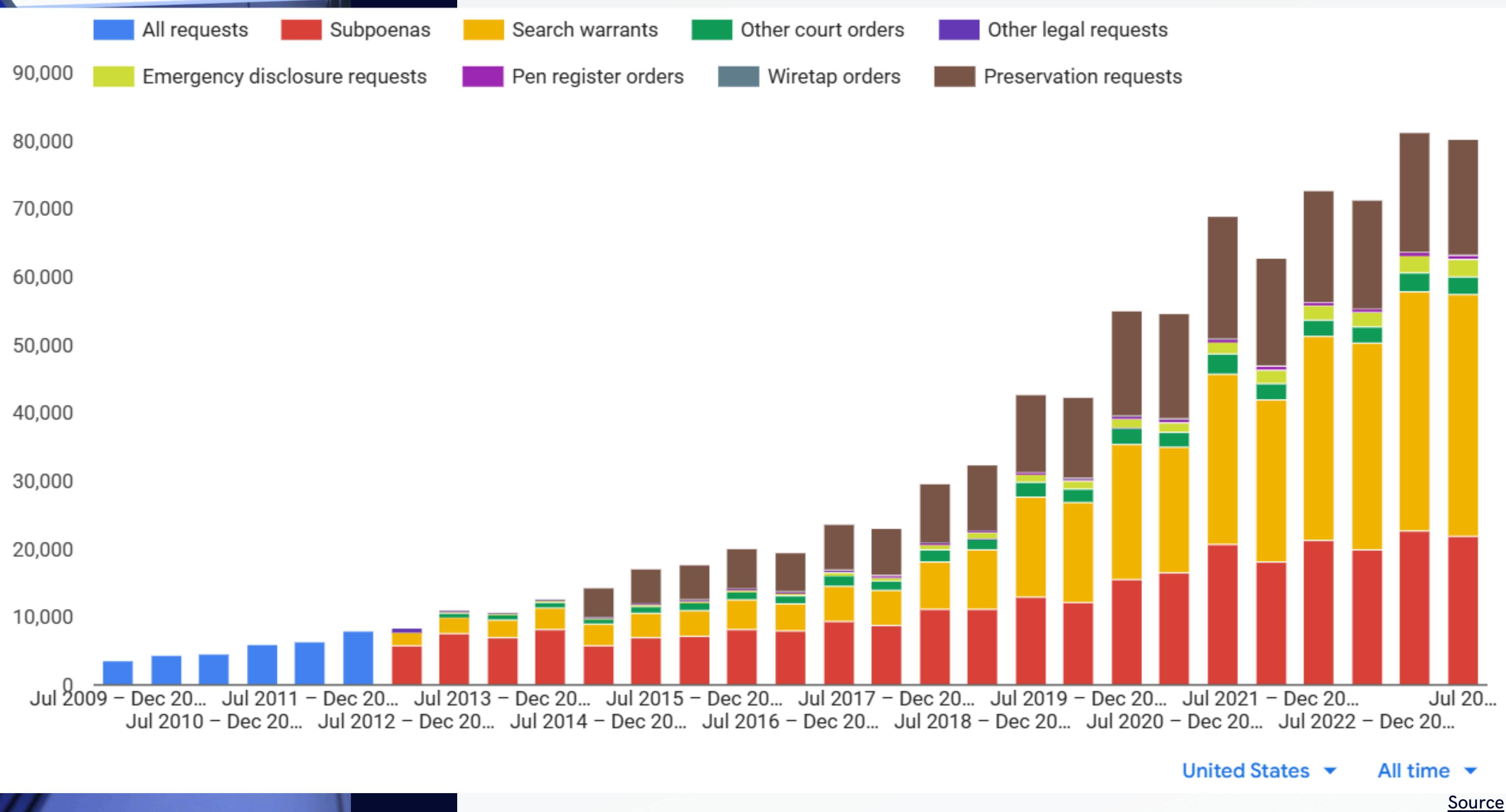
A photograph of a server room. On both sides, there are tall, dark grey server racks filled with hardware. The floor is a polished light-colored tile. Above, the ceiling has a grid of rectangular fluorescent lights. Blue ambient light from the servers creates a glowing effect on the floor and walls.

AUDIENCE POLL

how much data are we sharing



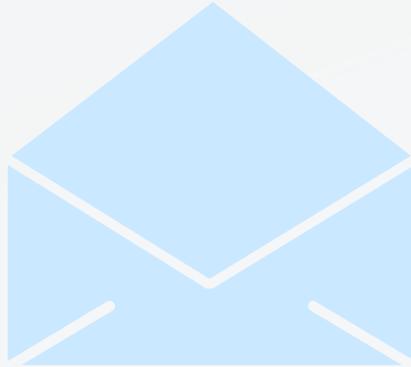
GOOGLE SHARES DATA





GOOGLE SHARES DATA

email content



youtube private videos



voicemails



texts



[Source](#)

Q & A

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