

#ref #ret

%%- n: usa foreign intel surveillance - j: edward snowden, apple data collection. consumer notification! - d: digital political ads + tracking - m: social media taking data in general - h: human ml modeling %%

1 | Page o' notes

1.0.1 | Machine learning broad level implications on privacy

- ML requires big data
 - machine learning has driven us into the “information age”
 - cause of most of these issues
 - getting lots of info → invading privacy, generally
- ML can break privacy without explicit data
 - ML can de-anonymize anonymous activities
 - ML based tracking systems make anonymity hard
 - hashing ISN'T good enough
 - same thing can be done even without ml
 - location tracking easily de-anonymized by simple cross reference
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- ML can construct human models
 - fundamentally about simulation intelligent behavior
 - ML model of how you think and act
 - viewed as creepy
 - if it could predict your thoughts, what then?

1.0.2 | Regulation!

- FTC (federal trade commission) coming down hard
 - hitting Facebook, google, ect.
- CCPA, California consumer privacy act
- GDPR, General Data Protection Regulation
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1.0.3 | Rights

- right to be forgotten
 - opt out law by the consumer
 - is this a right?
- right to our data, as outlined in CCPA
 - again, really a right?

1.0.4 | **Flipside**

- if privacy-preserving techniques ultimately fail,
 - then what?
- ML does a lot of good
 - though the individual might not want to share medical data,
 - that same data on the large scale could save countless lives
- forced to give data by tragedy of the commons
 - you want ml networks to portray your demographic accurately,
 - and if you don't give data, it won't. In a world dominated by ml,
 - giving your data becomes necessity
- forced to give data by economic necessity
 - where data collection is truly opt out, services replace it with paid
 - economically worse off will be more likely to give data
 - skews data collected?