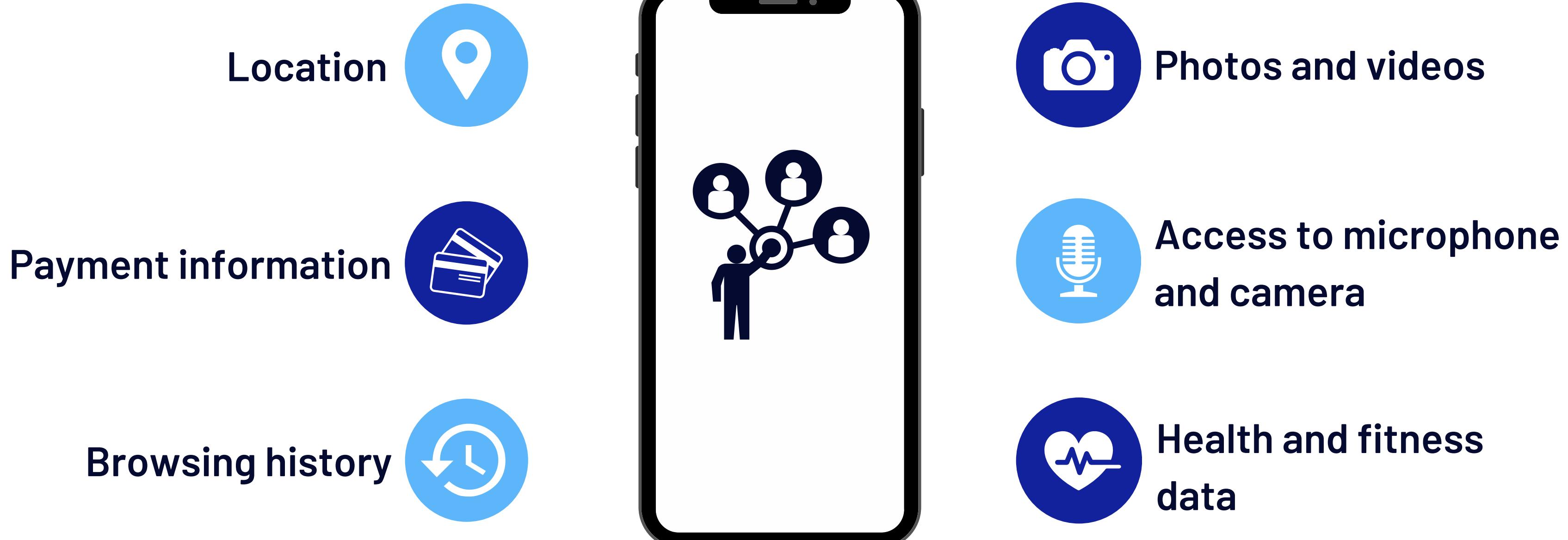


# CA3

# Our Personal Data



# Do you know what personal data you share?



and much more...

# BREAKING NEWS

LIVE

**"Does TikTok know you better than your mother?"**

(Rubio, 2024)



**"86% of Spaniards fear their personal information being accessed without consent"**

(Vilches, 2024)



**"Culture of personal data protection, essential to guarantee security on digital platforms"**

(Infoem, 2024)



**"AT&T says personal data of 73 million US account holders leaked to dark web"**

(Rothenberg, 2024)



**"One digital identity for all EU citizens: More security or a new privacy risk?"**

(Gallardo, 2024)



**"Beware of this email about Netflix "suspension": your data can be stolen"**

(González, 2024)

# The Law

## Transparency



Each website has to describe what cookies are in simple terms.



It is necessary to provide information related to the cookies they use and what they will be used for.



Information on who has access to the data is necessary and should be accessible to users.

## Consent



Users must accept cookies before websites can collect their data.



There should be a button to easily reject cookies similar to the button to accept cookies.



Without user consent, companies cannot create user profiles.

# CaixaBank

1

€6,000,000

- CaixaBank did not request permission to use users' data
- CaixaBank did not provide sufficient information to users about why it was collecting their data and what it was being used for.
- CaixaBank also failed to specify what data it was collecting from users

2

€3,000,000

- Similarly, CaixaBank did not provide sufficient information on:
  - the reason for the data collection
  - the type of data you collected
- CaixaBank has not obtained users' authorisation to create profiles for commercial purposes.



# Vueling

The number of people who travelled with Vueling  
(2015 - 2019)



## The consequence

The AEPD imposed a fine of €30,000 initially, but this was reduced to €18,000.



## Misuse of cookies

- Vueling automatically collected the data before the user accepted the cookies.
- Users could not configure cookies and did not have the option to refuse cookies.



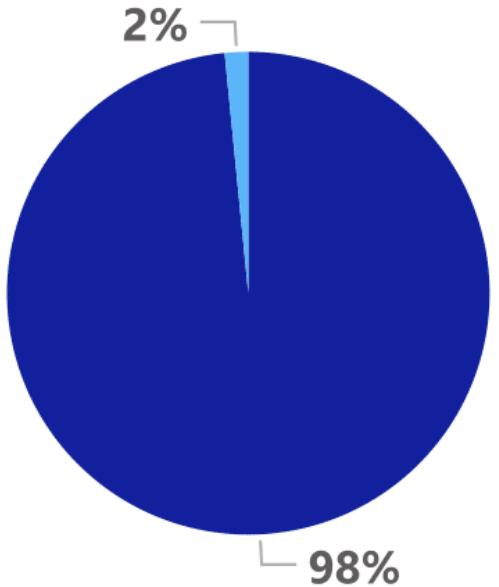
# Students' Insights on Website Data Collection: Cookies



64

# of Student Responses

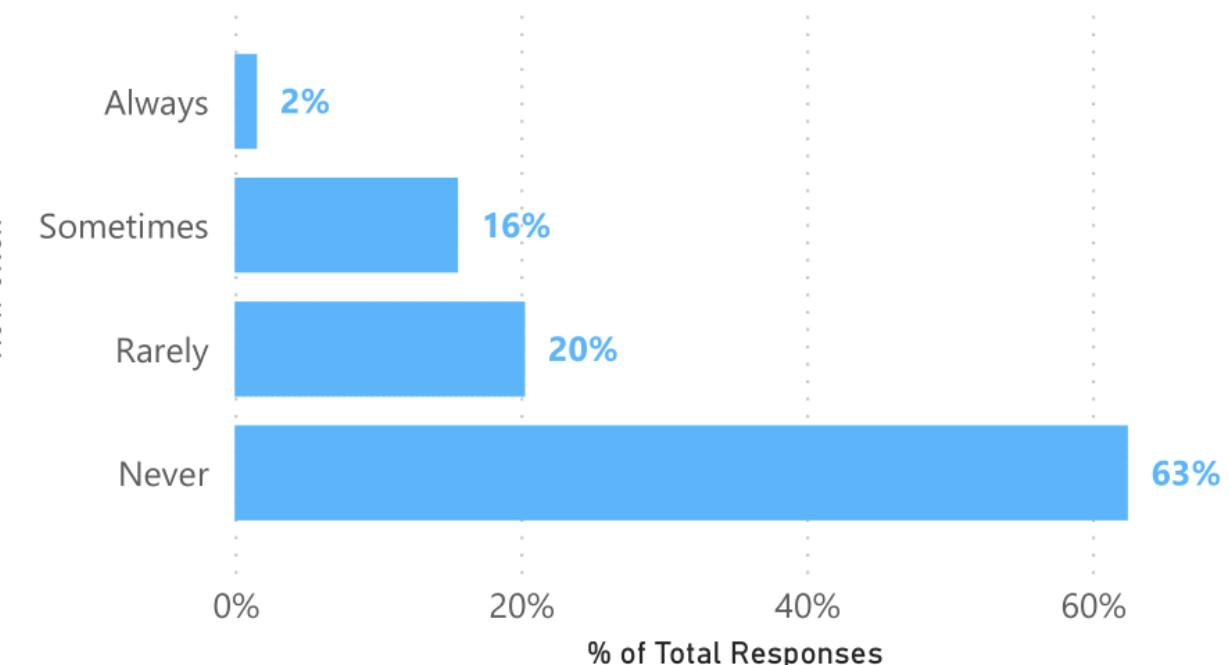
Cookie policies are easy to understand



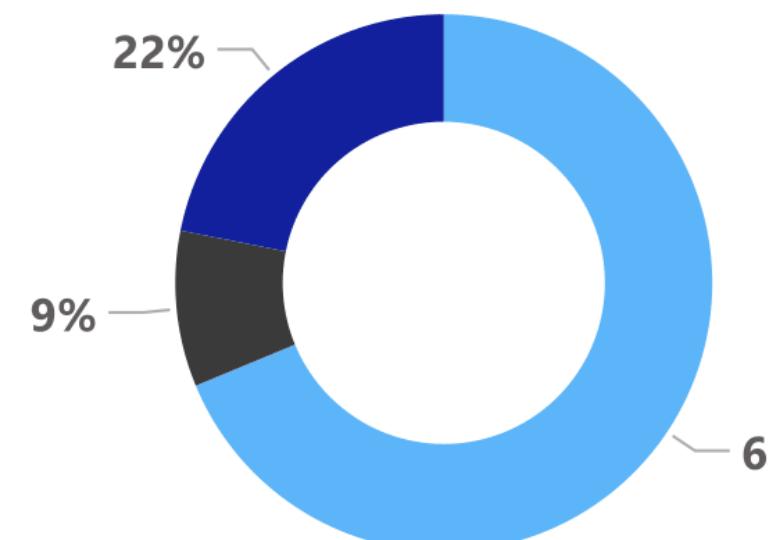
Easy to understand?

- Disagree
- Agree

How often do you read through cookie policies?



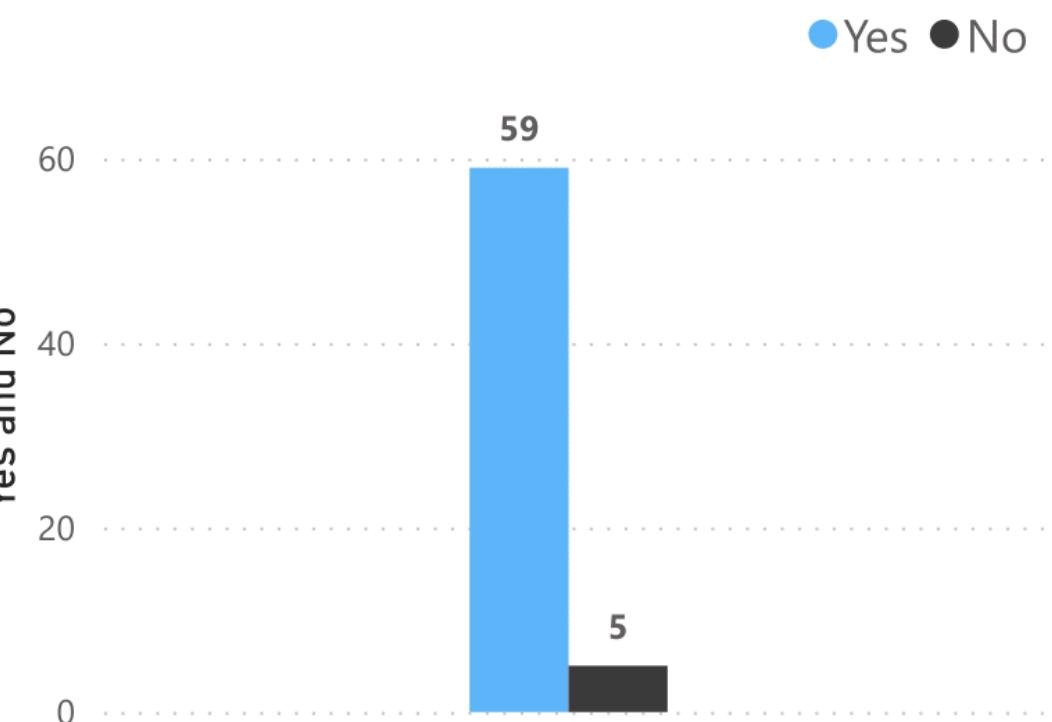
Regarding cookie policies, which option do you most regularly select?



Most regularly selected

- Accept All
- Customize
- Reject All

Have you ever felt concerned about the amount or type of data websites collect from you?



Regarding Cookie Policies...

88% of students describe them as "**Long**",  
69% say they are "**Confusing**",  
and 63% deem them to be "**Overwhelming**"

## Key Takeaways:

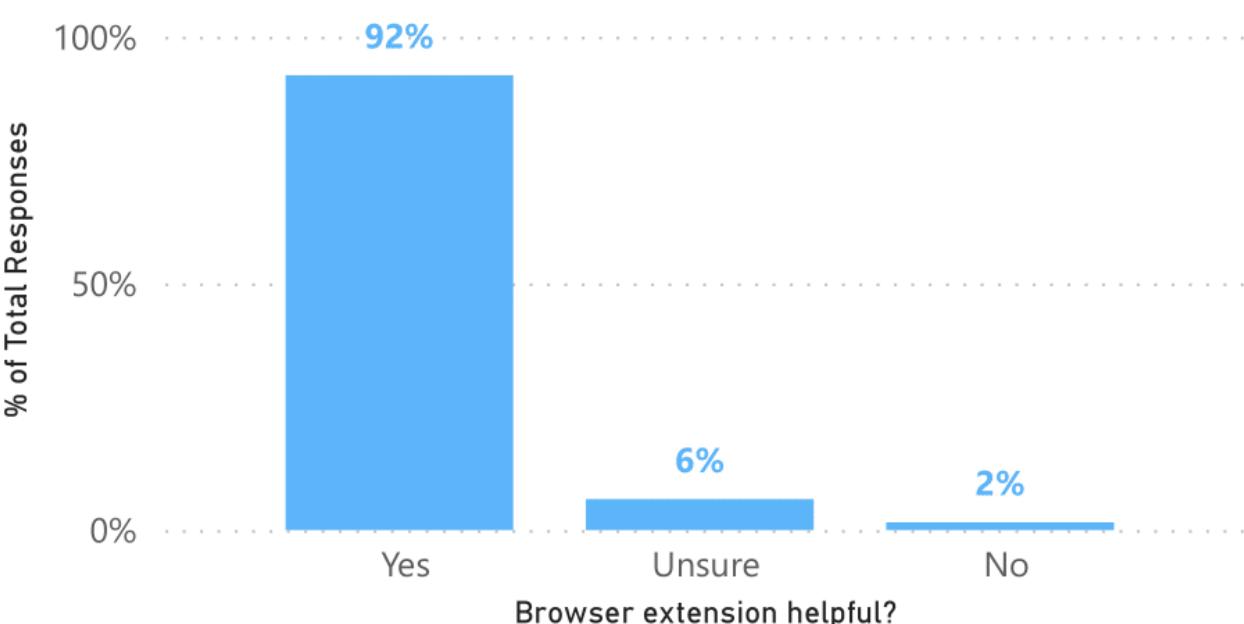
- Upon analysis, 98% of students surveyed expressed dissatisfaction with the clarity of cookie policies. This insight highlights the **need for clearer & more user-friendly communication** around cookies.
- 92% of students surveyed reported feeling concerned about the quantity & nature of data collected by websites. This high privacy concern amongst students surrounding their personal data reveals the importance of **introducing new online data protection measures**.
- Despite the prevalence of data privacy concerns, a significant proportion of students, constituting 63%, admit to never reading through cookie policies, thus highlighting a **gap between user concerns & policy engagement**.

# Students' Insights on Website Data Collection: Reaction to Proposed Solution

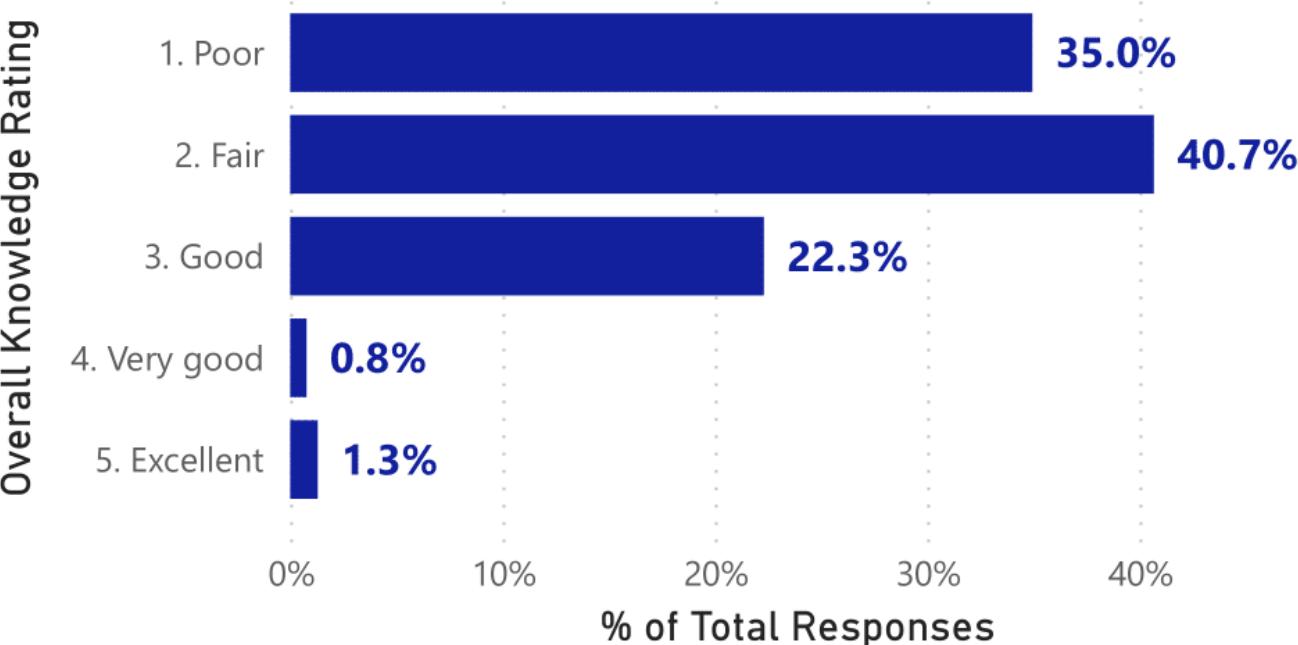
64

# of Student Responses

Would you find a browser extension pop-up that summarises what personal data the website is collecting from you helpful?



How would you rate your overall knowledge about online privacy and data protection?

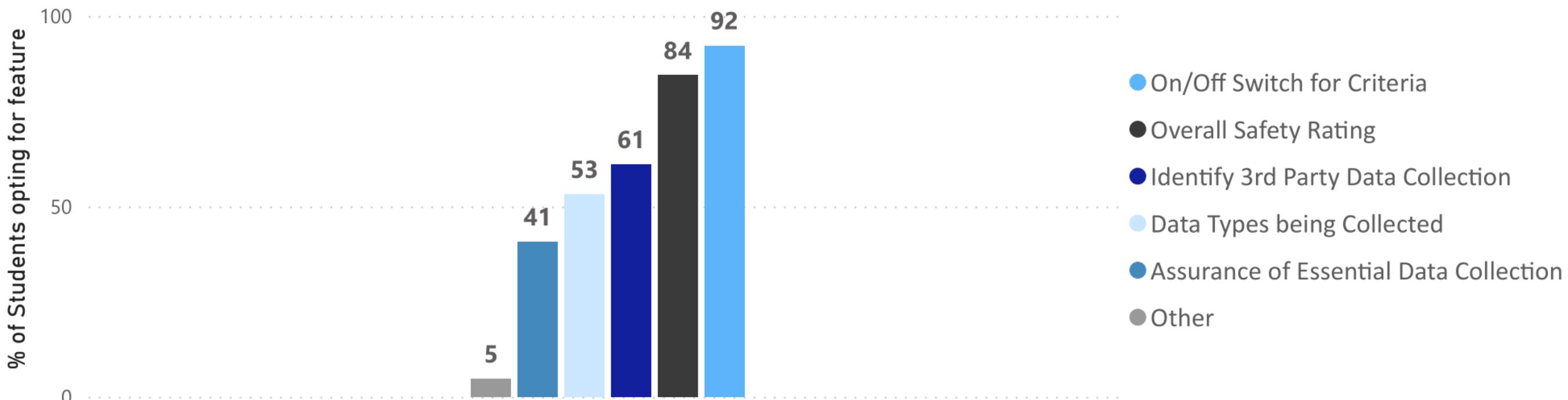


**97% of students agree** more awareness campaigns surrounding online privacy & data protection should be introduced.

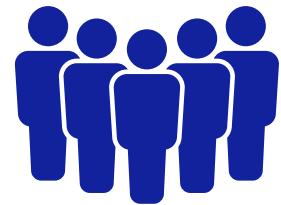
## Key Takeaways:

- Representing 92%, most students desire a browser extension summarising the personal data collected by websites. This preference underscores the **need for more tools that provide quick, transparent insights** into data collection. It highlights an opportunity for technology solutions to empower users with greater control over their online privacy.
- With approximately 41% of students rating their overall knowledge of data protection as "Fair" and 35% rating it as "Poor", the need for **educational initiatives to bridge knowledge gaps** is further highlighted.
- The **Top 3 voted-for features** for the proposed browser extension were an On/Off switch, an overall safety rating & the identification of 3rd party data collectors. These findings give valuable insight into the specific preferences of students & will aid in creating a tool to enhance user experiences & promote transparent data sharing.

What specific information about website data collection would you like highlighted in a browser extension pop-up?



# Key Takeaways



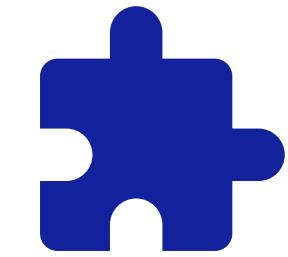
98% of students surveyed **expressed dissatisfaction** with the clarity of cookie policies



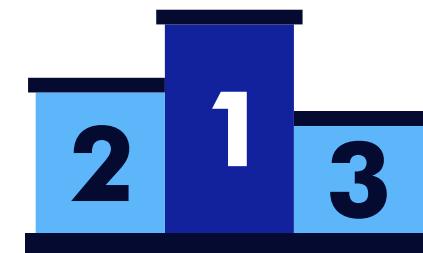
**92% reported feeling concerned** about the quantity & nature of data collected by websites.

ACCEPT

Despite significant data privacy concerns, **63%** of students admit to **never reading through cookie policies**



**Over 90%** of students **desire a browser extension** summarising the personal data collected by websites



The **Top 3 voted-for features** for the proposed browser extension are

1. An On/Off Switch
2. An Overall Safety Rating
3. The Identification of 3rd Party Data Collectors

# Proposed Solution



The mobile phone screen displays the "Cookie Watch" application. At the top, there is a navigation bar with the app logo, language options (EN FR ES PT NL), and a "Cookie Summary" section with a "View All Settings" link. Below this, there is a list of permissions with toggle switches:

Collect Location Data	ON
Access Contacts	ON
Save Search & Purchase History	ON
Camera/Microphone Access	ON
Email Address Collection	OFF
Social Media Tracking	OFF

Under the "Additional" section, there is a question "Data Shared with Third Parties?" followed by a "YES" button. At the bottom, there is an "Overall Safety Score" of 82% with a gauge meter, and links for "Learn more about Cookies" and "My Cookie Watch".

# Implementation of Proposed Solution

- ✓ Top 3 features implemented
- ✓ Clear, short & easy to understand
- ✓ User-friendly

## Things to consider...

- ? Feasibility
- ? Benefits & Drawbacks
- ? Nuances to be considered

elpais.com

EL PAÍS

Donald Tusk en Bruselas el pasado 1 de febrero. GETTY

**E Donald Tusk: “Estamos en una época de preguerra. No exagero”**

GLORIA RODRÍGUEZ-PINA | Varsovia

En una entrevista con periodistas de la alianza de medios LENA, entre ellos EL PAÍS, el primer ministro polaco responde a Sánchez, que en la última cumbre europea pidió rebajar el tono bélico: "Nuestro deber no es discutir, sino prepararnos para defendernos"

— **E Defensa ofrece Menorca como tercera base de la OTAN en España**

MANUEL ALTOZANO (ENVIADO ES)

Ucrania intenta buscar desmontar la desinformación

**E Jersón se defiende de las bombas mientras contra los colapso de los bulos de Mordor**

J. C. SANZ / G. VEGA | Rabat / Las

El presidente de las Islas dice que su preocupación a Exteriores por la decisión "unilateral" de

**Cookie Watch**

Cookie Summary [View All Settings](#)

Collect Location Data  ON

Access Contacts  ON

Save Search & Purchase History  ON

Camera/Microphone Access  ON

Email Address Collection  OFF

Social Media Tracking  OFF

Additional

Data Shared with Third Parties?  YES

Overall Safety Score **82%**

[Learn more about Cookies](#) [My Cookie Watch](#)

# Thanks for Listening!



# Data Availability

The survey conducted for this presentation comprised 13 questions and was completed solely by 4th-year DCU business students in March 2024. A total of 64 responses were submitted during the period 25/03/2024 - 31/03/2024.

# Files Employed

Student Survey Form: **[Google Form](#)**

Excel Data Source: **[Cookie\\_Survey\\_Results.xlsx \(Google Drive\)](#)**

PowerBI Report: **[Cookie\\_Survey\\_Analysis \(Google Drive\)](#)**

# References

- AEPD(2024) Guía sobre el uso de las cookies. Available at: <https://www.aepd.es/guias/guia-cookies.pdf> (Accessed: 4/04/2024).
- European Data Protection Board (2021) "Spanish Data Protection Authority (AEPD) imposes fine of 6.000.000 EUR on CAIXABANK, S.A", 19 February. Available at: [https://www.edpb.europa.eu/news/national-news/2021/spanish-data-protection-authority-aepd-imposes-fine-6000000-eur-caixabank\\_en](https://www.edpb.europa.eu/news/national-news/2021/spanish-data-protection-authority-aepd-imposes-fine-6000000-eur-caixabank_en) (Accessed: 1/04/2024).
- Fernández Hernández, C. (2019) "La AEPD multa con 30.000 euros a una empresa por no permitir rechazar las cookies", Cinco Días, 15 October. Available at: [https://cincodias.elpais.com/cincodias/2019/10/14/legal/1571064804\\_972907.html](https://cincodias.elpais.com/cincodias/2019/10/14/legal/1571064804_972907.html) (Accessed: 1/04/2024).
- Fich, O. (2019) "Spanish airline Vueling faces €30.000 cookie fine", Cookie Information, 16 octubre. Available at: <https://cookieinformation.com/resources/blog/spanish-airline-in-30000-euro-cookie-fine/> (Accessed: 1/04/2024).
- Gallardo, C. (2024) "Una identidad digital para todos los ciudadanos de la UE: ¿Más seguridad o un nuevo peligro para la privacidad?", El Periódico de España, 1 April. Available at: <https://www.epe.es/es/investigacion/20240401/identidad-digital-seguridad-vulnerabilidad-datos-ciudadanos-ue-99991614> (Accessed: 2/04/2024).
- González, J.G. (2024) "Cuidado con este correo sobre la 'suspensión' de Netflix: te pueden robar tus datos", El Confidencial, 29 March. Available at: [https://www.elconfidencial.com/tecnologia/2024-03-29/cuidado-estafa-suspension-netflix-robo-datos\\_3857141/](https://www.elconfidencial.com/tecnologia/2024-03-29/cuidado-estafa-suspension-netflix-robo-datos_3857141/) (Accessed: 2/04/2024).
- Infoem (2024) "Cultura de la Protección de datos personales, esencial para garantizar seguridad en las plataformas digitales", 29 March. Available at: <https://www.infoem.org.mx/es/contenido/noticias/cultura-de-la-protecci%C3%B3n-de-datos-personales-esencial-para-garantizar-seguridad> (Accessed: 2/04/2024).
- Ministerio de Transportes y Movilidad Sostenible (2019) Vueling. Available at: <https://www.transportes.gob.es/aviacion-civil/centenario-transporte-aereo-espania/patrocinadores/vueling> (Accessed: 29/03/2024).

Rothenberg, E. (2024) "AT&T investiga filtración de datos personales de 73 millones de titulares de cuentas en Estados Unidos", CNN, 30 March. Available at: <https://cnnespanol.cnn.com/2024/03/30/att-filtracion-datos-personales-estados-unidos-dark-web-trax/> (Accessed: 2/04/2024).

Rubio, I. (2024) "¿TikTok te conoce mejor que tu madre? Cómo pedirle los datos que guarda sobre ti y limitar la información que recopila", El País, 2 April. Available at: <https://elpais.com/tecnologia/2024-04-02/tiktok-te-conoce-mejor-que-tu-madre-como-pedirle-los-datos-que-guarda-sobre-ti-y-limitar-la-informacion-que-recopila.html> (Accessed: 2/04/2024).

Sánchez-Jara, G. (2021) "La AEPD impone a CaixaBank una multa de 3 millones de euros por insuficiencias en su proceso de obtención del consentimiento de sus clientes para la elaboración de perfiles", RGPD, 15 November. Available at: <https://rgpdbl.org/la-aepd-impone-a-caixabank-una-multa-de-3-millones-de-euros-por-insuficiencias-en-su-proceso-de-obtencion-del-consentimiento-de-sus-clientes-para-la-elaboracion-de-perfiles/> (Accessed: 1/04/2024).

Shankar Jha, R. (2023) "Everything You Need to Know About Cookies: How They Work and Why They Matter", LinkedIn, 29 March. Available at: <https://www.linkedin.com/pulse/everything-you-need-know-cookies-how-work-why-matter-rama-vats/> (Accessed: 1/04/2024).

Statista (2022) Passenger traffic of Vueling Airlines from 2013 to 2021. Available at: <https://www.statista.com/statistics/733469/vueling-passenger-numbers/> (Accessed: 29/03/2024).

Vilches, S. (2024) "El 86% de los españoles teme que accedan a su información personal sin consentimiento", Newtral, 2 April. Available at: <https://www.newtral.es/inseguridad-en-internet/20240402/> (Accessed: 2/04/2024).