



CAPRICE – COLLECTIVE AWARENESS PLATFORM FOR PRIVACY CONCERNS AND EXPECTATIONS

Information Systems Laboratory
FORTH-ICS

<http://www.caprice-community.net/>

Motivation

Privacy in the Digital Age (1 / 5)

- Smartphones are the ideal tracking and advertisement platform.
 - Apps have **access to a wealth of personal data**.
Should they? Are we aware of what they do with it?

The Wall Street Journal: The examination of 101 popular smartphone "apps" revealed

- 56 apps transmitted the phone's unique device ID to other companies without users' awareness or consent.
- 47 apps transmitted the phone's location in some way.
- 5 sent age, gender and other personal details to outsiders



Motivation

Privacy in the Digital Age (2/5)

- Terms of use documents are lengthy, hard to read and difficult to understand by the average user.
- Upon frequent change, it is almost impossible to spot changes.
- Does this make our **consent informed**, as needed by law?

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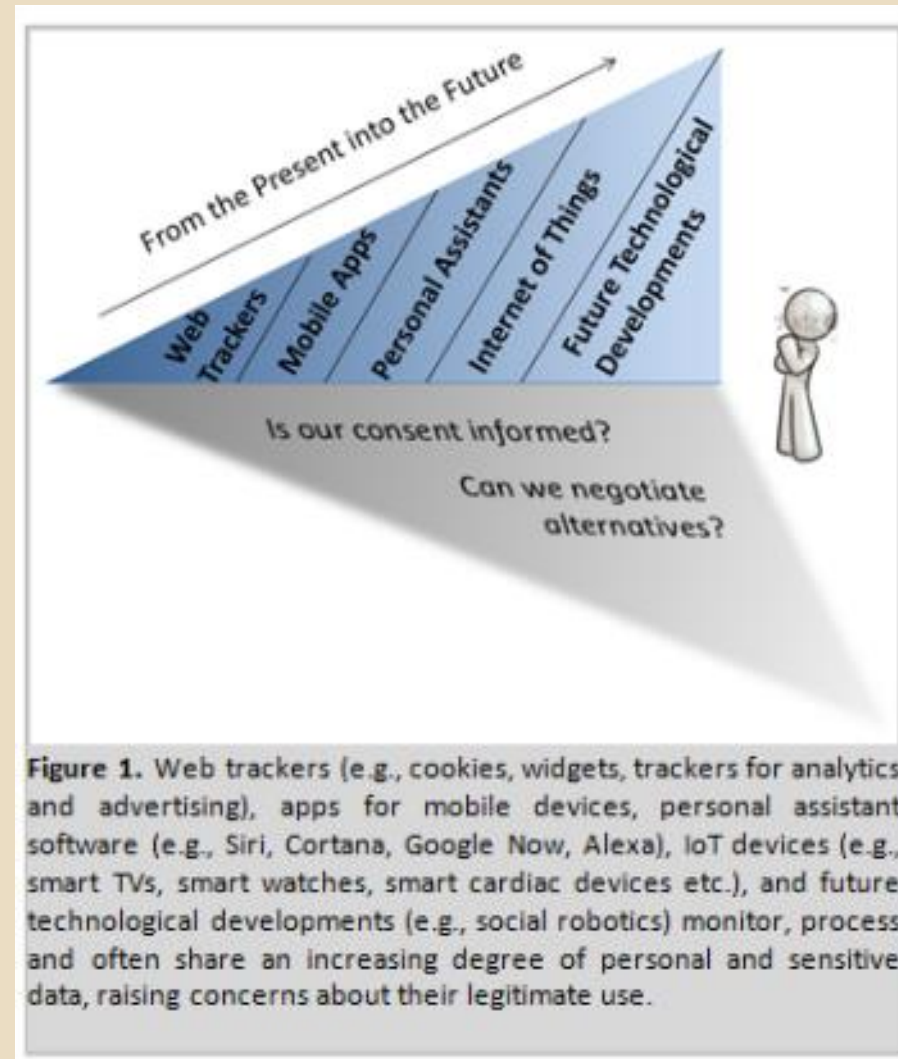
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FoxNews: 7,500 Online Shoppers Unknowingly Sold Their Souls on April fool's day

Motivation

Privacy in the Digital Age (3/5)

- Legal frameworks exist.
 - But when it comes to new technological advancement, **policy making is a few steps behind**
- ...and we often give our consent anyway.
 - By law, companies must get parental consent to track minors under 13.
 - Are we aware of which **apps for children** take appropriate precautions?



Motivation

Privacy in the Digital Age (4/5)

- Most companies earn a lot of money out of users' personal data.
- Not building the bond between sellers and consumers on **trust relations** will hurt the market in the long run, especially **small and medium companies**.

Bloomberg: according to a survey of nearly 2,300 adults

- more than half Americans owning smartphone/tablet have uninstalled an app or declined to download one because of worries about sharing personal information,

Motivation

Privacy in the Digital Age (5/5)

- Technical Solutions work when they are used
- Even a perfect technical solution for privacy protection is not effective if people **are not aware** of the problem and **do not apply it**.

Our targeted goal

- How do we enable **users** to
 - ▣ understand and ***be aware of*** what they gain and what they lose when they use digital services?
 - ▣ decide collectively and make explicit their ***privacy preferences***?
- How can we convince **developers** that respecting users' privacy is ***profit-maximizing***?
- Create a **trusted-market** where we can bring together **users**, **hackers** and **developers**

Our Response (in 3 words)

- We suggest a means not to substitute, but to complement and empower ***technical solutions*** and privacy-related ***policy making***...
- ...in the form of **Collective Privacy Norms**



Collective Privacy Norms

- Our thesis is that collective user actions and explicit privacy expectations statements can be used to
 - ▣ **put pressure** to companies to respect privacy matters
 - by making arguments that are easily translated into **financial terms**
 - by promoting **good company practices** and putting the bad examples under the spotlight
 - ▣ Ultimately, the responsibility for our privacy starts with us
 - But we can achieve much more if we harness **the power of community**

The CAPrice Platform

- A **Platform** to promote privacy awareness
- that will automatically generate **collective privacy norms** (users' expectations on privacy)

The Platform

- We plan to develop a platform (tools and methodologies)
 - ▣ Visual cues
 - ▣ A Semantic Wiki
 - ▣ A mobile app
 - ▣ A browser plugin
 - ▣ A structured discussion and news forum
 - ▣ A privacy dashboard
 - ▣ A collection of services

Join the CAPrice community

- <http://www.caprice-community.net>
- Like us on facebook, twitter, youtube, vimeo
- Spread the word

