

## 2 No Data, no Data Science

### – Insights into Handling of Personal Data

#### Content:

1. Motivation
2. Dilemma Social Media
3. Shitstorms & Cyberbullying
4. The Role of Influencers
5. Cambridge Analytica
6. Data Governance & Ethics,  
Data Protection Rights
7. Social Scores
8. Summary

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#### (1) Motivation



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### (2) Dilemma Social Media



“The Technology that connects us also controls us”

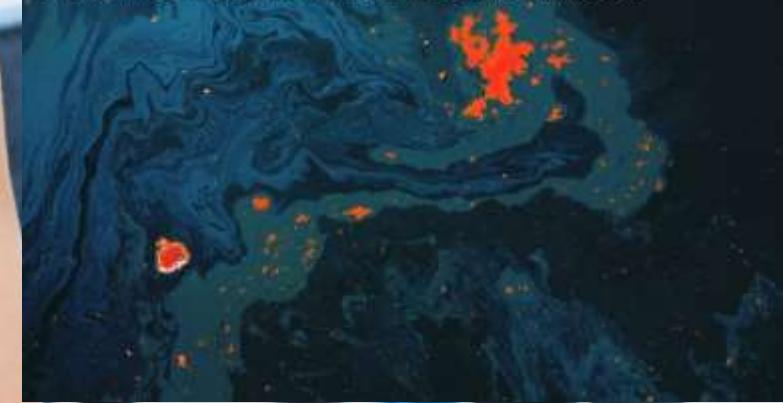
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#### (3) Shitstorm & Cyberbullying



**DATA IS THE NEW OIL:**  
DIRTY, MISUNDERSTOOD, POLLUTING THE WORLD  
& PULLED FROM ALL THE WRONG PLACES.



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### (4) The Role of Influencers

The collage includes:

- A woman smiling and waving while holding a coffee cup, standing next to a coffee machine.
- A camera screen showing the same woman smiling and waving from a video recording.
- A screenshot of a video player showing a man wearing sunglasses and a white shirt, identified as E.T. Williams.
- A text overlay for E.T. Williams stating: "• 51-jähriger christlich-konservativer Afro-Amerikaner" and "• Sieht sich selbst als „Reporter for the Common Men“".
- A text overlay for E.T. WILLIAMS.
- A news article titled "28,000 Tweets Helped Elon Musk Develop Tesla Cybertruck" by JESSICA CRIDER, dated December 9th, 2019.
- A photograph of the Tesla Cybertruck on stage during its reveal event.
- A screenshot of a tweet from Elon Musk (@elonmusk) asking, "What would you love to see in a Tesla pickup truck? I have a few things in mind, but what do you think are small, but important nuances & what would be seriously cool level?" with two replies shown below.
- A smaller image of the Cybertruck.

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#### (5) Cambridge Analytica Scandal



STAN  
JME  
CTIO



*the true identity and secrets of these people  
identity and secrets of these peoples we*

THE GREAT HACK

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### (6) Data Governance & Protection Rights



The slide features a composite image. At the top, a hand interacts with a digital interface displaying a network graph with nodes and icons. The word "GOVERNANCE" is prominently displayed in the center. Below this, a smaller image shows a busy, crowded city street with many people on motorbikes and cars, illustrating the scope of data handling.

Anforderungen der EU-DSGVO (GDPR)

DSGVO	RECHTMÄLIGE VERMARKETING	INFORMATIONSPFLICHTEN	BETROFFENENRECHTE	DATENSCHUTZMANAGEMENT
	Rechtsgrundlage Art. 49 DSGVO	Informationspflichten Art. 13 DSGVO	Rechte auf Auskunft Art. 15 DSGVO	Technologische Maßnahmen Art. 32 und 35 DSGVO
	Rechtmäßige Interessen Art. 6(1)(b) DSGVO		Rechte auf Korrektur Art. 16 DSGVO	Privacy by Design-Zertifizierung Art. 45 DSGVO
			Rechte auf Löschung Art. 17 DSGVO	Dokumentationspflichten Art. 30 DSGVO
			Rechte auf Sperrung Art. 18 DSGVO	Verschlüsselelemente Art. 32 DSGVO
			Mitteilungspflicht an Dritte Art. 17 DSGVO	Hilfeleistung von Drittsystemen Art. 28 DSGVO
			Rechtsübertragbarkeit Art. 20 DSGVO	2D-Validierung Art. 32 DSGVO
			Widerrederecht Art. 21 DSGVO	Prüfung Art. 32 DSGVO
				Datenschutzbeauftragter Art. 30 DSGVO

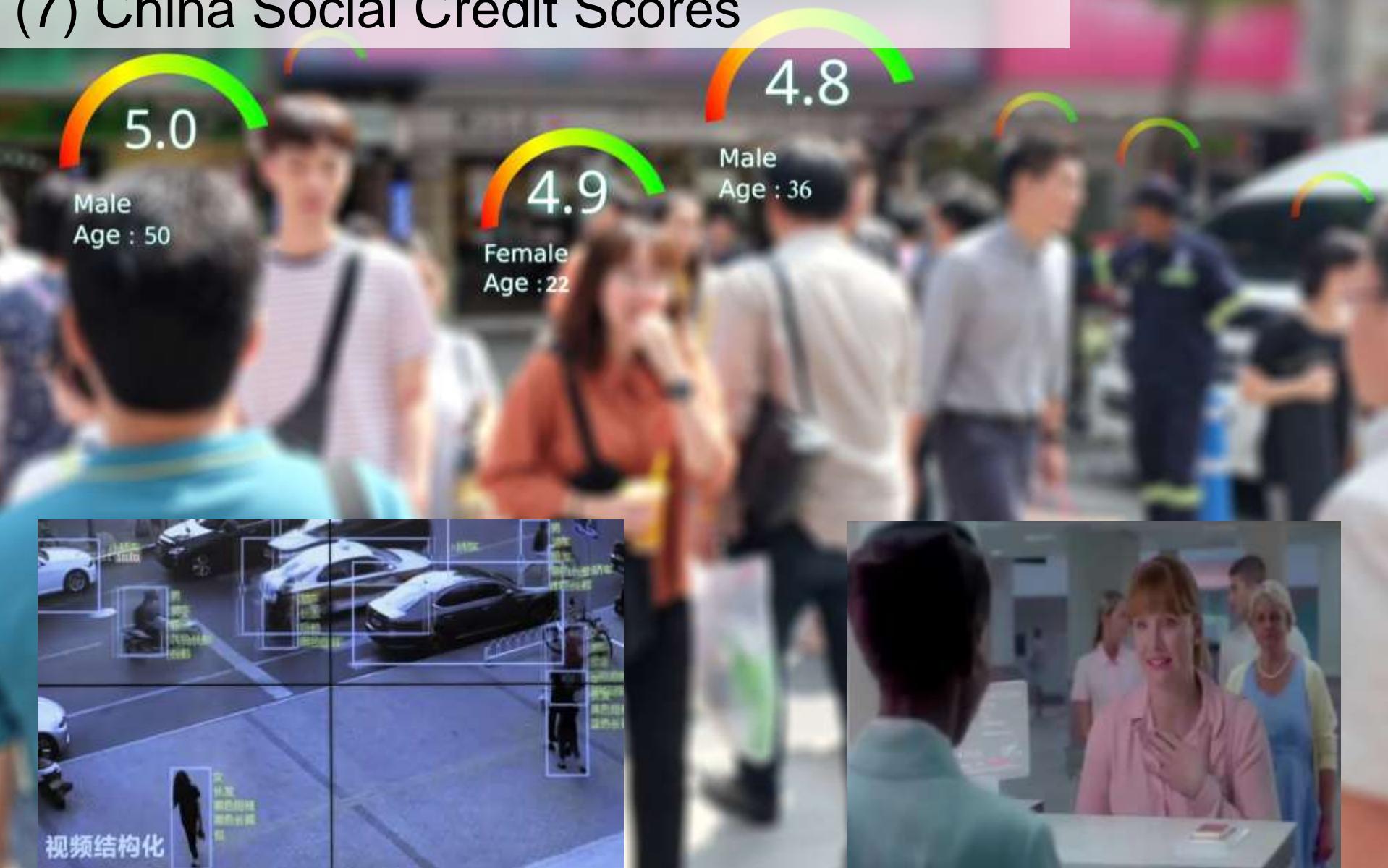
dsgvo-gesetz.de

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#### (7) China Social Credit Scores



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- Data is the new Oil.
- Attention is the Product.
- Social Media, the good / bad.
- China, the new Saudi-Arabia.



# Under the EU GDPR, Personal Data can be processed after ... is done.

Art des Wissens	Aufgabewissen (Vorlesung)	Anwendungswissen (Literatur)
Schwierigkeitsgrad		
Einfach	Green	Yellow
Mittel	Yellow	Red
Schwierig	Red	Red

- a) Contract
- b) Consent
- c) Public task
- d) Vital interest
- e) All actions from a) to d) can be used

# California Consumer Privacy Act (CCPA) does Not provide California Residents with the right to...



- a) Delete their information
- b) Access their personal data in portable format
- c) Say no to sale of personal data
- d) Know what personal data is being collected about them
- e) Correct their data

# Anwendungen und Rahmenbedingungen von Data Science und Machine Learning in Unternehmen und in einer datengetriebenen Welt kennen und einschätzen lernen.



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# The Cambridge Analytica Facebook scandal

A Trump campaign-connected firm harvested personal data from tens of millions of Facebook users, bringing up big questions about cybersecurity, big data, and privacy. Catch up on the controversy.



## The case against Facebook

By Matthew Yglesias

A black and white portrait of Mark Zuckerberg, looking slightly to the right with a serious expression. He is wearing a dark suit jacket.

## Mark Zuckerberg on Facebook's hardest year, and what comes next

By Ezra Klein

A photograph of the United States Capitol building against a clear blue sky with some clouds. In the foreground, there are blurred faces of people, suggesting a protest or rally.

## 9 questions about Facebook and data sharing you were too embarrassed to ask

By Jen Kirby

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# General Data Protection Regulation

From Wikipedia, the free encyclopedia

The **General Data Protection Regulation (GDPR)** is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). It also addresses the transfer of personal data outside the EU and EEA areas. The GDPR's primary aim is to give control to individuals over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.<sup>[1]</sup> Superseding the Data Protection Directive 95/46/EC, the regulation contains provisions and requirements related to the processing of personal data of individuals (formally called *data subjects* in the GDPR) who are located in the EEA, and applies to any enterprise—regardless of its location and the data subjects' citizenship or residence—that is processing the personal information of individuals inside the EEA.

Controllers and processors of personal data must put in place appropriate technical and organizational measures to implement the data protection principles. Business processes that handle personal data must be designed and built with consideration of the principles and provide safeguards to protect data (for example, using pseudonymization or full anonymization where appropriate). Data controllers must design information systems with privacy in mind. For instance, using the highest-possible privacy settings by default, so that the datasets are not publicly available by default and cannot be used to identify a subject. No personal data may be processed unless this processing is done under one of the six lawful bases specified by the regulation (consent, contract, public task, vital interest, legitimate interest or legal requirement). When the processing is based on consent the data subject has the right to revoke it at any time.

Data controllers must clearly disclose any data collection, declare the lawful basis and purpose for data processing, and state how long data is being retained and if it is being shared with any third parties or outside of the EEA. Firms have the obligation to protect data of employees and consumers to the degree where only the necessary data is extracted with minimum interference with data privacy from employees, consumers, or third parties. Firms should have internal controls and regulations for various departments such as audit, internal controls, and operations. Data subjects have the right to request a portable copy of the data collected by a controller in a common format, and the right to have their data erased under certain circumstances. Public authorities, and businesses whose core activities consist of regular or systematic processing of personal data, are required to employ a data protection officer (DPO), who is responsible for managing compliance with the GDPR. Businesses must report data breaches to national supervisory authorities within 72 hours if they have an adverse effect on user privacy. In some cases, violators of the GDPR may be

(EU) 2016/679



## Title

Regulation on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (Data Protection Directive)

## Made by

European Parliament and Council of the European Union

## Journal reference

L 100000 May 2016, p. 1–88

## History

Date made 14 April 2016

Implementation 25 May 2018 date

## Preparative texts

Commission COM/2012/010 final – 2012/0010 proposal (COD)

## Other legislation

Replaces Data Protection Directive

## Current legislation



# California Consumer Privacy Act

From Wikipedia, the free encyclopedia

The **California Consumer Privacy Act (CCPA)** is a state statute intended to enhance privacy rights and consumer protection for residents of California, United States. The bill was passed by the California State Legislature and signed into law by Jerry Brown, Governor of California, on June 28, 2018, to amend Part 4 of Division 3 of the California Civil Code.<sup>[2]</sup> Officially called **AB-375**, the act was introduced by Ed Chau, member of the California State Assembly, and State Senator Robert Hertzberg.<sup>[3][4]</sup>

Amendments to the CCPA, in the form of Senate Bill 1121, were passed on September 13, 2018.<sup>[5][6]</sup> Additional substantive amendments were signed into law on October 11, 2019.<sup>[7]</sup> The CCPA became effective on January 1, 2020.<sup>[8]</sup>

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3 History
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6 Further reading
7 External links

## California Consumer Privacy Act



California State Legislature

Full name	California Consumer Privacy Act of 2018 <sup>[1]</sup>
Status	Passed
Introduced	January 3, 2018
Signed into law	June 28, 2018
Governor	Jerry Brown
Code	California Civil Code
Section	1798.100
Resolution	AB-375 (2017–2018 Session)
Website	Assembly Bill No. 375 <sup>[2]</sup>

## Intentions of the Act [edit]

The intentions of the Act are to provide California residents with the right to:

1. Know what **personal data** is being collected about them.
2. Know whether their **personal data** is sold or disclosed and to whom.
3. Say no to the sale of **personal data**.
4. Access their **personal data**.
5. Request a business to delete any **personal information** about a consumer collected from that consumer.<sup>[9]</sup>
6. Not be discriminated against for exercising their **privacy rights**.

# personal data

No Data, no Data Science –  
Selected Insights into the Handling of  
Personal Data in a Data-Driven World

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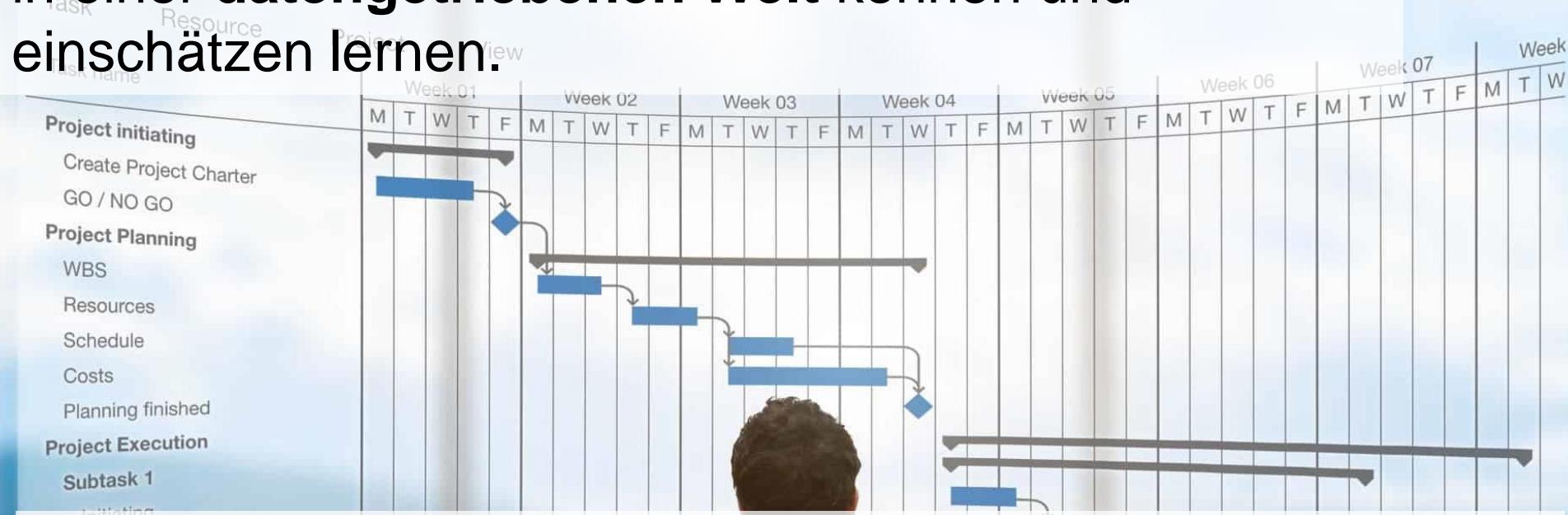
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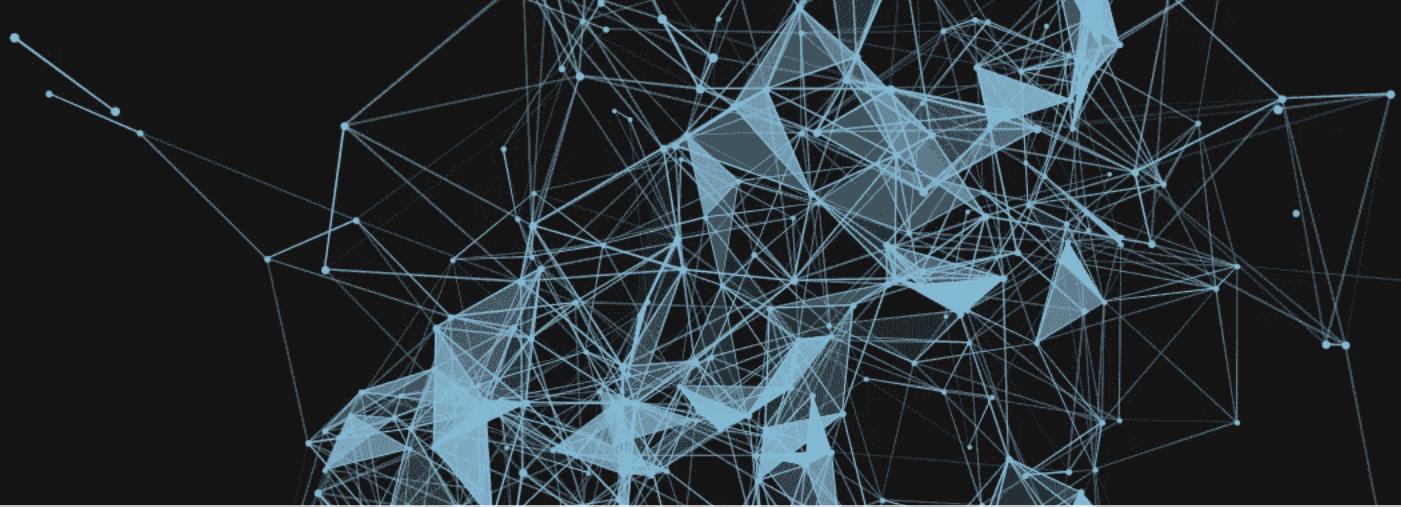
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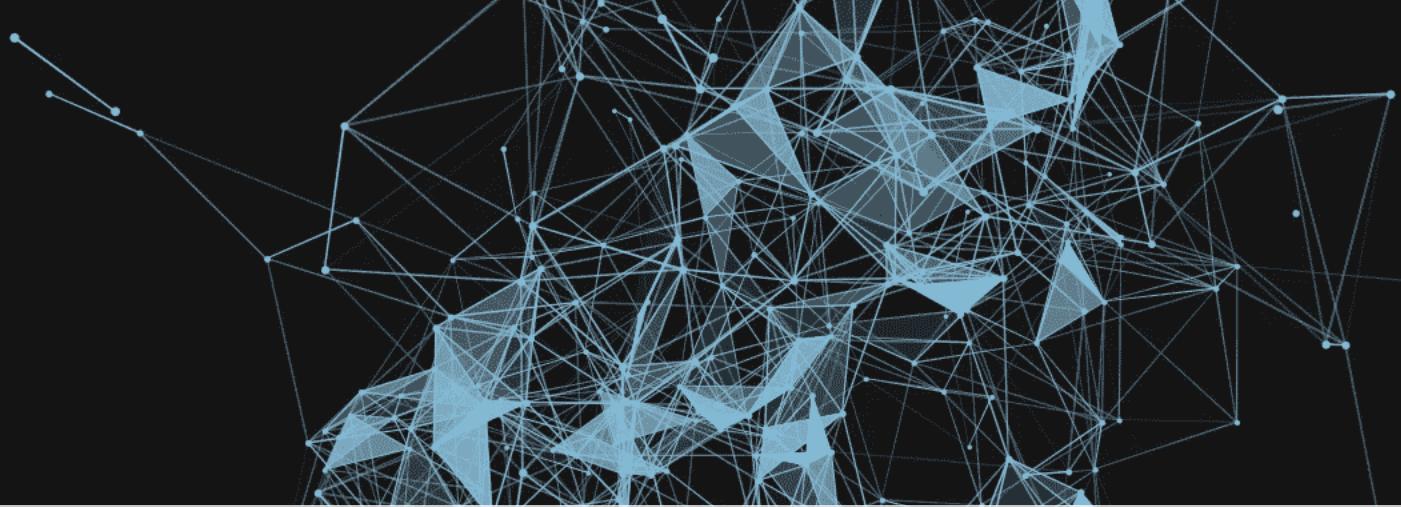
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