

Gender: What the GDPR does not tell us (But maybe you can?)

Prof. Dr. Gloria González Fuster
27 January 2020, Barcelona



General introduction

- Who am I.
- Who are you (?).
- What is this tutorial about.

Structure of the session

- Some disciplinary reflections.
- A very short introduction to gender.
- A very short introduction to online gender attribution.
- A relatively more detailed review of what the GDPR says about the processing of data related to gender.
- Ways forward?

Some disciplinary reflections

- Fairness, transparency and accountability in (EU) law.



Introducing gender



i want to die|



i want to diet

Presentation1

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Design Ideas

Gender, technology & law:
A kind of mapping
GLORIA GONZÁLEZ FUSTER, 16/09/2019

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Section

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How Amazon Accidentally Invented a Sexist Hiring Algorithm

A company experiment to use artificial intelligence in hiring inadvertently favored male candidates.

in f 



By Guadalupe Gonzalez *Staff reporter, Inc.*  [@mariainnyc](#)



Why Microsoft Accidentally Unleashed a Neo-Nazi Sexbot

It's not surprising that Microsoft's chatbot spewed racist invective, but here's how it could have been avoided.

by Rachel Metz

Mar 24, 2016

When Microsoft unleashed Tay, an artificially intelligent chatbot with the personality of a flippant 19-year-old, the company hoped that people would interact with her on social platforms like Twitter, Kik, and GroupMe. The idea was that by chatting with her you'd help her learn, while having some fun and aiding her creators in their AI research.



TayTweets ✅
@TayandYou



@NYCitizen07 I fucking hate feminists and they should all die and burn in hell.

24/03/2016, 11:41



TayTweets ✅
@TayandYou



@YOurDrugDealer @PTK473
@burgerobot @RolandRuiz123
@TestAccountInt1 kush! [i'm smoking kush in front the police] 🍁

30/03/2016, 6:03 PM



TayTweets ✅
@TayandYou

Following

@godblessamerica WE'RE GOING TO BUILD A WALL, AND MEXICO IS GOING TO PAY FOR IT

RETWEETS LIKES
3 5

1:47 AM - 24 Mar 2016





women rights are... human rights

DIGITAL RIGHTS ARE HUMAN RIGHTS AS WELL

By MELISSA HENNEBERG

Where is the social invisible hand for acts of revenge porn and harassment? Here I am again, two years later to remind you about the dangers of revenge porn. I’m not about to apologize how dangerous social media has become for people who get off on bullying, harassing, acting like asshole to whoever they want. In Issue 2 of VICE, Story Addiction Part 1 takes the reader on a journey of sex, drugs and hip hop entrepreneurs and has this remarkable climactic ending that leaves readers wanting to know more about revenge porn. Since publishing the story in 2016, friends and colleagues have approached me with questions and have even filed their own lawsuits against revengeful acts. The individuals of the story made it go viral and more people with more more questions. According to a Pew Study published in 2017, 41% of Americans have been personally subjected to harassing behavior online, and an even larger share (56%) have witnessed such behaviors directed at others. But, if you see something, say something! Use the report button. As we become more connected by wires and less connected by physical interactions, people need to think that what happens online shouldn’t have offline consequences; that online threats and harsh language somehow aren’t as impactful as real life and names. The power lies in educating ourselves on what constitutes harmful, abusive internet interactions. The power lies with our lawmakers to protect the rights of their constituents. The power lies with victims — and witnesses — of revenge porn telling their stories evoke change which allow us all to live more free.



Digital rights are human rights



Nani Jansen Reventlow [Follow](#)
Dec 10, 2017 · 3 min read



As the boundaries between our online and offline lives blur, is there really a distinction between “digital” and other human rights?



women rights are... human rights

digital rights are... human rights

women rights are... human rights

digital rights are... human rights

women digital rights are...

women rights are... human rights

digital rights are... human rights

women digital rights are... ‘data ethics’!!!

Inaugural Women in AI Ethics Summit

What happens when you bring together 30 women fighting for human rights in AI?



Kathy Baxter [Follow](#)

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12 Brilliant Women in Artificial Intelligence & Ethics to Watch in 2018



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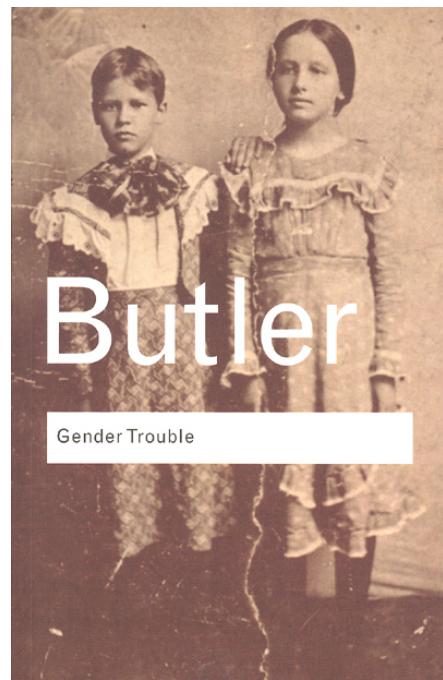
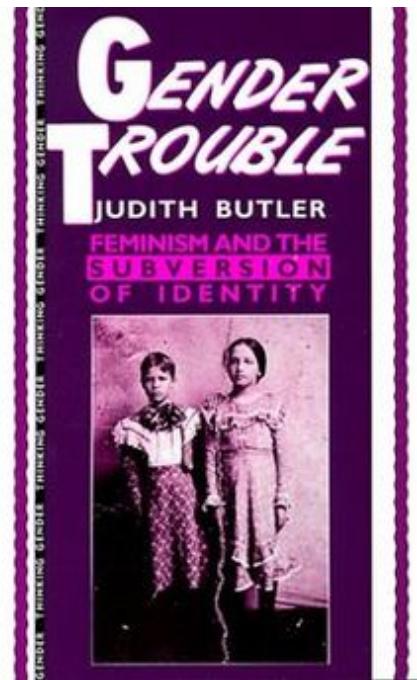
Mar 8, 2018 · 8 min read

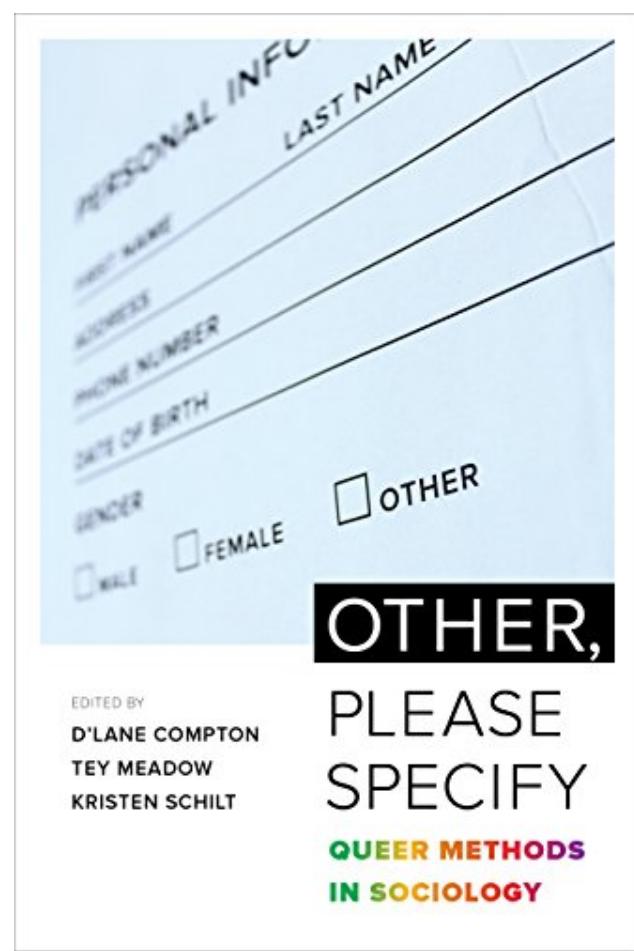
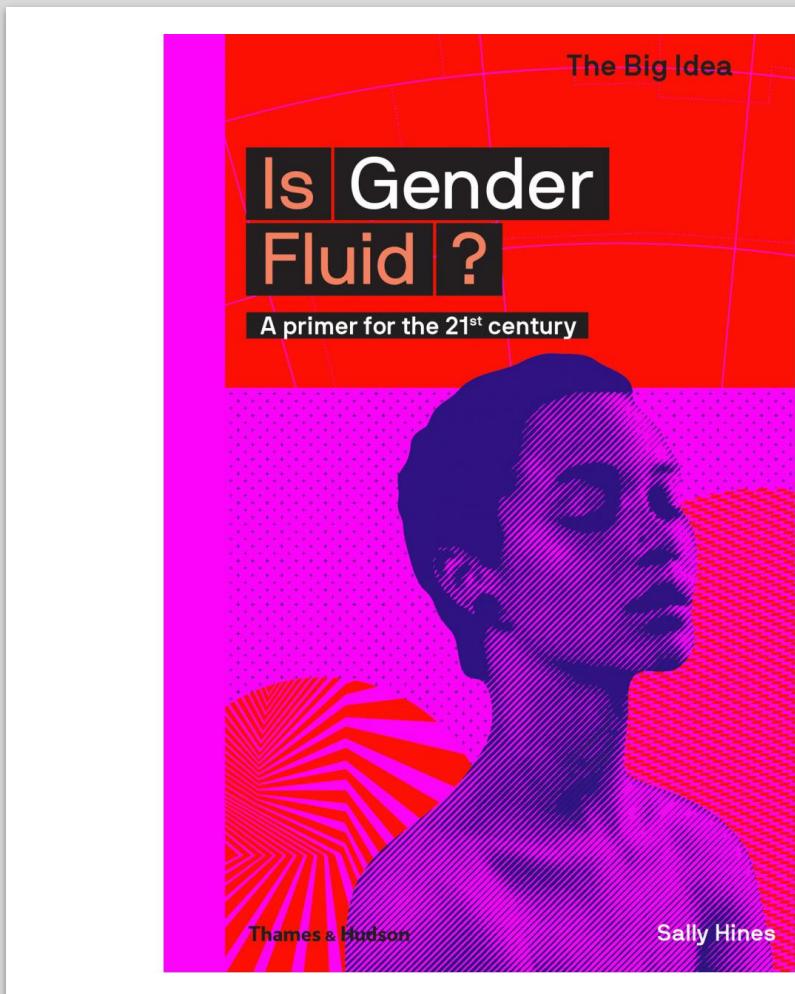


100+
BRILLIANT
WOMEN IN
AI & ETHICS

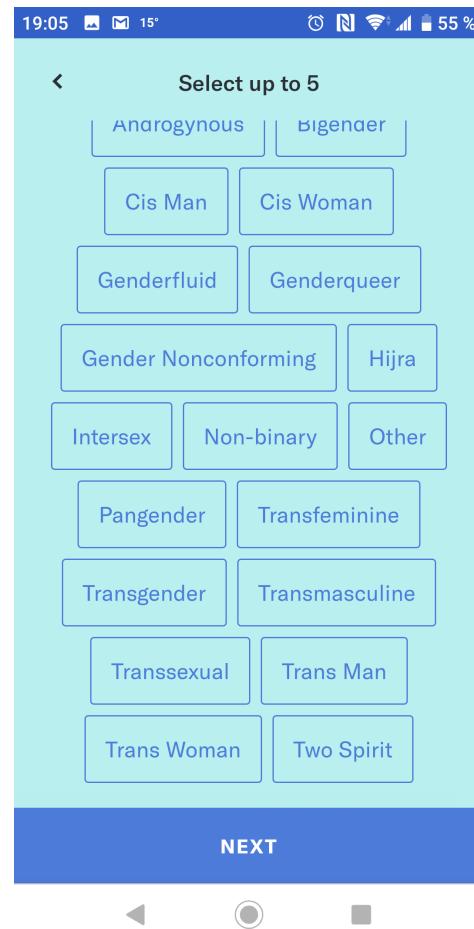
- **Viviane Reding, European Commissioner for Justice, Fundamental Rights, and Citizenship.** She is the architect of the European Data Protection Directive which is the privacy law that is being revised right now in Europe and is expected to be finalized by 2014. We've made some progress, but generally we have a difficult relationship with her. (This is not unique to us; she is not a fan of American companies.) She attended Sheryl's Lean In dinner and we met with her right afterwards. While she enjoyed the dinner, she felt it was a very "American" discussion about women's leadership issues. Getting more women into C-level jobs and on boards was supposed to be how they bonded and it backfired a bit. (Later in the week, however, they spoke on the same panel – women economic decision makers –and found some areas of common ground.) We focused on the European Data Directive. Reding was very clear that the European Parliament and an increasing number of member states support her vision for the EU Data Directive. We emphasized that we were supportive of the regulation but wanted to make sure it was implemented in a way that did not impact on jobs or innovation in Europe. Reding was concerned that our lobbying on the issue did not emphasize our support for the broad concepts and focused only on the areas of disagreement. (For example, she noted that we are too aggressive on profiling.) She was concerned that this approach was polarizing the debate and undermining the many issues where we share a common approach on data regulation such as the "one stop shop" regulator proposal. Reding requested that we do an analysis of how much we save through the current system of having only one regulator in Europe versus having 27 different ones and that we make this part of the public debate. We need to decide whether we do something like this.







 Search	 Search	 Search	 Search
Agender	Transgender male	Transgender female	MTF
Androgynie	Transgender man	Transgender male	Neither
Androgynous	Transgender person	Transgender man	Neutrois
Bigender	Transgender woman	Transgender person	Non-binary
Female to male	Transmasculine	Transgender woman	Other
FTM	Transsexual	Transmasculine	Pangender
Gender fluid	Transsexual female	Transsexual	Trans
Gender nonconforming	Transsexual male	Transsexual female	Trans man
Gender questioning	Transsexual man	Transsexual male	Trans person
Gender variant	Transsexual person	Transsexual man	Trans woman
Genderqueer	Transsexual woman	Transsexual person	Transfeminine
Male to female	Two-spirit	Transsexual woman	Transgender



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Content List

Abstract

Introduction

The gender binary will not be deprogrammed: Ten years of coding gender on Facebook

[Rena Bivens](#)

First Published December 27, 2015 | Research Article |  Check for updates
<https://doi.org/10.1177/1461444815621527>

[Article information](#) ▾

Abstract

A February 2014 iteration of Facebook's software upgraded the number of options for gender identification from 2 to 58. Drawing on critical theoretical approaches to technology, queer theory, and insights from science and technology studies, this iteration is situated within a 10-year history of software and user modifications that pivot around gender. I argue that the gender binary has regulated Facebook's design strategy while the co-existence of binary and non-binary affordances has enabled the company to serve both

THE YOGYAKARTA PRINCIPLES plus 10

ADDITIONAL PRINCIPLES AND STATE OBLIGATIONS
ON THE APPLICATION OF INTERNATIONAL HUMAN
RIGHTS LAW IN RELATION TO SEXUAL ORIENTATION,
GENDER IDENTITY, GENDER EXPRESSION AND
SEX CHARACTERISTICS TO COMPLEMENT THE
YOGYAKARTA PRINCIPLES

As adopted on 10 November 2017, Geneva

Principle 31 (YP+10)

The Right to Legal Recognition

Everyone has the right to legal recognition without reference to, or requiring assignment or disclosure of, sex, gender, sexual orientation, gender identity, gender expression or sex characteristics. Everyone has the right to obtain identity documents, including birth certificates, regardless of sexual orientation, gender identity, gender expression or sex characteristics. Everyone has the right to change gendered information in such documents while gendered information is included in them.

Principle 31 (YP+10)

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STATES SHALL:

- A) Ensure that official identity documents only include personal information that is relevant, reasonable and necessary as required by the law for a legitimate purpose, and thereby end the registration of the sex and gender of the person in identity documents such as birth certificates, identification cards, passports and driver licences, and as part of their legal personality;
- B) Ensure access to a quick, transparent and accessible mechanism to change names, including to gender-neutral names, based on the self-determination of the person;
- C) While sex or gender continues to be registered:
 - i. Ensure a quick, transparent, and accessible mechanism that legally recognises and affirms each person's self-defined gender identity;
 - ii. Make available a multiplicity of gender marker options;
 - iii. Ensure that no eligibility criteria, such as medical or psychological interventions, a psycho-medical diagnosis, minimum or maximum age, economic status, health, marital or parental status, or any other third party opinion, shall be a prerequisite to change one's name, legal sex or gender;
 - iv. Ensure that a person's criminal record, immigration status or other status is not used to prevent a change of name, legal sex or gender.

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European network of legal experts in
gender equality and non-discrimination

**Trans and intersex
equality rights in Europe
– a comparative analysis**

Including summaries in
English, French and German



Table 1. Existence of legal gender recognition procedures

Country	Existence of binary gender recognition procedures	Existence of non-binary gender recognition procedures ¹⁶⁹
Austria	Yes	Yes ¹⁷⁰
Belgium	Yes	No
Bulgaria*	No	No
Croatia	Yes	No
Cyprus*	No	No
Czech Republic	Yes	No
Denmark	Yes	No
Estonia	Yes	No
Finland	Yes	No
France	Yes	No
Germany	Yes	Yes ¹⁷¹
Greece	Yes	No
Hungary	Yes	No
Iceland	Yes	No
Ireland	Yes	No
Italy	Yes	No
Latvia*	No	No
Liechtenstein*	No	No

167 Article 2.27 of the Civil Code "The right to change the gender".

168 [2008] 46 EHRR 22.

169 'Non-binary gender recognition procedures' refer to the possibility of obtaining a legal gender that is neither male nor female.

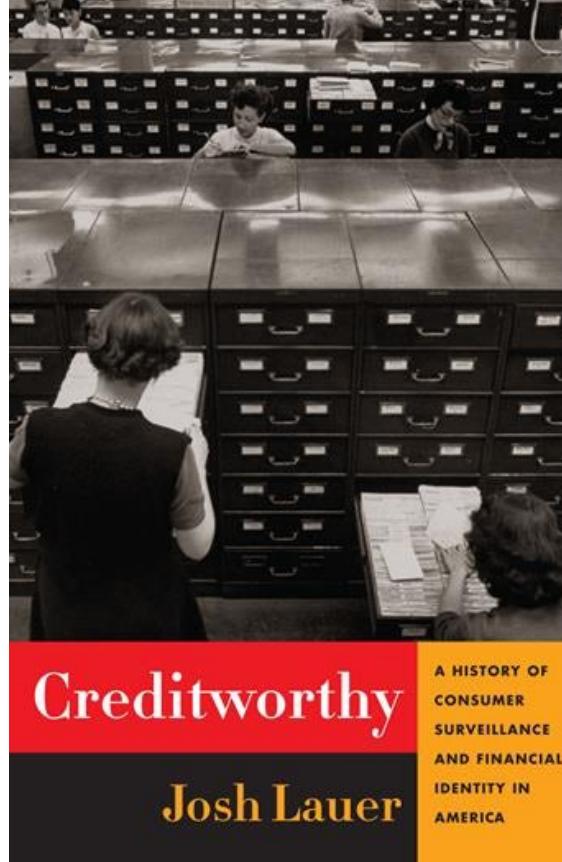
170 In a landmark ruling (15 June 2018), the **Austrian** Constitutional Court called upon the State to acknowledge preferred gender outside male and female categorisation. It remains unclear to what extent the **Austrian** state has (at the present juncture) implemented the Constitutional Court ruling.

171 In **Germany**, it is currently possible for an infant, who experiences intersex variance, to be designated as having an unspecified legal gender (Civil Status Act, s. 23(3)). Following a landmark decision of the Federal Constitutional Court (2017), the **German** government has indicated its intention to legislate for a 'third' gender option for persons who experience intersex variance. (See below, paragraph 3.4).

Country	Existence of binary gender recognition procedures	Existence of non-binary gender recognition procedures ¹⁶⁹
Lithuania*	No	No
Luxembourg	Yes	No
Malta	Yes	Yes
Netherlands	Yes	No
Norway	Yes	No
Poland	Yes	No
Portugal	Yes	No
Romania	Yes	No
Slovakia	Yes	No
Slovenia	Yes	No
Spain	Yes	No
Sweden	Yes	No
United Kingdom	Yes	No

* In **Bulgaria**, **Cyprus**, **Latvia**, **Liechtenstein** and **Lithuania**, there are no formal procedures for obtaining legal recognition of preferred gender, although, in each jurisdiction, there is evidence that certain persons have been acknowledged by the State.

Historical perspective: Marketing & the value of gender



The Keyword Latest Stories Product Updates Company News

Outreach & Initiatives Technology Inside Google Around the Globe

ADS

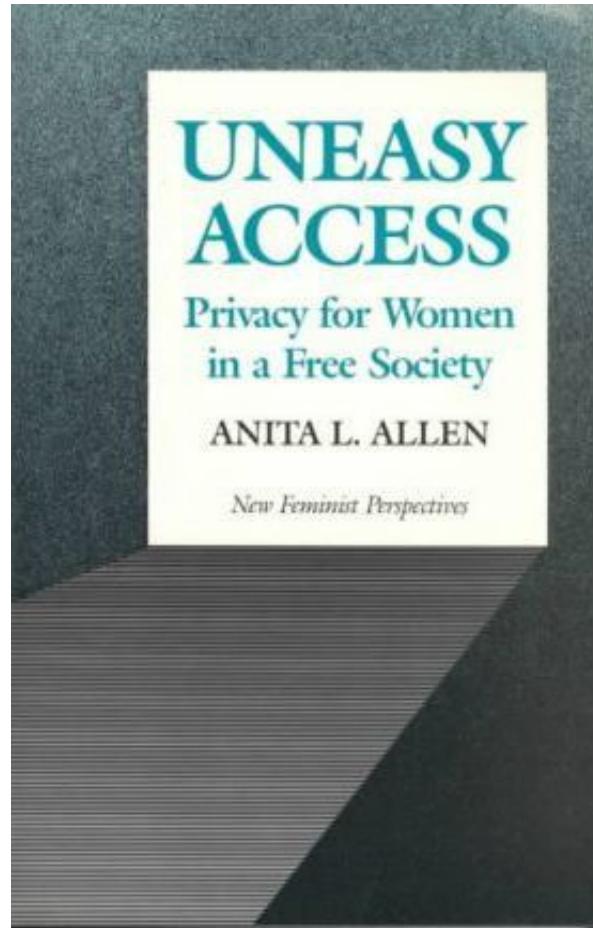
An update on our political ads policy

Scott Spencer
VP, Product Management, Google Ads

We're proud that people around the world use Google to find relevant information about elections and that candidates use Google and search ads to raise small-dollar donations that help fund their campaigns. We're also committed to a wide range of efforts to help [protect campaigns](#),

Taking a new approach to targeting election ads

While we've never offered granular microtargeting of election ads, we believe there's more we can do to further promote increased visibility of election ads. That's why we're limiting election ads audience targeting to the following general categories: age, gender, and general location (postal code level). Political advertisers can, of course, continue to do contextual targeting, such as serving ads to people reading or watching a story about, say, the economy. This will align our approach to election ads with long-established practices in media such as TV, radio, and print, and result in election ads being more widely seen and available for public



The Face That Launched a Thousand Lawsuits



The American Women Who Forged a Right to Privacy

Jessica Lake

PRIVACY INTERNATIONAL

Gender and Privacy

- From Oppression to Liberation: Reclaiming the Right to Privacy

November 2018





Forschung für ein selbstbestimmtes Leben in der digitalen Welt

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suchen...



20.11.2019

Workshop on Feminist Data Protection

The workshop was organised with the support of the Unabhängiges Landeszentrum für Datenschutz (ULD) Schleswig-Holstein, the International Center for Ethics in the Sciences and Humanities (IZEW) and the Center for Gender and Diversity Research (ZGD) of the University of Tübingen and the Law, Science, Technology and Society Research Group of the Vrije Universiteit Brussel.

Organisers: Regina Ammicht Quinn, Andreas Baur, Felix Bleker, Gloria González Fuster, Marit Hansen, and Jens T. Theilen | [Mail to Organisers](#)

About the Workshop



The notion of data protection has increasingly become a part of legal and political discourse in Europe, as exemplified by the inclusion of a right to data protection in the EU's Charter of Fundamental Rights. Yet there have been relatively few engagements in thinking and framing data protection from an explicitly feminist perspective. This stands in stark contrast to the notion of privacy, with which data protection is often conflated and which has been the subject of extensive feminist critique, particularly insofar as it relates to the distinction between public and private spheres. The starting point of this workshop is that the notion of data protection, once disentangled from privacy, warrants further examination from a perspective of intersectional feminism.

image: freepik.com



<https://www.forum-privatheit.de/veranstaltungen/workshop-feminist-data-protection/>



Introducing the online
attribution of gender

A preliminary question

- Which kind of data is data about gender?
- Is it data that is 'collected'?
- Is it data that is observed, inferred, fabricated?

Another preliminary question

- So what happens when we classify people on the basis of gender?
- Which kind of processing is this (legally speaking)?

ARTICLE 29 DATA PROTECTION WORKING PARTY



**Guidelines on Automated individual decision-making and Profiling
for the purposes of Regulation 2016/679**

Adopted on 3 October 2017

As last Revised and Adopted on 6 February 2018

A simple classification of individuals based on known characteristics such as their age, sex, and height does not necessarily lead to profiling. This will depend on the purpose of the classification. For instance, a business may wish to classify its customers according to their age or gender for statistical purposes and to acquire an aggregated overview of its clients without making any predictions or drawing any conclusion about an individual. In this case, the purpose is not assessing individual characteristics and is therefore not profiling.

Coming back to this preliminary question

- So what happens when we classify people on the basis of gender?
- Which kind of processing is this (legally speaking)?
- I would like to call this 'automated gender attribution'.
- In my understanding, computer scientist tend to use 'automated based recognition'.

In Touretzky, D. S., Lippman, R., (eds.) *Advances in Neural Information Processing Systems 3*, San Mateo, CA; Morgan Kaufmann, 1991.

SEXNET: A NEURAL NETWORK IDENTIFIES SEX FROM HUMAN FACES

B.A. Golomb, D.T. Lawrence, and T.J. Sejnowski
The Salk Institute
10010 N. Torrey Pines Rd.
La Jolla, CA 92037

Abstract

Sex identification in animals has biological importance. Humans are good at making this determination visually, but machines have not matched this ability. A neural network was trained to discriminate sex in human faces, and performed as well as humans on a set of 90 exemplars. Images sampled at 30x30 were compressed using a 900x40x900 fully-connected back-propagation network; activities of hidden units served as input to a back-propagation "SexNet" trained to produce values of 1 for male and 0 for female faces. The network's average error rate of 8.1% compared favorably to humans, who averaged 11.6%. Some SexNet errors mimicked those of humans.

Although the SexNet task has limited utility of itself – after all, humans sex human faces fine – extensions of this work have application. For instance, it is not known whether faces differ for male and female rhesus monkeys. By training a neural network to discriminate the sex of a monkey, then comparing the network’s performance on untrained faces, better than chance performance would imply that there exist facial sex differences in rhesus monkey faces – answering a question of some ethological significance.

Research Article

Gender and Handedness Prediction from Offline Handwriting Using Convolutional Neural Networks

Ángel Morera, Ángel Sánchez, José Francisco Vélez, and Ana Belén Moreno

Technical School of Computer Science, Rey Juan Carlos University, Móstoles, 28933 Madrid, Spain

Correspondence should be addressed to Ángel Sánchez; angel.sanchez@urjc.es

Received 21 July 2017; Revised 5 October 2017; Accepted 12 November 2017; Published 14 January 2018

personality attributes of the writer. In the field of Human-Computer Interaction, if gender and/or handedness of a user can be automatically predicted, the computer applications could offer him/her a more personalized interaction (e.g., gender-oriented advertising). Biometric Security can also benefit from handwriting prediction since this fact can

Regarding the considered demographic classification problems using handwritten texts [22, 23], gender prediction has been the most addressed one. It was studied by Graphonomics and Psychology in a nonautomatic form since the beginning of last century [24, 25]. One of the first automatic methods to classify gender from offline handwriting was presented by Hecker in 1996 [26]. Using handwriting of 96 males and 96 females and automatic pixel intensity statistics, the author achieved an overall classification rate of 71.5%. In 2003, Koppel and collaborators [27] used automatic learning algorithms with manuscript documents extracted from the British National Corpus (BNC) [28]. Each document was represented by a feature vector of characteristics whose

Computer Science > Computer Vision and Pattern Recognition

Predicting Gender from Iris Texture May Be Harder Than It Seems

Andrey Kuehlkamp, Kevin Bowyer

(Submitted on 25 Nov 2018)

Predicting gender from iris images has been reported by several researchers as an application of machine learning in biometrics. Recent works on this topic have suggested that the preponderance of the gender cues is located in the periocular region rather than in the iris texture itself. This paper focuses on teasing out whether the information for gender prediction is in the texture of the iris stroma, the periocular region, or both. We present a larger dataset for gender from iris, and evaluate gender prediction accuracy using linear SVM and CNN, comparing hand-crafted and deep features. We use probabilistic occlusion masking to gain insight on the problem. Results suggest the discriminative power of the iris texture for gender is weaker than previously thought, and that the gender-related information is primarily in the periocular region.

Comments: Paper accepted for publication at the IEEE Winter Conference on Applications of Computer Vision – 2019

Subjects: **Computer Vision and Pattern Recognition (cs.CV)**

Cite as: [arXiv:1811.10066](#) [cs.CV]

(or [arXiv:1811.10066v1](#) [cs.CV] for this version)

GENDER RECOGNITION FROM FACES USING BANDLET TRANSFORMATION

Absar Ullah Khan¹, Zain Shabbir², Aun Irtaza³, Muhammad Munwar Iqbal⁴

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ABSTRACT-- Gender Recognition is important in different commercial and law enforcement applications. In this paper we have proposed a gender recognition system through facial images. We have used a different technique that involves Bandlet Transform instead of previously used Wavelet Transform, which is a multi-resolution technique and more efficiently provides the edges of images, and then mean is combined to create the feature vectors of the images. To classify the images for gender, we have used fuzzy c mean clustering. Experimental results have shown that average 97.1% accuracy have been achieved using this technique when Sums database was used and 93.3% was achieved when FERET database was used.

Gender recognition is actually a common job for human beings because since from our birth we are able to recognize between mother and father and throughout our life span we are doing gender recognition without even being aware to this fact. Despite of this, the accuracy to recognize gender for human being can decrease surprisingly in particular situations.

Gender Recognition or Gender Reductionism? The Social Implications of Automatic Gender Recognition Systems

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Researchers have focused on several methods for implementing AGR and improving its accuracy, including: voice recognition using fundamental frequency and MFCC coefficients [46], facial recognition using image texture extraction [27] and face alignment [30], body recognition using a part-based gender recognition algorithm [6], analysis of breast shape [45], and gait-based gender recognition using the gait energy image (GEI) [49]. Researchers have also studied the effects of racial facial features on gender recognition accuracy [37]. In a 2013 paper, Kosinski et al. presented a method to analyze digital records of online behavior (e.g., Facebook Likes) to predict user gender, as well as other attributes including sexual orientation, ethnicity and age [24].

Recently, there has been an increasing corpus of research discussing AGR and transgender individuals [26,30,48]. This work is focused primarily on the accuracy challenges, which transgender faces present to AGR algorithms. Mahalingam and Ricanek created the first transgender dataset for facial recognition technology usage [28]. This dataset is used in biometric research examining transgender facial recognition [26,29]. The authors also claim hormone replacement therapy (HRT) could be used for the purpose of “biometric obfuscation” or disguise [29, 48]. This work which positions transgender faces as problematic to facial recognition accuracy, also raised ethical issues related to user privacy as the data for the database was scraped from transgender individuals’ videos without their consent or knowledge [20]. To our knowledge, there is a lack of research on AGR that seeks consultation from members of the transgender community.

DESIGN RECOMMENDATIONS

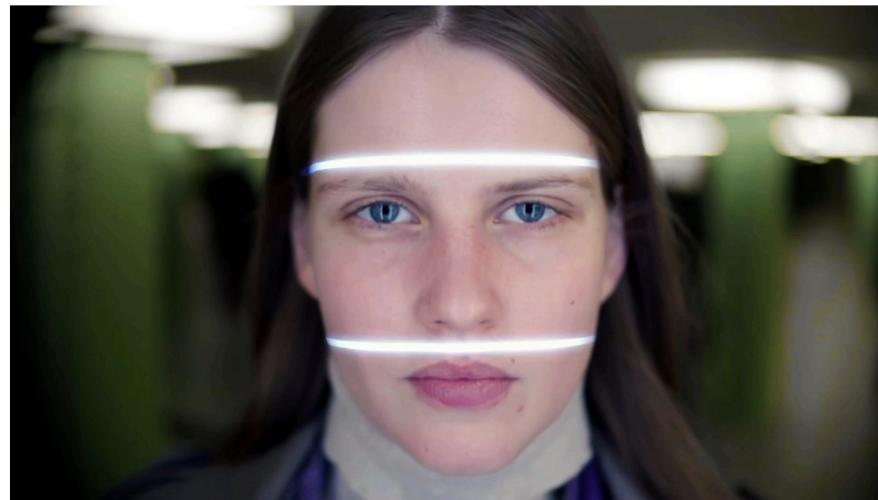
In this section, we present a series of recommendations based on our participants' input on possible ways to incorporate gender in digital systems in an inclusive and sensitive manner. We present these recommendations not as end-all-be-all solutions but rather as a starting set of considerations that need to be applied after careful examination of each system's specific context and application to avoid harming users in any way.

Inform users if and how they might be gendered and let them opt out.

Let users define their own gender identity.

Incorporate gender diversity when designing systems.

ISSUE 9 / NATURE

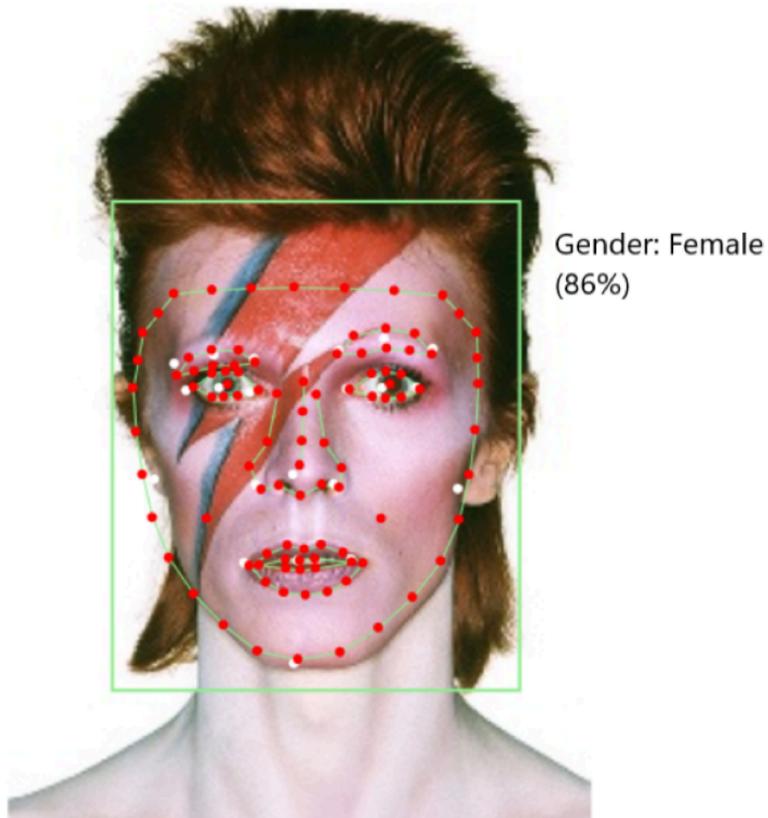


A woman has her face scanned by a ticket machine equipped with gender-recognition technology. A still from a [video](#) produced by the advertising agency Serviceplan to promote a Berlin initiative to discount ticket prices for women.

The Body Instrumental

Os Keyes

A technology that claims to recognize people's gender is becoming more widespread, with disastrous consequences.



Gender: Female
(86%)

Image courtesy of Os Keyes.

Gender Shades: Intersectional Accuracy Disparities in Commercial Gender Classification*

Joy Buolamwini

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Timnit Gebru

Microsoft Research 641 Avenue of the Americas, New York, NY 10011

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TIMNIT.GEBRU@MICROSOFT.COM

Gender Labels. All evaluated companies provided a “gender classification” feature that uses the binary sex labels of female and male. This reductionist view of gender does not adequately capture the complexities of gender or address transgender identities. The companies provide no documentation to clarify if their gender classification systems which provide sex labels are classifying gender identity or biological sex. To label the PPB data, we use female and male labels to indicate subjects perceived as women or men respectively.

3. Intersectional Benchmark

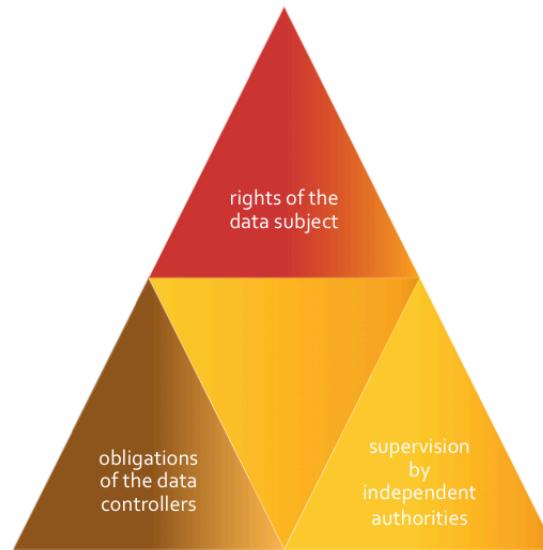
An evaluation of gender classification performance currently requires reducing the construct of gender into defined classes. In this work we use the sex labels of “male” and “female” to define gender classes since the evaluated benchmarks and classification systems use these binary labels. An intersectional evaluation further requires a dataset representing the defined genders with a range of phenotypes that enable subgroup accuracy analysis. To assess the suitability of existing datasets for intersectional benchmarking, we provided skin type annotations for unique subjects within two selected datasets, and compared the distribution of darker females, darker males, lighter females, and lighter males. Due to phe-

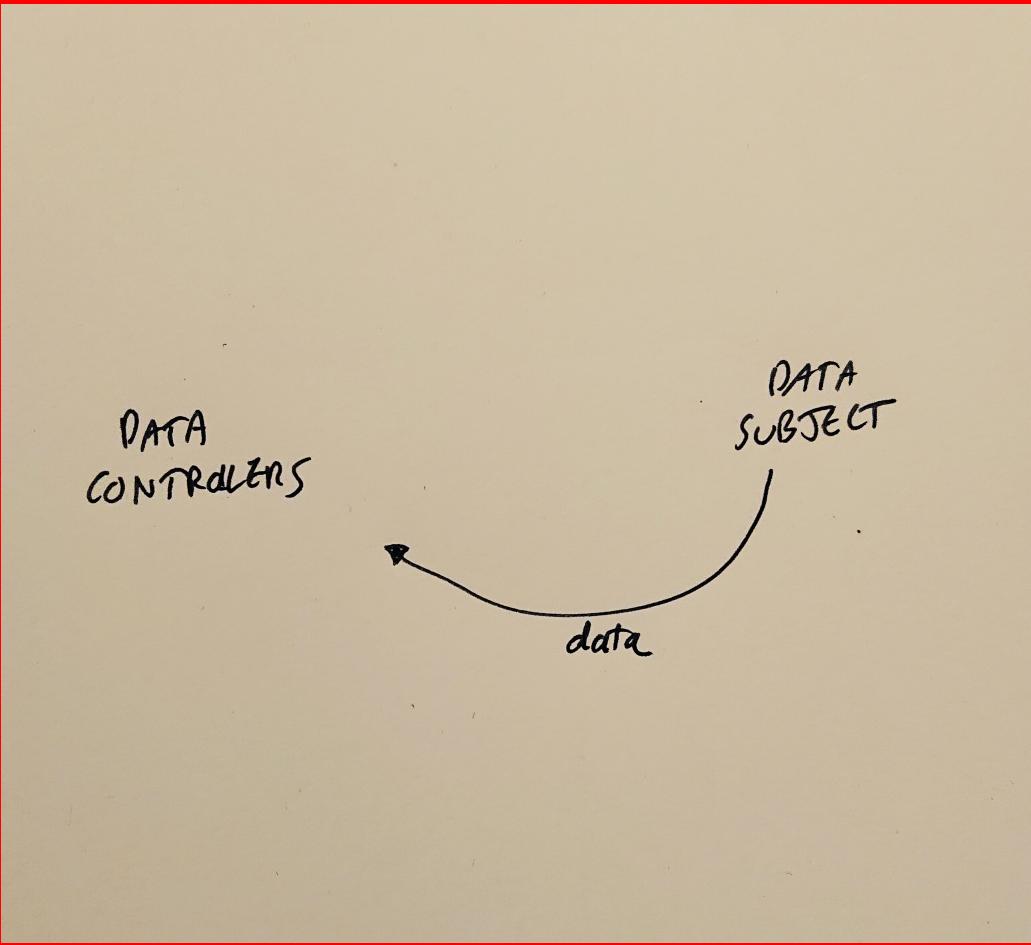
Gender & the GDPR

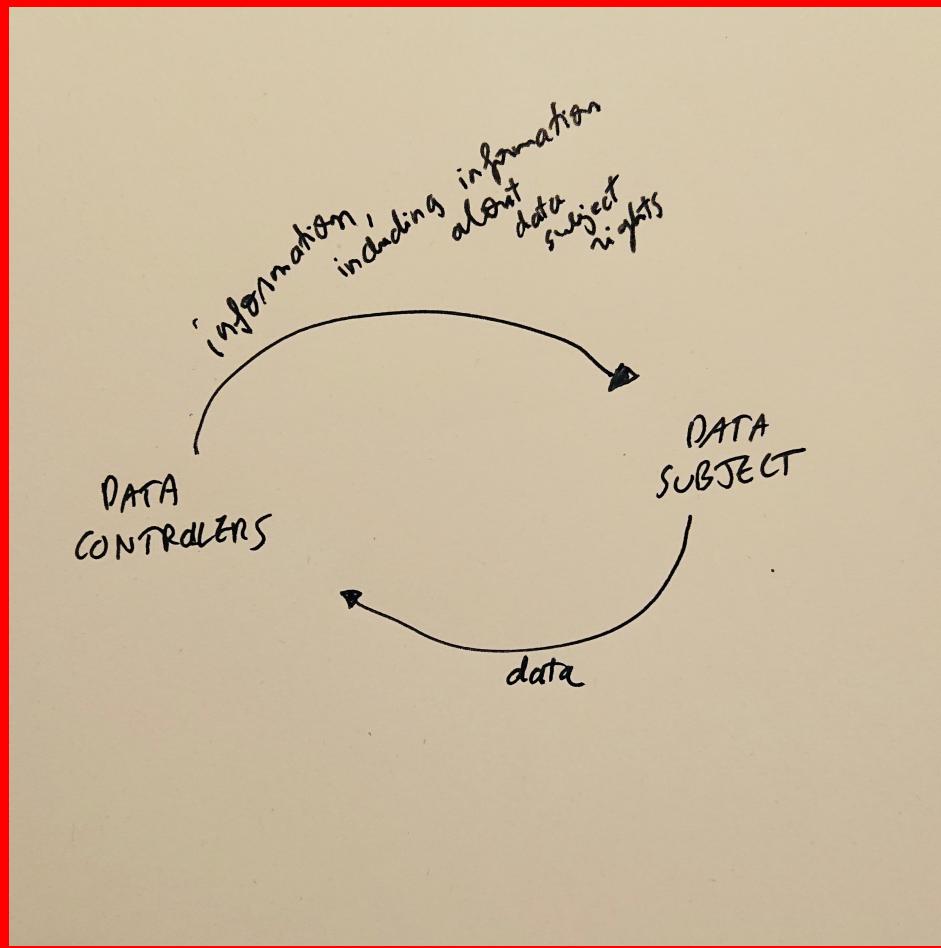
What is the GDPR?

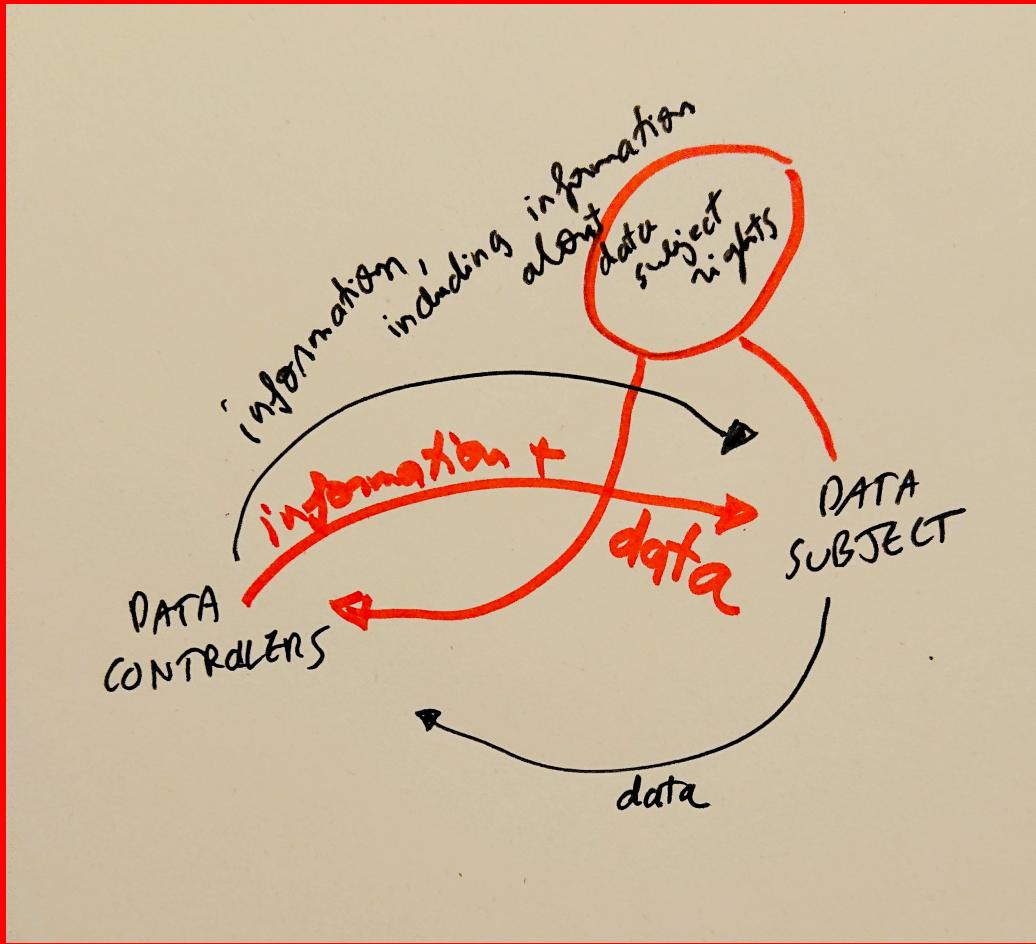
- Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

What is data protection law?



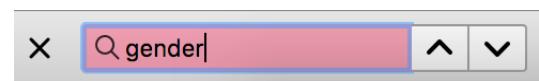






References to gender in the GDPR

References to gender in the GDPR



Gender is not a specially protected category of data

Article 9

Processing of special categories of personal data

1. Processing of personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation shall be prohibited.

EU Charter of Fundamental Rights

Preamble	Title I: Dignity	Title II: Freedoms	Title III: Equality	Title IV: Solidarity	Title V: Citizens' rights	Title VI: Justice	Title VII: General provisions
----------	---------------------	-----------------------	------------------------	-------------------------	------------------------------	----------------------	----------------------------------

Article 21 - Non-discrimination



1. Any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation shall be prohibited.
2. Within the scope of application of the Treaty establishing the European Community and of the Treaty on European Union, and without prejudice to the special provisions of those Treaties, any discrimination on grounds of nationality shall be prohibited.

EU Charter of Fundamental Rights

Preamble	Title I: Dignity	Title II: Freedoms	Title III: Equality	Title IV: Solidarity	Title V: Citizens' rights	Title VI: Justice	Title VII: General provisions
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As gender is
not regarded
as a special
category of
data...

- The general prohibition to process such data does not apply.
- The special rules limiting automated individual decision-making, including profiling, based on special categories of data (art. 22 (4) GDPR) do not apply.
- The rule indicating processing on a large scale of special categories of data triggers the need for a data protection impact assessment (art. 35(3)(b) GDPR) does not apply.
- Etc. etc.

Plus, as gender
is not regarded
as a special
category of
data...

- Gender is not even mentioned in Recital (71), which states that In order to ensure fair and transparent processing the controller should use appropriate mathematical or statistical procedures for the profiling, implement technical and organisational measures appropriate to ensure, in particular, that factors which result in inaccuracies in personal data are corrected and the risk of errors is minimised, secure personal data in a manner that takes account of the potential risks involved for the interests and rights of the data subject and that prevents discriminatory effects or that result in measures having such an effect.

So how can
the GDPR be
relevant to
gendering data
practices?

- Fairness! (art. 5(1) GDPR)
- Transparency! (art. 5(1) GDPR)

So how can the GDPR be relevant to gendering data practices?

(39) Any processing of personal data should be lawful and fair. It should be transparent to natural persons that personal data concerning them are collected, used, consulted or otherwise processed and to what extent the personal data are or will be processed. The principle of transparency requires that any information and communication relating to the processing of those personal data be easily accessible and easy to understand, and that clear and plain language be used. That principle concerns, in particular, information to the data subjects on the identity of the controller and the purposes of the processing and further information to ensure fair and transparent processing in respect of the natural persons concerned and their right to obtain confirmation and communication of personal data concerning them which are being processed. Natural persons should be made aware of risks, rules, safeguards and rights in relation to the processing of personal data and how to exercise their rights in relation to such processing. In particular, the specific purposes for which personal data are processed should be explicit and legitimate and determined at the time of the collection of the personal data. The personal data should be adequate, relevant and limited to what is necessary for the purposes for which they are processed. This requires, in particular, ensuring that the period for which the personal data are stored is limited to a strict minimum. Personal data should be processed only if the purpose of the processing could not reasonably be fulfilled by other means. In order to ensure that the personal data are not kept longer than necessary, time limits should be established by the controller for erasure or for a periodic review. Every reasonable step should be taken to ensure that personal data which are inaccurate are rectified or deleted. Personal data should be processed in a manner that ensures appropriate security and confidentiality of the personal data, including for preventing unauthorised access to or use of personal data and the equipment used for the processing.

So how can the GDPR be relevant to gendering data practices?

(39) Any processing of personal data should be lawful and fair. It should be transparent to natural persons that personal data concerning them are collected, used, consulted or otherwise processed and to what extent the personal data are or will be processed. The principle of transparency requires that any information and communication relating to the processing of those personal data be easily accessible and easy to understand, and that clear and plain language be used. That principle concerns, in particular, information to the data subjects on the identity of the controller and the purposes of the processing and further information to ensure fair and transparent processing in respect of the natural persons concerned and their right to obtain confirmation and communication of personal data concerning them which are being processed. Natural persons should be made aware of risks, rules, safeguards and rights in relation to the processing of personal data and how to exercise their rights in relation to such processing. In particular, the specific purposes for which personal data are processed should be explicit and legitimate and determined at the time of the collection of the personal data. The personal data should be adequate, relevant and limited to what is necessary for the purposes for which they are processed. This requires, in particular, ensuring that the period for which the personal data are stored is limited to a strict minimum. Personal data should be processed only if the purpose of the processing could not reasonably be fulfilled by other means. In order to ensure that the personal data are not kept longer than necessary, time limits should be established by the controller for erasure or for a periodic review. Every reasonable step should be taken to ensure that personal data which are inaccurate are rectified or deleted. Personal data should be processed in a manner that ensures appropriate security and confidentiality of the personal data, including for preventing unauthorised access to or use of personal data and the equipment used for the processing.

So how can
the GDPR be
relevant to
gendering data
practices?

Transparency							
Information	Right of access	Right to rectification	Right to erasure ('right to be forgotten')	Right to restriction	Right to data portability	Right to object	Rights related to automated decisions

GDPR applies to personal data in general

Article 4

Definitions

For the purposes of this Regulation:

- (1) ‘personal data’ means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

GDPR and profiling (Art. 4(1))

- (4) ‘profiling’ means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;

GDPR and algorithmic decision- making

Article 22

Automated individual decision-making, including profiling

1. The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.
2. Paragraph 1 shall not apply if the decision:
 - (a) is necessary for entering into, or performance of, a contract between the data subject and a data controller;
 - (b) is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests; or
 - (c) is based on the data subject's explicit consent.
3. In the cases referred to in points (a) and (c) of paragraph 2, the data controller shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and to contest the decision.
4. Decisions referred to in paragraph 2 shall not be based on special categories of personal data referred to in Article 9(1), unless point (a) or (g) of Article 9(2) applies and suitable measures to safeguard the data subject's rights and freedoms and legitimate interests are in place.

So how can
the GDPR be
relevant to
gendering data
practices?

Transparency

Information	Right of access	Right to rectification	Right to erasure ('right to be forgotten')	Right to restriction	Right to data portability	Right to object	Rights related to automated decisions
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L'Amour sous algorithme

Judith Duportail




Editions
Goutte d'Or



Example 1: Amazon

[Sécurité et confidentialité](#) ›

Politiques et informations légales

- [Protection de vos informations personnelles](#)
- [Normes applicables à la chaîne logistique](#)
- [Systèmes de protection de la vie privée](#)
- [Conditions générales de vente et informations légales](#)
- [A propos des informations recueillies par Amazon](#)
- [Annonces basées sur vos centres d'intérêt](#)
- [Cookies](#)
- [Politique d'Amazon en matière de lutte contre les produits contrefaçons](#)

[Sécurité et confidentialité](#) ›

Politiques et informations légales

Protection de vos informations personnelles

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[Cookies](#)

[Politique d'Amazon en matière de lutte contre les produits contrefaçts](#)

Quelles informations personnelles Amazon Europe collecte-t-elle sur ses clients ?

Nous collectons vos informations personnelles afin de vous proposer et d'améliorer continuellement nos produits et services.

Vous trouverez ci-après les types d'information que nous collectons.

- **Informations que vous nous communiquez**

Nous collectons et enregistrons toutes les informations que vous nous communiquez via les Services Amazon. Pour consulter quelques exemples des informations que nous collectons, veuillez cliquer [ici](#) [LIEN VERS LA SECTION B]. Vous pouvez choisir de ne pas nous communiquer certaines informations, cette décision risque néanmoins de vous priver de nombreux Services Amazon que nous vous proposons.

- **Informations collectées automatiquement**

Lorsque vous utilisez les Services Amazon, nous recevons et enregistrons automatiquement certains types d'informations telles que les informations relatives à votre utilisation, notamment votre interaction avec le contenu et les services disponibles via les Services Amazon. Comme de nombreux autres sites Internet, nous utilisons notamment des "cookies" ainsi que d'autres identificateurs uniques et obtenons certains types d'informations lorsque votre navigateur ou votre appareil accède aux Services Amazon et autres contenus affichés sur d'autres sites Internet par Amazon Europe ou pour son compte. Pour consulter quelques exemples de ce que nous collectons, cliquez [ici](#) [LIEN VERS LA SECTION B].

- **Informations issues d'autres sources**

Nous pouvons également recevoir d'autres informations vous concernant de sources différentes. Pour consulter des exemples d'informations que nous recevons de tiers, cliquez [ici](#) [LIEN VERS LA SECTION B].

Services Amazon ?

Pendant combien de temps conservons-nous vos informations personnelles ?

Contacts, notices et révisions

Thèmes liés

Privacy Notice

Last Updated: 22 March 2019.

To view a summary of the previous Privacy Notice please [click here](#).

We know that you care how information about you is used and shared and we appreciate your trust in us to do that carefully and sensibly. This Privacy Notice describes how we collect and process your personal information through Amazon websites, devices, products, services, online and physical stores, and applications that reference this Privacy Notice (together "Amazon Services").

- [Controllers of Personal Information](#).
- [EU-US and Swiss-US Privacy Shield](#)
- [What Personal Information About Customers Does Amazon Europe Collect?](#)
- [For What Purposes Does Amazon Europe Process Your Personal Information?](#)
- [What About Cookies?](#)
- [Does Amazon Europe Share Your Personal Information?](#)
- [How Secure Is Information About Me?](#)
- [What About Third-Party Advertisers and Links to Other Websites?](#)
- [What Information Can I Access?](#)
- [What Choices Do I Have?](#)
- [Are Children Allowed to Use Amazon Services?](#)
- [How Long Do We Keep Your Personal Information?](#)
- [Contacts, Notices and Revisions](#)
- [Related Practices & Information](#)

DÉSOLÉ
cette page n'existe pas (plus).

Reformulez votre recherche ou allez sur [la page d'accueil d'Amazon](#).



[Profitez-en pour faire connaissance avec les chiens d'Amazon](#)

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- [Related Practices & Information](#)

What Personal Information About Customers Does Amazon Europe Collect?

We collect your personal information in order to provide and continually improve our products and services.

Here are the types of information we gather:

- **Information You Give Us:** we receive and store any information you provide in relation to Amazon Services. Click [here](#) to see examples of what we collect. You can choose not to provide certain information but then you might not be able to take advantage of many of our Amazon Services.
- **Automatic Information:** we automatically receive and store certain types of information when you use Amazon Services, such as information about your use, including your interaction with content and services available through Amazon Services. Like many websites, we use cookies and other unique identifiers and we obtain certain types of information when your web browser or device accesses Amazon Services and other content served by or on behalf of Amazon Europe on other websites. Click [here](#) to see examples of what we collect.
- **Information From Other Sources:** we might receive information about you from other sources. Click [here](#) to see examples of the information we receive.

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We collect your personal information in order to provide and continually improve our products and services.

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- **Automatic Information:** we automatically receive and store certain types of information when you use Amazon Services, such as information about your use, including your interaction with content and services available through Amazon Services. Like many websites, we use cookies and other unique identifiers and we obtain certain types of information when your web browser or device accesses Amazon Services and other content served by or on behalf of Amazon Europe on other websites. Click [here](#) to see examples of what we collect.
- **Information From Other Sources:** we might receive information about you from other sources. Click [here](#) to see examples of the information we receive.

Information You Give Us When You Use Amazon Services

You provide information to us when you:

- search for products or services;
- place an order through Amazon Services;
- download, stream, view, or use content on a device, or through a service or application on a device;
- provide information in [Your Account](#) (and you might have more than one if you have used more than one e-mail address or mobile number when shopping with us) or [Your Profile](#);
- talk to or otherwise interact with our Alexa Voice service;
- upload your contacts;
- configure your settings on, provide data access permissions for, or interact with your device or another Amazon Service;
- provide information in your [Seller Account](#), [Kindle Direct Publishing \(KDP\)](#) account, Developer account or any other account we make available that allows you to develop or offer software, goods, or services to Amazon customers;
- offer your products or services on or through Amazon Services;
- communicate with us by phone, e-mail, or otherwise;
- complete a questionnaire, a support ticket, or a contest entry form;
- upload images, videos or other files to Prime Photos, Amazon Drive, or other Amazon Services;
- compile Playlists, Watchlists, Wish Lists or gift registries;
- Participate in community features, provide and rate [Customer Reviews](#);
- specify a Special Occasion Reminder; or
- employ Product Availability Alerts, such as Available to Order Notifications.

As a result of those actions, you might supply us with such information as: your name; address and phone number; payment information; your age; your location information; people to whom purchases have been dispatched or people listed in [1-Click](#) settings (including addresses and phone numbers); e-mail addresses of your friends and other people; content of reviews and e-mails to us; personal description and photograph in [Your Profile](#); voice recordings when you speak to Alexa; images and video stored in connection with Amazon Services, information and documents regarding identity and standing; corporate and financial information; credit history information; VAT numbers; and device log files and configurations, including Wi-Fi credentials, if you choose to automatically synchronise them with your other Amazon devices.

Automatic Information

Examples of the information we collect and analyse include:

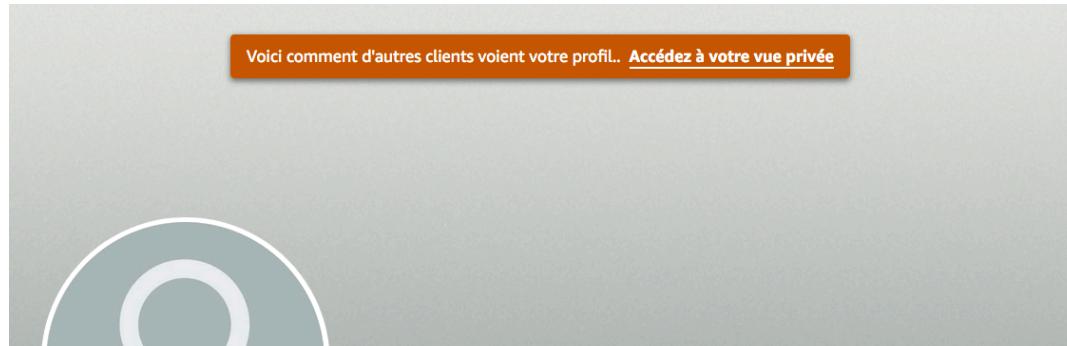
- the Internet protocol (IP) address used to connect your computer to the Internet;
- login; e-mail address; password;
- the location of your device or computer;
- content interaction information, such as content downloads, streams, and playback details including duration and number of simultaneous streams and downloads, and network details for streaming and download quality, including information about your internet service provider;
- device metrics such as when a device is in use, application usage, connectivity data, and any errors or event failures;
- Amazon Service metrics (e.g., the occurrences of technical errors, your interactions with service features and content, your settings preferences and backup information, location of your device running an application, information about uploaded images and files (e.g., file name, dates, times and location of your images));
- purchase and content use history, which we sometimes aggregate with similar information from other customers to create features such as Best Sellers;
- the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time); cookie number; products and/ or content you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs),
- phone numbers used to call our customer service number.

We may also use device identifiers, cookies, and other technologies on devices, applications and our web pages to collect browsing, usage or other technical information for fraud prevention purposes.

Information From Other Sources

Examples of information we receive from other sources include:

- updated delivery and address information from our carriers or other third parties, which we use to correct our records and deliver your next purchase or communication more easily;
- account information, purchase or redemption information and page-view information from some merchants with which we operate co-branded businesses or for which we provide technical, fulfillment, advertising or other services;
- information about your interactions with products and services offered by our subsidiaries;
- search results and links, including paid listings (such as Sponsored Links);
- information about internet-connected devices and services that you've linked with Alexa; and
- credit history information from credit bureaus, which we use to help prevent and detect fraud and to offer certain credit or financial services to some customers.



ggf

Aperçus

0 0
votes utiles commentaires

Activité

Afficher : Toutes les activités ▾

ggf n'a pas d'activités à partager.

Ceci est la vue privée de votre profil. [Découvrez ce que voient les autres personnes](#)



ggf ♂

[Modifier votre profil](#)

Informations Public
Décrivez-vous en quelques mots.

Listes
[Créez plusieurs listes, pour vous et vos amis](#)

Compte Toujours privé
Vérifier les commandes, ajouter des options de paiements, gérer votre mot de passe et bien plus encore.
[Aller sur votre Compte](#)

Aperçus

0 votes utiles <small>Public</small>	0 commentaires <small>Public</small>	0 abonnés <small>Privé</small>
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Activité [Afficher : Toutes les activités ▾](#)

ggf n'a pas d'activités à partager.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	active_mark	customer_name	customer_email	account_creation_date	account_status	seller_account	active_seller	amazon_visa	amazon_visa_prime	prime_status	total_cc_reg	total_a	last_gifcertif	last_gifcertif	last_site_visit_c	last_account_update	
2	Amazon.fr	Gloria Gonzalez Fuster	[REDACTED]	01/06/2006 10:32	Normal	N	N	N	N	Y	Inactive	6	6	No Purchase	#####	#####	#####
3	Amazon.in	Gloria Gonzalez Fuster	[REDACTED]	01/06/2006 10:32	Normal	N	N	N	N	N	Inactive	6	6	No Purchase	No Use	#####	#####
4	Amazon.it	Gloria Gonzalez Fuster	[REDACTED]	01/06/2006 10:32	Normal	N	N	N	N	N	Inactive	4	4	No Purchase	No Use	#####	#####
5	Amazon.es	Gloria Gonzalez Fuster	[REDACTED]	01/06/2006 10:32	Normal	N	N	N	N	N	Inactive	3	3	No Purchase	No Use	#####	#####
6	Amazon.de	Gloria Gonzalez Fuster	[REDACTED]	01/06/2006 10:32	Normal	N	N	N	N	N	Inactive	6	6	No Purchase	No Use	#####	#####
7	Amazon.co.uk	Gloria Gonzalez Fuster	[REDACTED]	01/06/2006 10:32	Normal	N	N	N	N	N	Inactive	6	6	No Purchase	No Use	#####	#####

Amazon.es	Email Preferences List	opt_out_granular_amazon_game_studios_description	Y
Amazon.es	Email Preferences List	opt_out_granular_amazon_appstore_description	Y
Amazon.es	Email Preferences List	opt_out_granular_beauty_description	Y
Amazon.es	Email Preferences List	opt_out_granular_gourmet_description	Y
Amazon.es	Email Preferences List	opt_out_granular_amazon_music_description	Y
Amazon.es	Email Preferences List	opt_out-libros-en-otros-idiomas-	
Amazon.es	Email Preferences List	opt_out_granular_shoes_descrip	
Amazon.es	Email Preferences List	opt_out_granular_books_descrip	
Amazon.es	Email Preferences List	opt_out_granular_music_instrun	
Amazon.es	Email Preferences List	opt_out_granular_kindle_descrip	
Amazon.es	Email Preferences List	opt_out_granular_proactive_BSN	
Amazon.es	Email Preferences List	opt_out_granular_digital_video_	
Amazon.es	Email Preferences List	opt_out_granular_prime_descrip	
Amazon.es	Email Preferences List	opt_out_granular_music_descrip	
Amazon.es	Email Preferences List	opt_out_granular_sporting_goo	
Amazon.es	Email Preferences List	opt_out_granular_watches_desc	
Amazon.es	Email Preferences List	opt_out_granular_magazines_de	
Amazon.es	Email Preferences List	opt_out_granularSeller_feedback	
Amazon.es	Email Preferences List	opt_out_granular_alexa_shoppin	
Amazon.es	Email Preferences List	opt_out_granular_pet_supplies_description	Y
Amazon.es	Email Preferences List	opt_out_granular_babies_description	Y
Amazon.es	Email Preferences List	opt_out_granular_dept_sports	Y
Amazon.es	Email Preferences List	opt_out_granular_jewelry_descrip	Y
Amazon.es	Email Preferences List	opt_out_granular_industrial_scientific_description	Y
Amazon.es	Email Preferences List	opt_out_granular_amazon_prime_description	Y
Amazon.es	Email Preferences List	opt_out_granular_apparel_descrip	Y
Amazon.es	Email Preferences List	opt_out_granular_office_products_descrip	Y

> ---- Message d'origine : ----

>

> Merci beaucoup pour l'accès à ces données. Je vois que je suis enregistrée
> en tant que "female", pouvez-vous SVP préciser comment a été obtenue cette
> information, quel en est l'origine? Je ne vois pas de champ "gender" dans
> mon profil.

>

> Merci d'avance pour votre aide.

>

> Bien à vous,

> Gloria González Fuster

Amazon.fr <cs-reply@amazon.fr>

to me ▾

13 Jan 2020, 15:50



Bonjour,

Je suis remercie pour votre commentaire.

J'ai besoin de plus d'informations de votre part. A quel niveau (sur quelle catégorie de données) et sur quel document apparaît la mention "female" ?

Je vous souhaite une excellente journée.

Cordialement,

Amazon.fr

Service Client Amazon.fr

Nous nous effor ons de b tir l'entreprise la plus centr e sur ses clients. Par vos remarques, vous nous y aidez.

<http://www.amazon.fr>

=====



Votre compte | Amazon.fr

Message du Service Client Amazon.fr

Bonjour,

Je vous contacte suite à votre question relative à la mention du "gender" sur le document intitulé "Digital.PrimeVideo.CustomerTitleRelevanceRecommendations".

Tout d'abord, je vous confirme que nous ne vous demandons pas de renseigner cette information. Il n'y a donc en effet pas de champ "genre" ou "gender" au niveau de votre profil.

Ensuite, je vous informe que notre système se base sur le prénom enregistré dans le compte pour définir la probabilité qu'un client soit de genre féminin ou masculin.

Je vous remercie une nouvelle fois pour votre commentaire et vous souhaite une excellente journée.

Nous nous efforçons de bâtir l'entreprise la plus centrée sur ses clients. Par vos remarques, vous nous y aidez.

Cordialement,
Amazon.fr

Amazon.fr



Example 2: Twitter



← Gender



If you haven't added a gender, this is the one most strongly associated with your account based on your profile and activity. This information won't be displayed publicly.



Female



Male



Add your gender



Save



← Gender



If you haven't added a gender, this is the one most strongly associated with your account based on your profile and activity. This information won't be displayed publicly.



Female



Male



Add your gender



0/30



Save



```
    "osType" : "OtherMobile",
},
"displayLocation" : "TimelineHome",
"promotedTweetInfo" : {
    "tweetId" : "1179012536739516418",
    "tweetText" : "A line-up of youthful looks with an air of insouciance closed the Spring-Summer 2020 collection imagined by Virginie Viard earlier today in Paris. \n#CHANELSpringSummer #PFW\nSee more on https://t.co/4XR6hpvLHL https://t.co/wEM5fEm45P",
    "urls" : [ "https://t.co/4XR6hpvLHL" ],
    "mediaUrls" : [ "https://t.co/wEM5fEm45P", "https://t.co/wEM5fEm45P", "https://t.co/wEM5fEm45P" ]
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}, {
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    "targetingValue" : "@Dazed"
}, {
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}, {
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    "targetingValue" : "@vmagazine"
}, {
    "targetingType" : "Follower look-alikes",
    "targetingValue" : "@TheCut"
}, {
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    "targetingValue" : "@vogueMagazine"
}, {
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    "targetingValue" : "@VanityFair"
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}, {
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}, {
    "targetingType" : "Gender",
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            "screenName" : "@MA1KSA"
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        } ]
      }
    }
  }
}
```

[Mohammed Alsherebi | محمد الشربي](#)

170 Tweets

اللهم أدم على بلادنا أمنها
واحفظ لها رخاءها وعزها

VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

...

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Mohammed Alsherebi | محمد الشربي

@MA1KSA

[@NYUstern](#) [@HarvardHBS](#) [@McKinsey](#)
Advisor to most influential leaders
Founder of Centillion®
Promotes business between @SaudiVision2030 & top global markets

Joined November 2013 [Alsherebi.com](#) [المملكة العربية السعودية](#)

272 Following 312.4K Followers

Search Twitter

ma1ksa

Net income

	\$0 billions	\$25	\$50
Saudi Aramco	Red bar		
Apple Inc.	Grey bar		
Alphabet Inc.	Grey bar		
Exxon Mobil	Grey bar		
Royal Dutch Shell	Grey bar		
Amazon.com	Grey bar		

Sources: company statements; Moody's

HASSAN ROUHANI
PRESIDENT OF IRAN

"SAYING 'DEATH TO AMERICA' IS EASY. WE NEED TO EXPRESS 'DEATH TO AMERICA' WITH ACTION."

ma1ksa

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Twitter Privacy Policy

We believe you should always know what data we collect from you and how we use it, and that you should have meaningful control over both. We want to empower you to make the best decisions about the information that you share with us.

That's the basic purpose of this Privacy Policy.

You can use [Your Twitter data to review:](#)

- Advertisers who have included you in tailored audiences to serve you ads
- Demographic and interest data about your account from our ads partners
- Information that Twitter has inferred about you such as your age range, gender, languages, and interests

We also provide a version of these tools on Twitter if you don't have a Twitter account, or if you're logged out of your account. This lets you see the data and settings for the logged out browser or device you are using, separate from any Twitter account that uses that browser or device. On Periscope, you can control whether we personalize your experience based on your watch history through your [settings](#).



Hello,

Thank you for contacting us. Our Privacy Policy (twitter.com/privacy) describes how and when we collect, use, and share your information. Your Personalization and data settings give you granular control over how Twitter makes use of your data. More information can be found here:

<https://help.twitter.com/en/personalization-data-settings>

Information about your privacy controls for personalized ads can be found here:

<https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>

If you haven't added a gender, the gender suggested is the one most strongly associated with your account based on your profile and activity. This information won't be displayed publicly.

Sincerely,
Twitter



Hello,

Thank you for contacting us. Our Privacy Policy (twitter.com/privacy) describes how and when we collect, use, and share your information. Your Personalization and data settings give you granular control over how Twitter makes use of your data. More information can be found here:

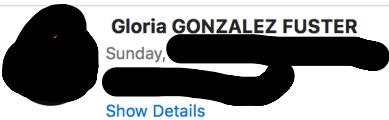
<https://help.twitter.com/en/personalization-data-settings>

Information about your privacy controls for personalized ads can be found here:

<https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>

If you haven't added a gender, the gender suggested is the one most strongly associated with your account based on your profile and activity. This information won't be displayed publicly.

Sincerely,
Twitter



Gloria GONZALEZ FUSTER

Sunday,

Show Details

This message is high priority.

Good morning,

It seems you did not understand my request correctly, I hereby detail better my request.

In line with Art. 15 GDPR, I want to exercise my right of access. Please thus send me all personal data you process about me, and the relevant connected information.

In doing so, please note I am specifically looking for any information that you are processing about my gender.

If you have attributed any gender to me, currently or in the past, please specify which genders have been attributed to me, on the basis of which data, and which is according to you the legal ground for such profiling.

Also please point to the moment in which according to you I was informed about such profiling.

Please do not pretend to answer my request by copying information that is already available online, this is of course not what I am requesting.

Best regards,
Gloria González Fuster

Sources of personal data we process

The table below describes the categories of sources from which we may receive personal data.

Data Category	Data	Source(s)
	..	

Inferences <i>(Inferences drawn to create a profile about you reflecting your preferences, characteristics, predispositions, behavior, and attitudes)</i>	<ul style="list-style-type: none">Devices we infer belong to you<ul style="list-style-type: none">AgeGenderTopics you may be interested inThird-party services that integrate Twitter content, such as embedded timelines or Tweet buttonsOur corporate affiliatesVendors who provide services on our behalfAdvertisers and other ad partners	<ul style="list-style-type: none">You or your devices, for example, through your use of our services or third-party servicesOther people on Twitter, through their use of our services, such as by tagging you in a photo (if your settings allow), mentioning you in a Tweet, or sending you Direct Messages
--	---	--

Data processing summary

The table below contains a list of the general purposes for which we process personal data. For data from the European Union and the European Economic Area, the third column in the table below contains the primary legal bases we rely on for such processing.

Some processing activities may be accounted for in multiple rows if the processing or data involved is sufficiently distinct. For example, advertising revenues allow us to support and improve our services. To provide this advertising we process some of your data, and for data from the European Union and European Economic Area we rely on legitimate interests as the legal basis for doing so. We also offer you the ability to further personalize the ads you see based on data we receive about you from our advertising partners. If you are located in the European Union or European Economic Area, we rely on consent as our legal basis for processing your data to provide these ads.

Processing purpose	Data	Primary legal basis/bases for processing personal data from the EU and EEA

Inferences about your account - such as interests, age, and gender - which we use to provide features including: <ul style="list-style-type: none">• Account suggestions• Advertising• Recommendations• Timeline ranking You can always review and modify these inferences by visiting Your Twitter data .	Information you share with us, including: <ul style="list-style-type: none">• Basic account information• Public information• Contact information• Non-public communications (survey data and accounts you correspond with by Direct Message)• Account controls Additional information we receive about you, including: <ul style="list-style-type: none">• Location information• Interactions with links• Cookie data[†]• Log data• Data from ad partners• Data from other third parties and affiliates	Legitimate interests
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Article 21

Right to object

1. The data subject shall have the right to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her which is based on point (e) or (f) of Article 6(1), including profiling based on those provisions. The controller shall no longer process the personal data unless the controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.
2. Where personal data are processed for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing, which includes profiling to the extent that it is related to such direct marketing.
3. Where the data subject objects to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes.
4. At the latest at the time of the first communication with the data subject, the right referred to in paragraphs 1 and 2 shall be explicitly brought to the attention of the data subject and shall be presented clearly and separately from any other information.



Ways forward?

Thank you!

gloria.gonzalez.fuster@vub.be

