# Social Networks: Insecure by design?

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Data Compliance
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# What are Social Networks?

The value users get is not where the value in the companies comes from

# Social Networks play an increasingly critical role in society

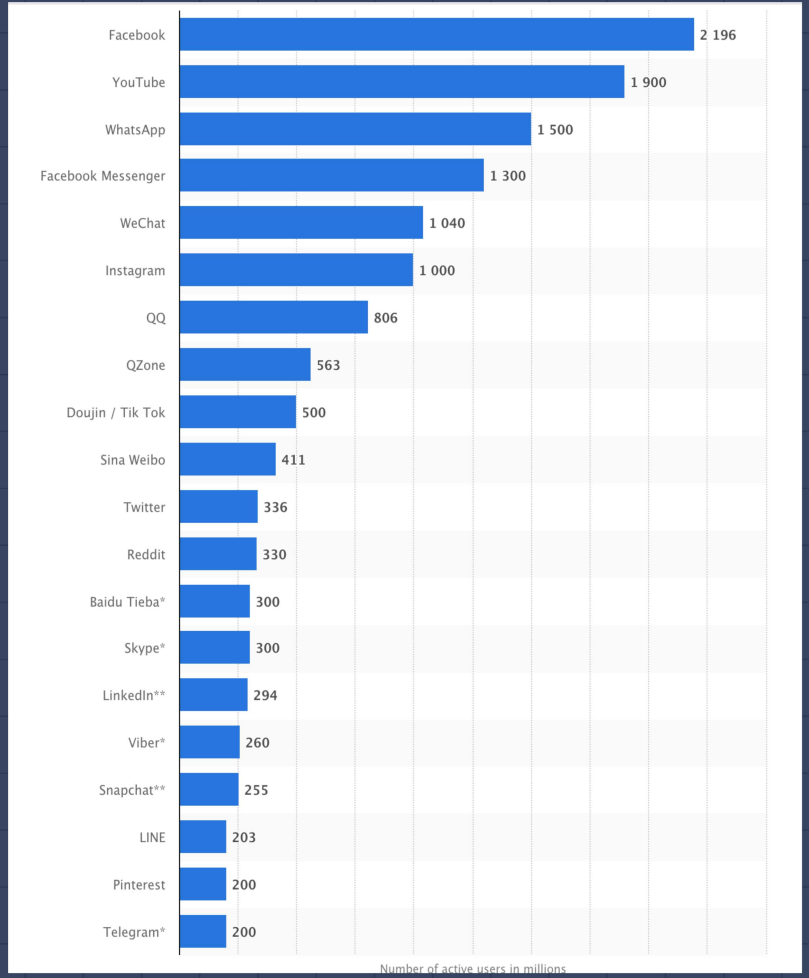
- Family connections
- Career development
- Accessing information
- Private Communications

# A sense of scale

Social Media operates on a scale without any parallel.

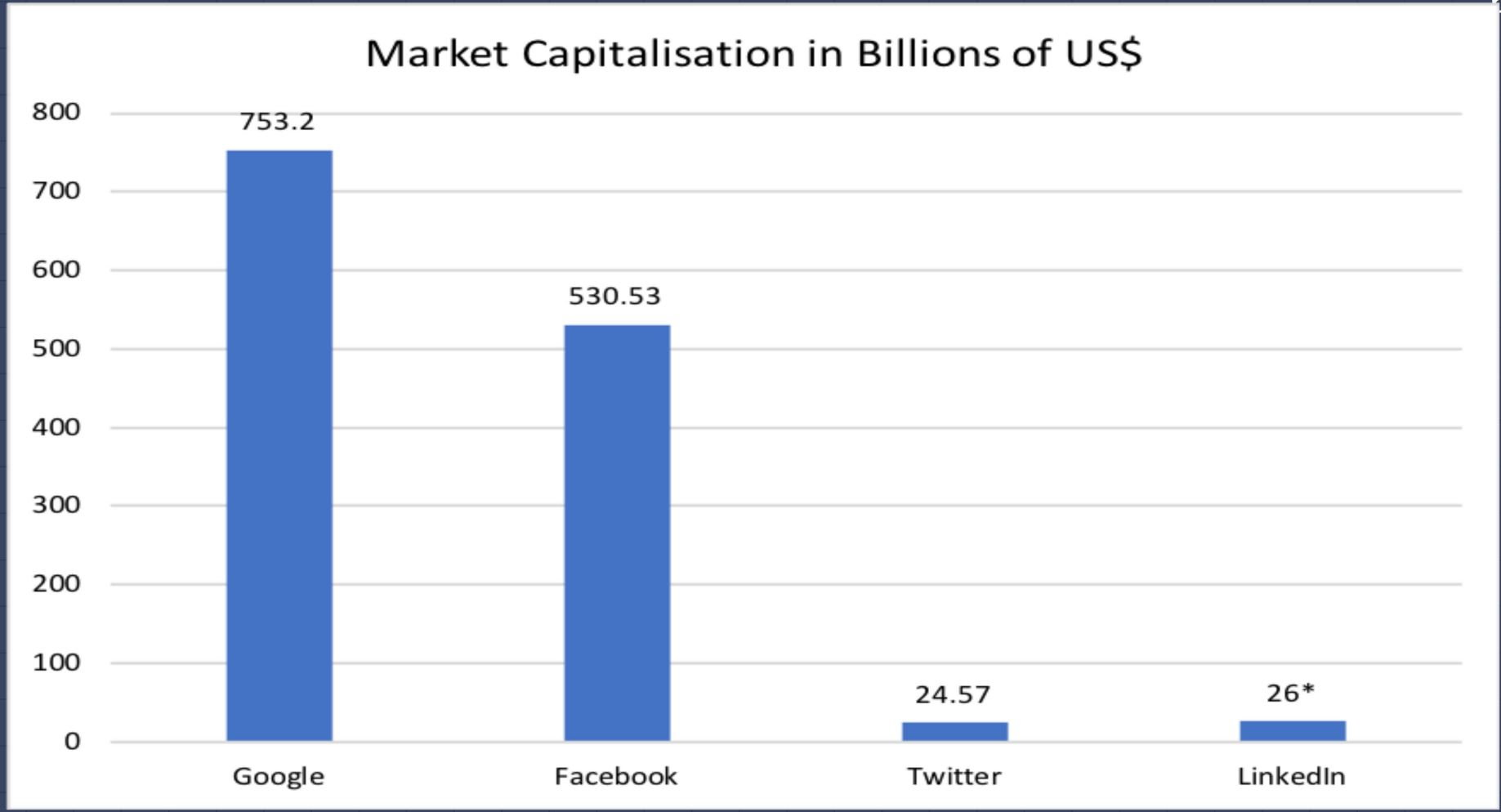
Each of the top 4 platforms have more active users than the entire Catholic Church.

(1.2bn, per the Vatican).



# 2,410,000,000

That’s 2.41 billion active Facebook users, June 2019


Market Capitalisation in Billions of US$
800
700
600
500
400
300
200
100
0
753.2
530.53
24.57
26*
Google
Facebook
Twitter
LinkedIn

The vast income streams of Social Networks rely on a continued, and -ever expanding- ability to profile individuals and to then sell advertising against the knowledge about people gained through that surveillance


If you’re not paying for a product, you are the product.

# The GDPR challenge

How social media companies have reacted, and how they haven’t

# Typical Data Control Structure



# GDPR: Threats to the model



**Facebook**: Facial Recognition

**Google**: Selling Ads against behaviour

**YouTube**: Collecting data from embeds

**LinkedIn**: Uploading contacts

companies key asset for America; break up strengthens Chinese comp

GDPR [Don't say we already do what GDPR requires]

- People deserve good privacy tools and controls wherever they live.
- We build everything to be transparent and give people control. GDPR does a few things:
  - Provides control over data use -- what we've done for a few years.
  - Requires consent -- done a little bit, now doing more in Europe and around the wor
  - Get explicit consent for sensitive things e.g. facial recognition.
- Support privacy legislation that is practical, puts people in control and allows for innovation

# Zuckerberg's Speech Notes at 2018 US Senate Hearing

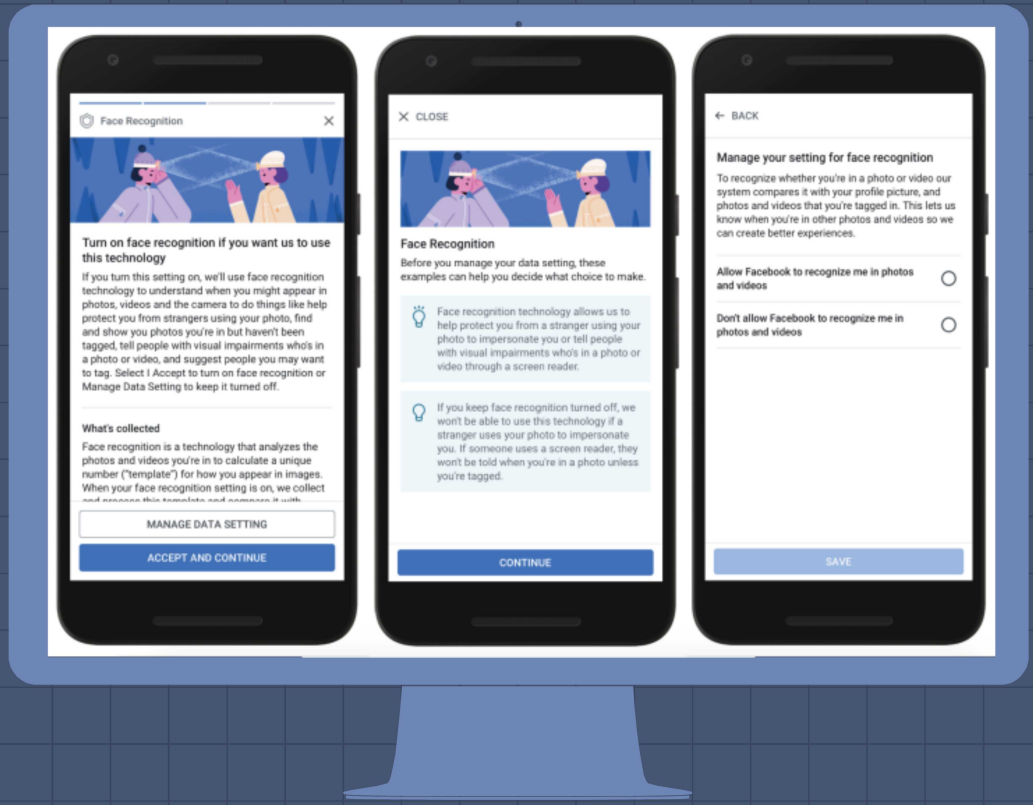
# Facebook:

Can we

-Scan all photos

-Recognise all faces

-Tag the ones who’ve consented to be told?



# Except now

EVERYONE’S BIOMETRIC FACIAL DATA IS PROCESSED, EVEN WHEN THEY’VE SAID NO

# **Google:** The Invisible Auction

Through the use of cookies and sign-in data Google profiles any user who loads a page with an ad space.

They then run an auction for that ad, sharing data

# Challenges to Real Time Bidding system

- Brave (a browser company), UCL and ORG

  complained to ICO and DPC
- Said that data, including sensitive personal data, is shared to hundreds of bidders without legitimate interest or consent.

# ICO Finding:

*“Thousands of organisations are processing billions of bid requests in the UK each week with (at best) inconsistent application of adequate technical and organisational measures to secure the data in transit and at rest…”*

# DATA LEAKAGE IN ONLINE ADVERTISING

This is the current process of real-time bidding that is used in online behavioural advertising.

**Legend**

- Channel of data leakage
- Money
- Personally identifiable information


PageFair

# **YouTube:** The TV that watches you

YouTube collects data on who lands on any page embedding one of their videos.

YouTube's Terms and Conditions for site owners makes them responsible for getting consent.

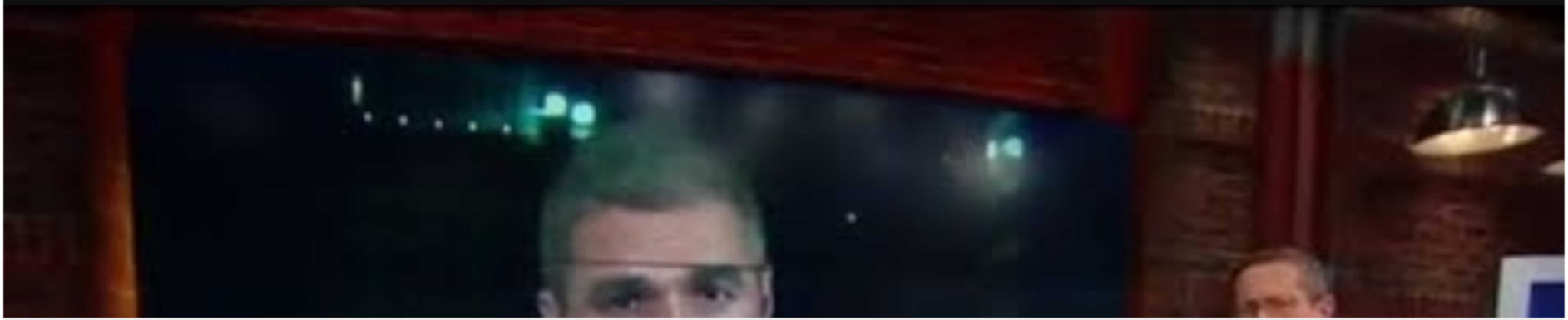
We collect information about your activity in our services, which we use to do things like recommend a YouTube video that you might like. The activity information that we collect may include:

- Terms that you search for
- Videos that you watch
- Views and interactions with content and ads
- Voice and audio information when you use audio features
- Purchase activity
- People with whom you communicate or share content
- Activity on third-party sites and apps that use our services
- Chrome browsing history that you've synced with your Google Account

# Except

BY THE TIME YOU CAN ASK FOR THEIR CONSENT, THE DATA HAS ALREADY BEEN TRANSFERRED TO YOUTUBE

"CNN: Regulators probe Facebook over data privacy - Giovanni Buttarelli"



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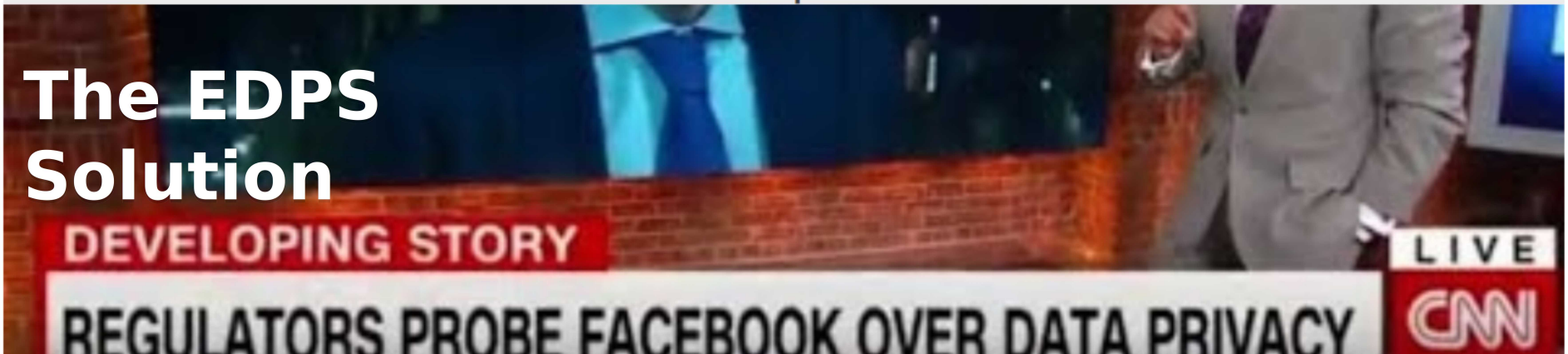
# The EDPS Solution



# Future Events

## Regulation

The Irish DPC and UK ICO have received complaints re AdTech model.

EDPS may be involved through conciliation mechanism.

## E-Privacy

The E-Privacy Regulation, **still** a  hotly contested text, may limit how communications data (like WhatsApp, Facebook Messenger, Gmail) can be mined.

## User Revolt

Although the total numbers of Active users globally continues to rise, there have been significant falls in the EU after GDPR

## Unknown Unknowns

From Edward Snowden to Max Schrems, DRI to Cambridge Analytica. This is an area where dramatic changes can come from unknown sources.

## Political Pressure

Whether from the US or the EU, political systems are recognising risks of social platforms for interference in democracy.

## Competition

It seems impossible that Facebook/Google et al could fail. But historically, that has been more common than not.

# THANKS!

**Any questions?**

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