

Give Data to get Service

- ↳ Targeting & Profiling of users with IoT
- ↳ Inform Users about Practices!
- ↳ Fairness!
- ↳ Balance between industry interests & autonomy of users!

"Personal data is the new oil of the internet & the currency of the digital world"
- Meglena Kuneva

Privacy

PARADOXON
People's willingness to disclose personal information on social networks despite expressing high level of concern

definition

control of information

V.S. Security

Hard to define

- so complex
- competing & contradictory dimensions

our concern over our accessibility to others

- privacy is a continuous process
- social & technical arrangement
- social expectation
- interpretability of actions
- ↳ Evolving

MEASURE

Ask respondents/Users
↳ Internet Users' Information Privacy Concerns
IUIPC

TRADEOFFS

Protection through

- LAWS (GDPR, ...)
- Self Regulation
- Technology

CHALLENGES

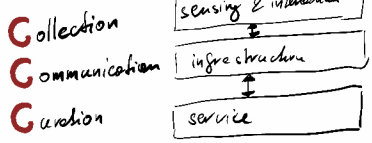
- Telling users everything they need to know
- being clear without overwhelming
- Most people don't read things properly
- lack of understanding
- Slow and hard to read

Privacy
↳ rights you have to control your personal information

Security
↳ how your personal information is protected

Users want to protect their information

Protect



Beware!!!

- Obscuring Potential Information Flow
- Obscuring Actual Information Flow
- Emphasizing Configuration over action
- Lacking coarse-grained control
- Inhibiting established practice

Informed Consent by Design

| | | |
|------------|---------------|---------------------|
| Disclosure | Comprehension | Voluntariness |
| Competence | Agreement | Minimal Distraction |

Understand what Data is being collected & consent how it's used.

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