Pragmatic Online Privacy: the SftE Approach

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outline

- Position paper
  - somewhat speculative, definitely incongruent
  - learning the lessons so we "don't throw the baby out with the water"
- Privacy in practice
  - the paradox, the technology, the regulations
- SftE – The Start-from-the-End Approach
  - why the focus on the point of collection?
  - the speculative part: give up. It's a lost battle.
  - Focus on (1) Conventions, (2) Revocation, (3) User-managed Traceability, (4) Middleware

thank you GDPR

- It gave me words to complain – being a "computer guy"
- it is being replicated across the world
- one of the reasons for which I am proud to be an EU citizen
- (it gave me work)

thank you GDPR

- but it came at a time where personalisation had just become feasible
- the "Data-drive Economy" found in snooping its prime case

- mobile phones with rich sensors
- big data & cloud computing: vast amounts of processing power + individual profiling

"Remember when, on the Internet, nobody knew who you were?"

Privacy Matters

- yet we already lost it

Your Credit Score Should Be Based on Your Web History, IMF Says

By Rhett Jones | 12/18/20 12:25PM | Comments (175)

future tense

A Prominent Priest Was Outed for Using Grindr. Experts Say It's a Warning Sign.

BY MOLLY OLMSTEAD

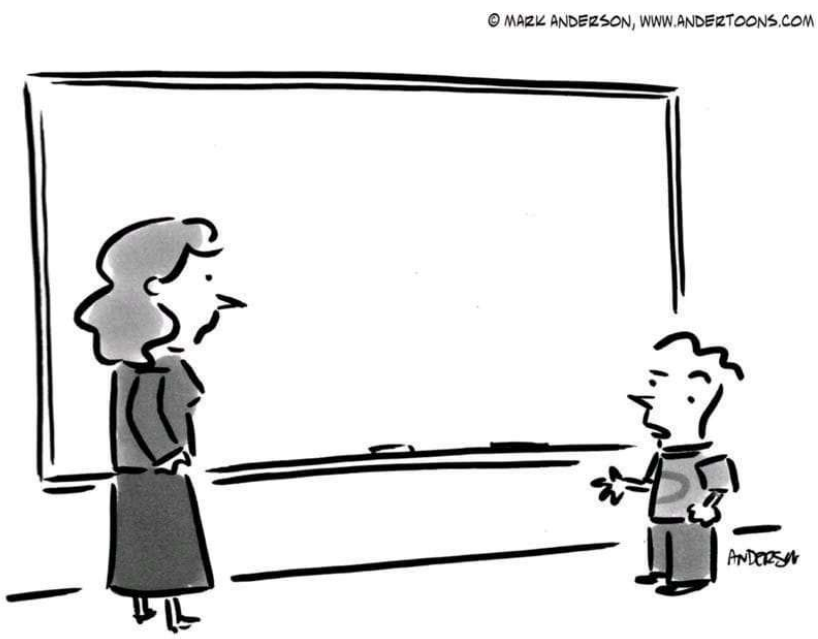
JULY 21, 2021 • 7:03 PM

"Collection-oriented" Data Protection is not working

- The focus seems to be at the Collection point.

- Mandating "cyber security" was never going to work.
- I work in Cyber Security. There will always be breaches no matter the resources you throw at it.

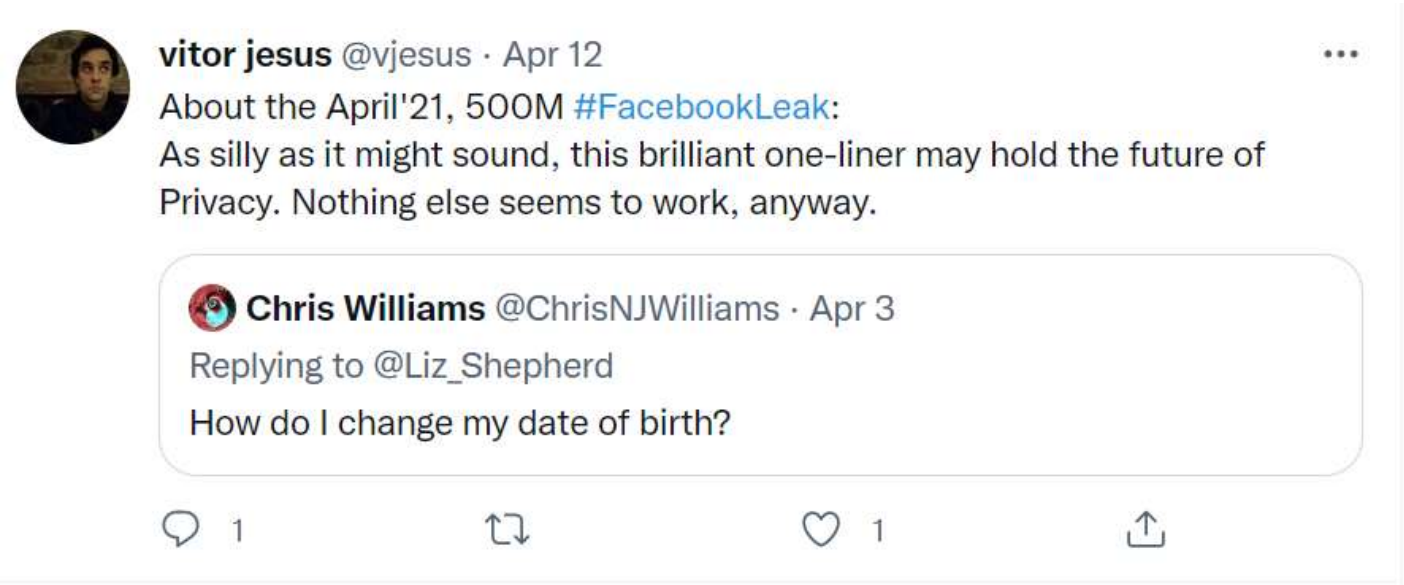
- the "with Privacy-in-mind", or "with Security-in-mind" only goes to a short length.



"Before I write my name on the board, I'll need to know how you're planning to use that data."

"Collection-oriented" Data Protection is not working

- it's too late by then
- a sea of grey areas
- difficult to enforce
- impossible to understand



- disempowering, un-actionable on an individual basis

There is no such thing as Forward Secrecy for PETs

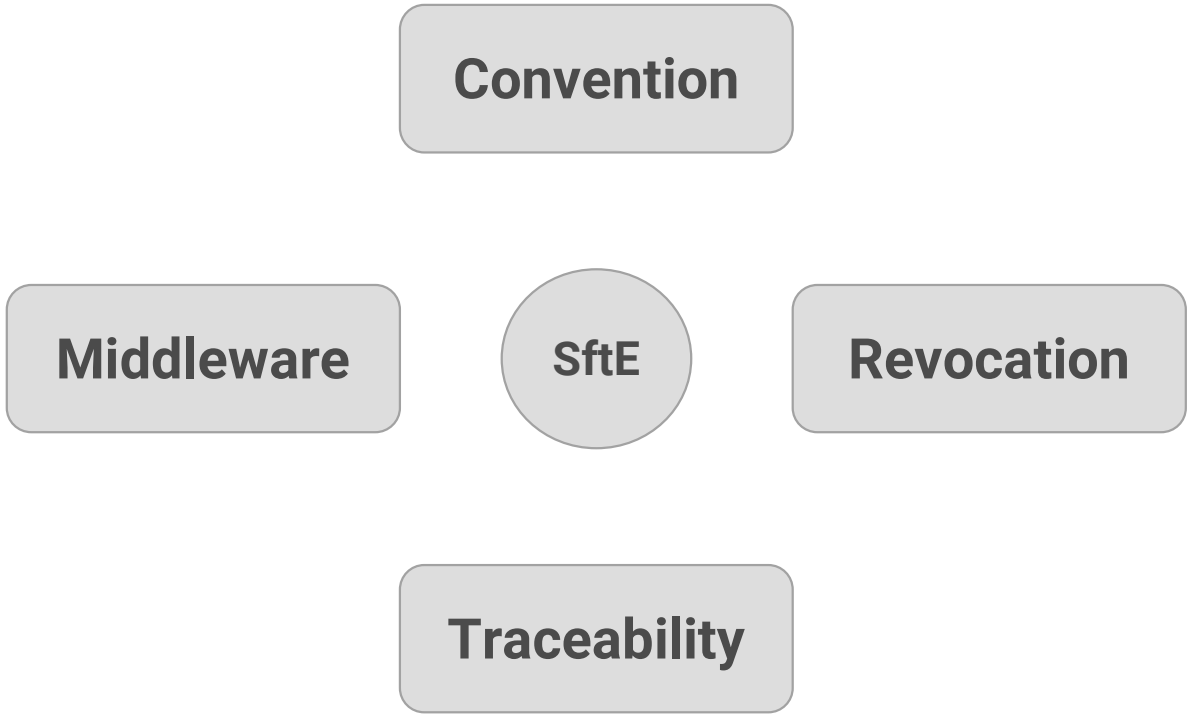
- Most of the time, the debates I see is on Privacy-enhancing techniques (PETs)

- PETs inherently to ignore the idea of "Forward Secrecy"
  - Cryptography: secrets are safe even after a very long time

  - when the data is out, it is only a matter of time until islands of data get linked together

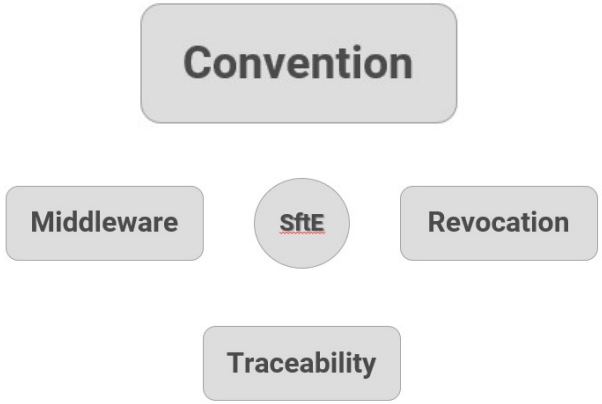
SftE – the Start-from-the-End Approach

- be pragmatic
- assume the worst
- re-empower the individual
- focus on accountability



SftE – Convention

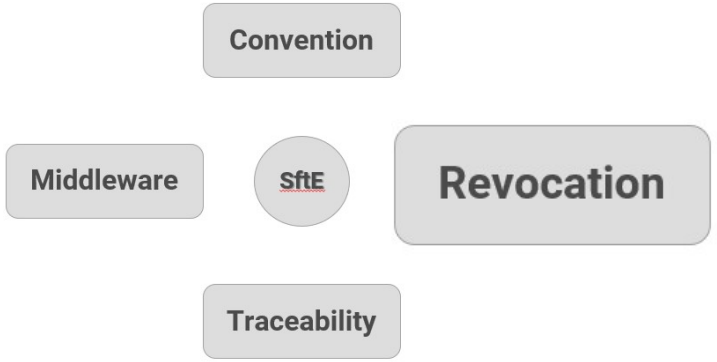
- Accept users do not exercise informed consent on an individual basis.
- make a Take-or-Leave-It attitude inconsequential



- "standardise" notices
- punish dark patterns

SftE – Revocation

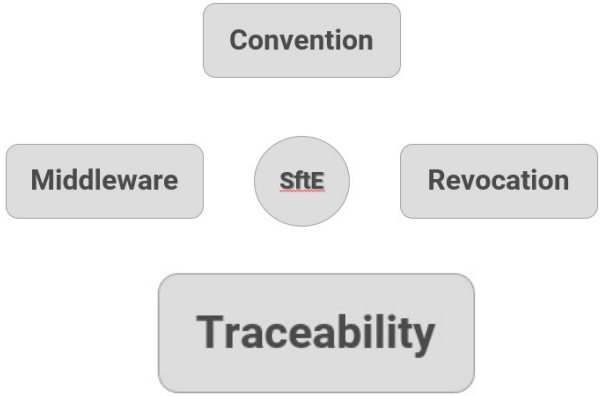
- Personal opinion: the right to to Erasure is the single most powerful principle
- The idea is similar to "changing passwords" if there's a breach.



- make Revocation automatic – 5, 30, 90 days?
- make Erasures a one-click request – standardise interfaces

SftE – Traceability

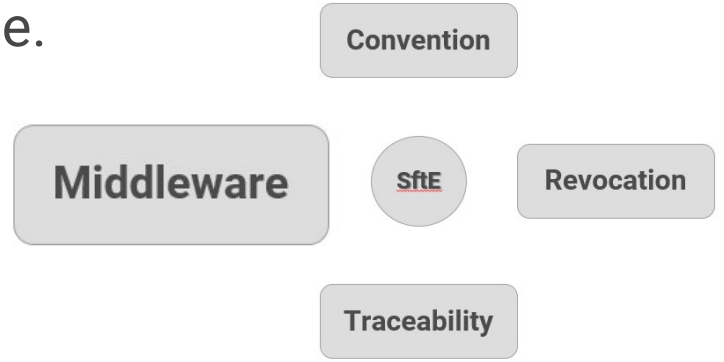
- Once shared, personal data lives in a sea or Controllers, Jurisdictions, and "3rd Parties"



- make the concept of a Consent Receipt, or Personal Data Receipt mandatory: it's user-friendly, auditable, actionable, tool-able
- codes of conduct/practice for sharing personal data

SftE – Middleware

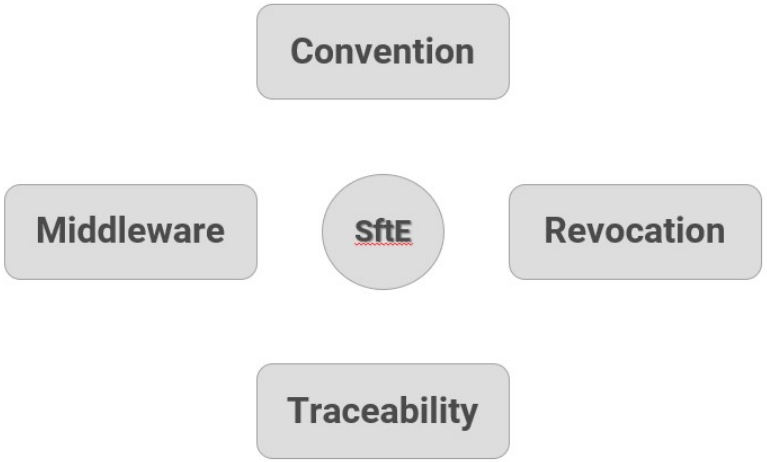
- More than Cyber Security, Privacy is an after-thought.
- Most times: compliance for the sake of compliance.



- Browsers and apps, and everything touching Personal Data, needs to have Privacy built-in.
- Mobile permissions is a great step – but baby steps.
- The browser, in particular, needs a redesign.

THOUGHTS, CRITICISMS

VERY WELCOME.



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THIS IS WORK-IN-PROGRESS_