

EINS PRIME:

Perception and Realisation of Information privacy using Measurements and Ethnography

“Towards Meaningful: Perspectives on
Online Consent” Workshop @DE2013
Salford, Manchester UK

Plan


- Who are we?
- What is the project about?
- Project description
 - Example
- Expected outcomes of EINS-PRIME

Who are we?

- Expertise at hand:
 - Smartphone use in higher education (behaviour mining)
 - Privacy technologies and technical implementations
 - Large scale network measurements
 - HCI – ethnography (field studies observing users)
- Collective expertise in the EINS network!
(e.g. JRA5 group)



	Austria
participating institutes	
IAIK - TU Graz	
relevant research	
Research done on Secure & Correct Systems, Trusted Computing, and Secure Entities for Smart Environments at IAIK, TU Graz	
relevant policy documents	
Datenschutzgesetz (Data Protection Act, 2000) with regard to an individual's right to personal information	
further research suggestions	
Exploring the issues of privacy and trust in correlation to unique properties of new devices such as the smartphone	


	France
participating institutes	
Universite Pierre et Marie Curie	
relevant research	
The high-security laboratory of computer security at the Inria Nancy - Grand-Est centre (known by its french acronym LHS)	
relevant policy documents	
The National Commission on Informatics and Liberties (CNIL) is responsible for ensuring personal freedom and right to privacy	
further research suggestions	
Educating children about cyber challenges, and exploring ways to manage lifetime permanent online data	

	Germany
participating institutes	
TU München & University of Passau	
relevant research	
Kahl, C., Crane, S., Tschersich, M., Rannenberg, K. (2011). Profit vs. Privacy - Advanced Targeted Advertising for Social Networks.	
relevant policy documents	
Bundesdatenschutzgesetz (Federal Data Protection), and Telekommunikationsgesetz (Telecommunication Act)	
further research suggestions	
Implementing privacy-by-design within existing technologies, and exploring ways to implement user rights in OSNs	

	Greece
participating institutes	
CERTH	
relevant research	
Halkidi, M. & Koutsopoulos, I. (2011). A game theoretic framework for data privacy preservation in Recommender systems	
relevant policy documents	
Law on the Protection of individuals with regard to the Processing of Personal Data (1997)	
further research suggestions	
Building a trust-based privacy policy, and exploring the correlation between trust and privacy in online networks	

	Netherlands
participating institutes	
KNAW	
relevant research	
Sprenkels, I. & Ploeg, I. (2012). Performing Privacy: How Privacy concerns are enacted with Children's Internet environments.	
relevant policy documents	
Wet bescherming persoonsgegevens (Dutch Data Protection Act, 2001), and Right to Privacy (Article 10 of the Dutch constitution)	
further research suggestions	
Analyzing privacy/trust issues with regard to: a) children's use of social media and mobile devices, and b) the use of online information by researchers	

	Norway
participating institutes	
University of Oslo	
relevant research	
Olsen, T. & Mahler, T. (2007). Identity management and data protection law: Risk, responsibility and compliance in "Circles of Trust"	
relevant policy documents	
Individ og integritet: Personvern i det digitale samfunnet (Individual and integrity: Privacy protection in the digital society, official report, 2009)	
further research suggestions	
Analyzing the role of privacy enhancing technologies (PETS), and exploring the role of context in the relation between privacy and trust in OSNs	

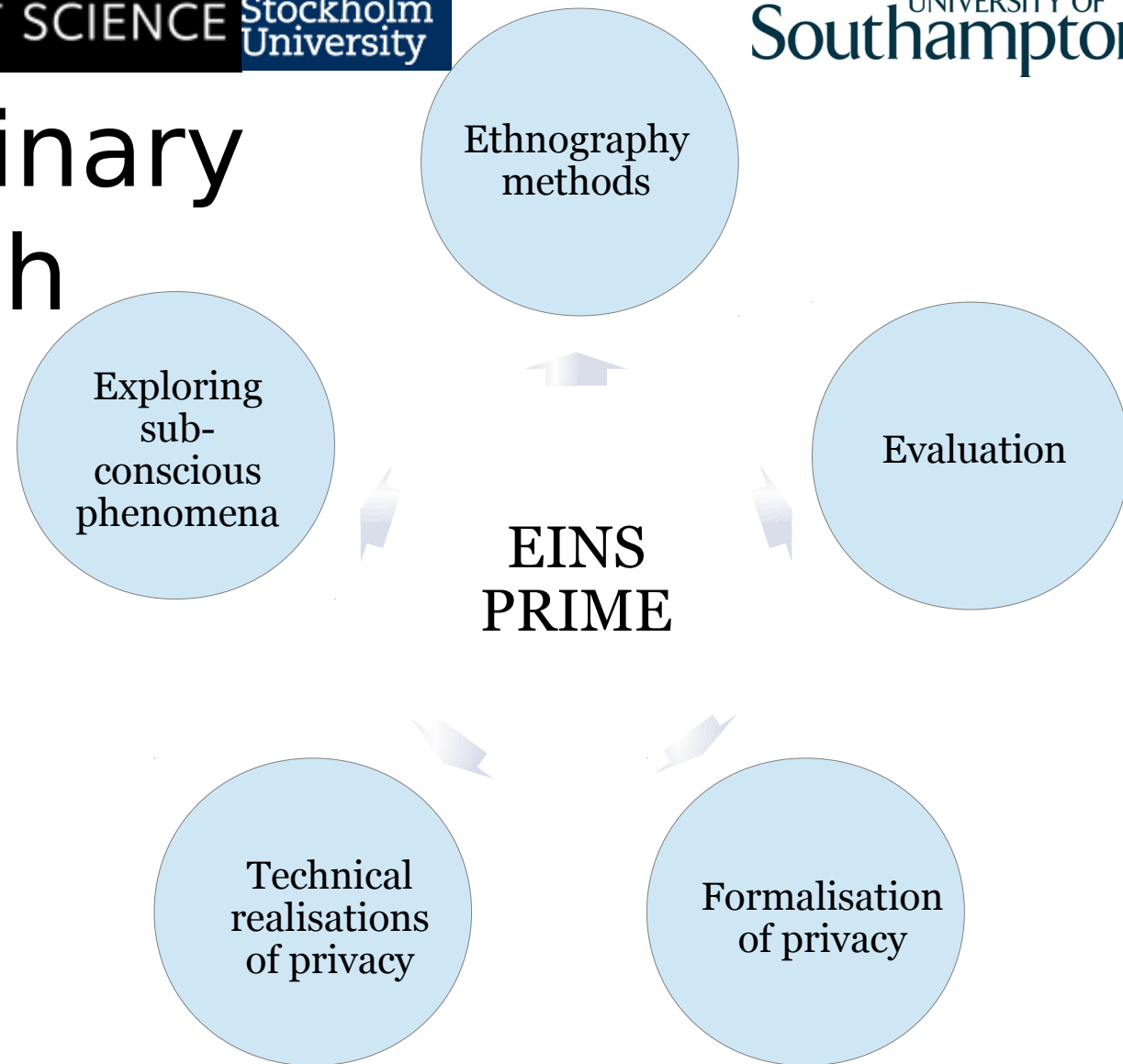
	Switzerland
participating institutes	
EPFL	
relevant research	
R. Narendula, T. Papaioannou & K. Aberer. 2012. Towards the Realization of Decentralized Online Social Networks: an Empirical Study	
relevant policy documents	
Data Protection Directive (officially Directive 95/46/EC concerning processing and free movement of personal data)	
further research suggestions	
Assesing data trustworthiness, and exploring privacy preserving online social networks (OSNs)	

	United Kingdom
participating institutes	
Cambridge, Lancaster, and Warwick	
relevant research	
Livingstone, S. (2008). Taking risky opportunities in youthful content creation, and IPTS project on economic value of personal information	
relevant policy documents	
Freedom of Information Act, and Privacy and Electronic Communications EC Directive	
further research suggestions	
Analyzing psychological dimensions of privacy/trust issues, and analyzing whether more privacy is necessarily a good thing	

Setting the scene

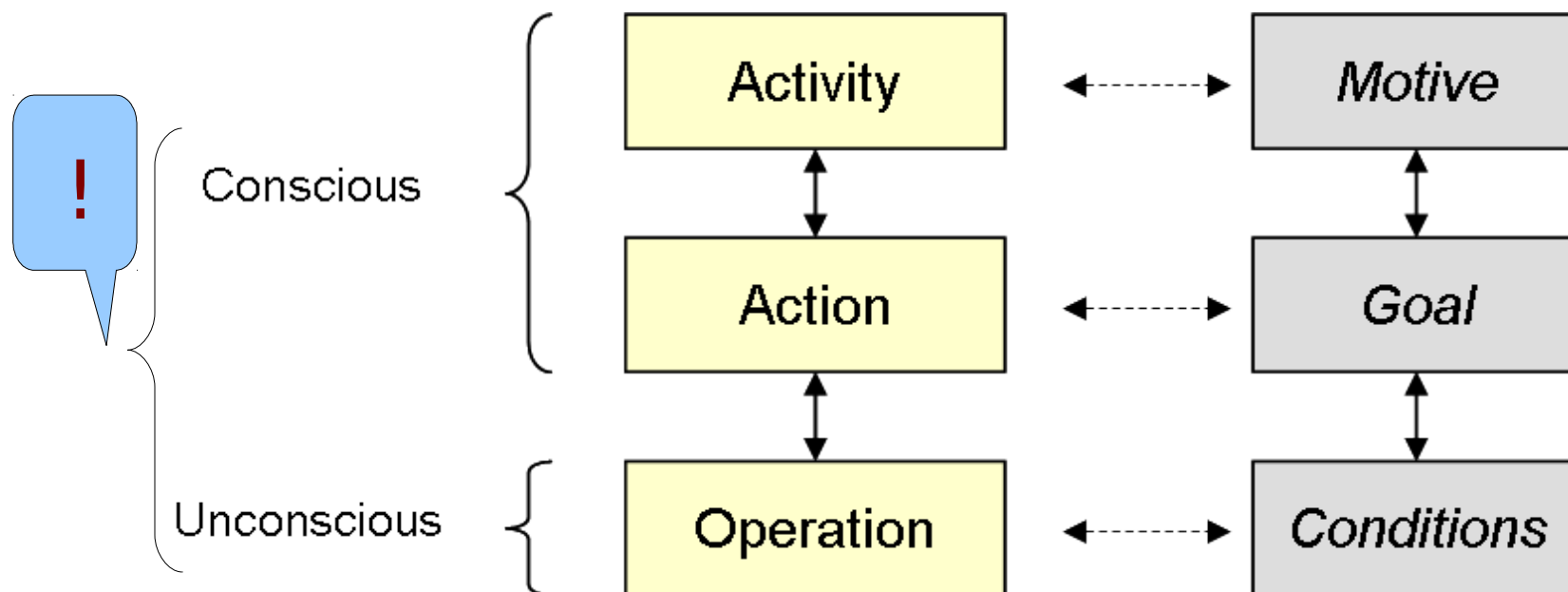
- What is privacy for you?
- What do you do to protect your privacy?
- Do your actions reflect your intentions?
- How can you evaluate this?
- Do you expect other(s) to protect your privacy?
- What could be done to improve this situation?

Multidisciplinary approach

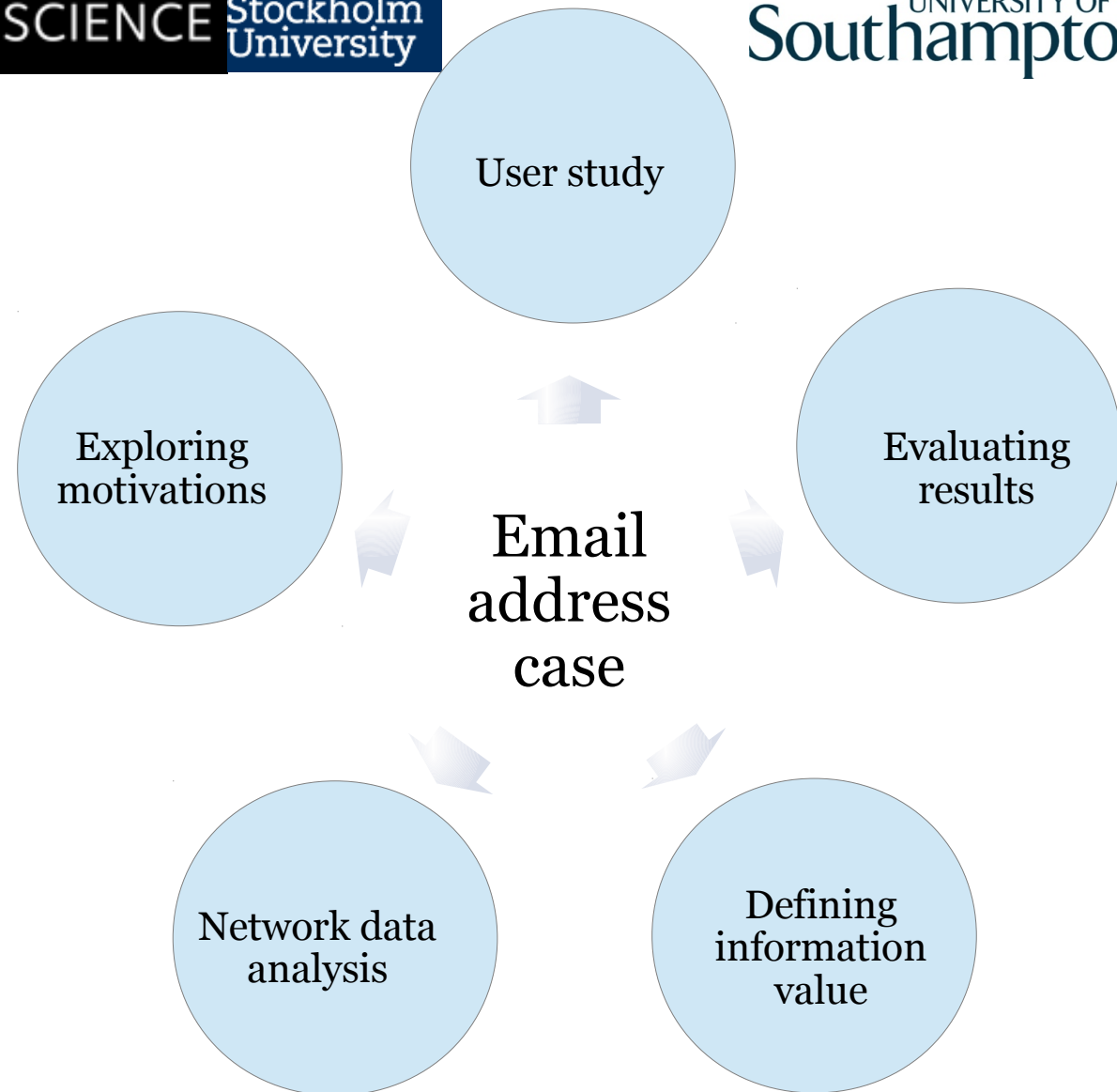


What we do and why

(Kuuti, 1995)



Motivating example



Expected outcomes

- Qualify and quantify disconnect between perceived and actual privacy
- Identify areas for technical improvement
- Discussions with scientific communities
- Influence policy decisions

Reassessing the scene

- What is privacy for you?
- What do you do to protect your privacy?
- Do your actions reflect your intentions?
- How can you evaluate this?
- Do you expect other(s) to protect your privacy?
- What could be done to improve this situation?

**We hope to
find answers
to these
questions
through
EINS-PRIME**

Questions?

Comments are also welcome!

@AdrianaGWilde

Perception and Realisation of Information privacy
using Measurements and Ethnography

“I may not have gone where I intended to go,
but I think I have ended up where I needed to be”

Dirk Gently. From Douglas Adams' The Long Dark Tea-Time of the Soul