

Can we save our online freedom?

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**BOOOB THE BUILDER! CAN WE
FIX IT?**



YES WE CAN!

memegenerator.co



EINSTÜRZENDE NEUBAUTEN

OH

**Nur die halbe Welt
ist Teflon und Asbest**

FEURIO!





Privacy



What is privacy?

- **The right to be let alone**
 - [Warren & Brandeis, 1890]
- **Informational self-determination: The right to determine for yourself when, how and to what extend information about you is communicated to others**
 - [Westin, 1967]
- **The freedom from unreasonable constraints on the construction of one's identity**
 - [Agre & Rottenberg, 2001]
- **Contextual integrity: the right to prevent information to flow from one context to another**
 - [Nissenbaum, 2004]

Different types of data/information

Transfer

■ Volunteered

- What you reveal *explicitly* when asked

■ Observed

- What you reveal *implicitly* by your behaviour

■ Inferred

- What is derived from other data about you

[World Economic Forum-rapport Personal Data: The Emergence of a New Asset Class]



Why is privacy important



Moral basis for data protection

- **prevention of information-based harm**
 - Like guns, information may kill people
- **prevention of informational inequality**
 - The “market” of information
 - Non-discrimination
- **prevention of informational injustice**
 - Spheres of privacy must be protected
- **respect for moral autonomy.**
 - People change

Hoven, Jeroen Van Den and Vermaas, Pieter E.(2007) 'Nano-Technology and Privacy: On Continuous Surveillance Outside the Panopticon', *Journal of Medicine and Philosophy*, 32: 3, 283 — 297

**Privacy is a
societal value,
not just a
personal value**

I have nothing to hide....

■ Ev

Wrong assumption

■ As

The point is not that there is data that is apriori “wrong” or illegal

■ Fr

(as seen by the “sender”)

■ No
(m

The point is that “innocent” data can (later) be used wrongly

■ Wh
ter

(by the current “receiver”)

● Funcio

about
hide

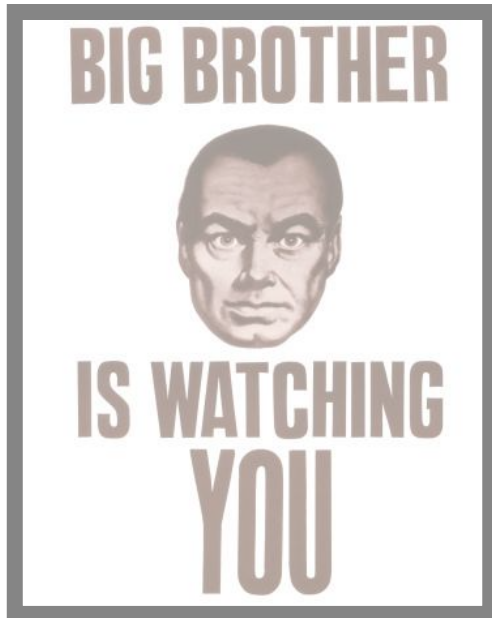
aceful

Solove, Daniel J., “I’ve got nothing to hide” 2008.

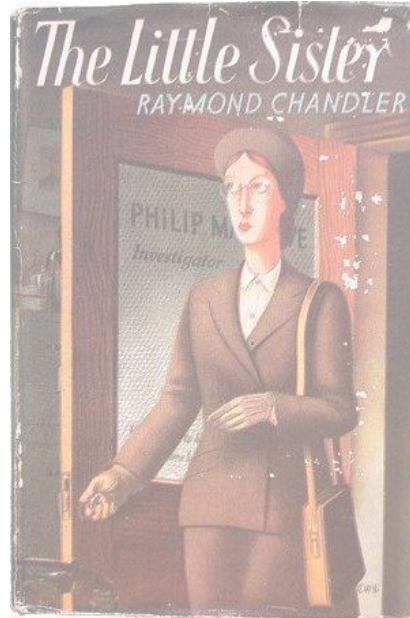


Searching for the right metaphor

orwell / big brother



chandler / little sister



kafka / the trial





Why is freedom so hard to keep?







Centralisation





Trust down the drain

```
$ sed -e s/USA/China/g
```



Can we stop this?







For example...

■ Society should

- Accept risk

■ Government should

- Make privacy infringement an internal cost
- Require openness and transparency
- Outlaw silos
- Outlaw certain business models



The word "CODE" is written in a large, bold, black, sans-serif font. The letters are partially overlaid by several semi-transparent rectangular blocks in yellow and cyan. A yellow block is behind the 'C', a cyan block is behind the 'O', a cyan block is behind the 'D', and a yellow block is behind the 'E'.

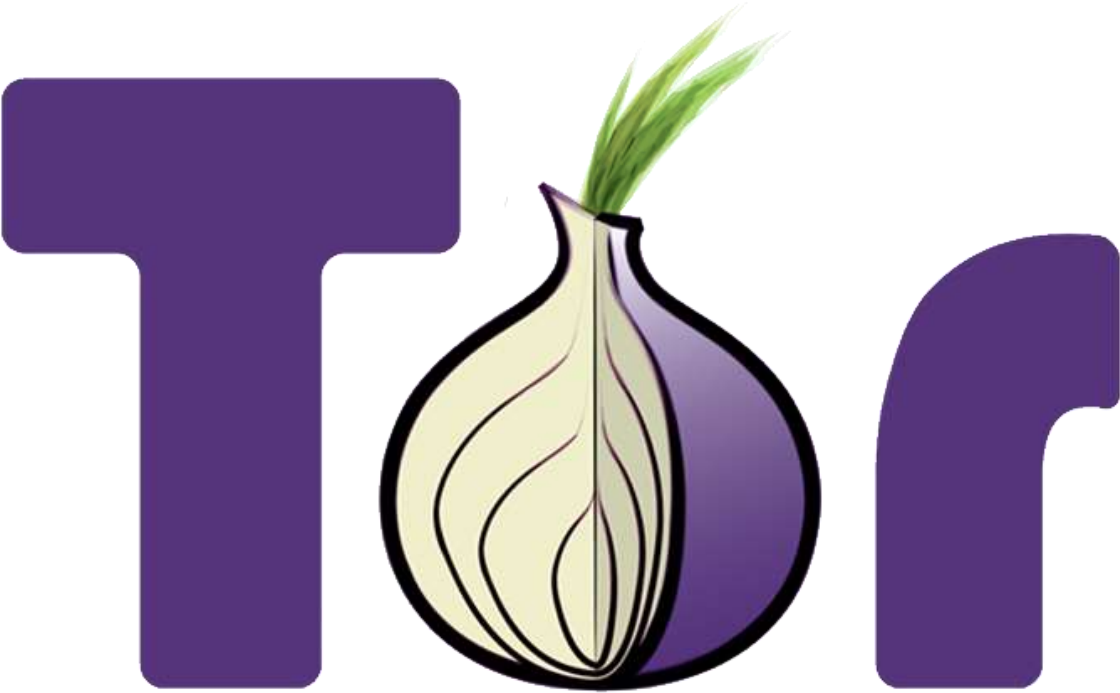
CODE

and other laws of cyberspace

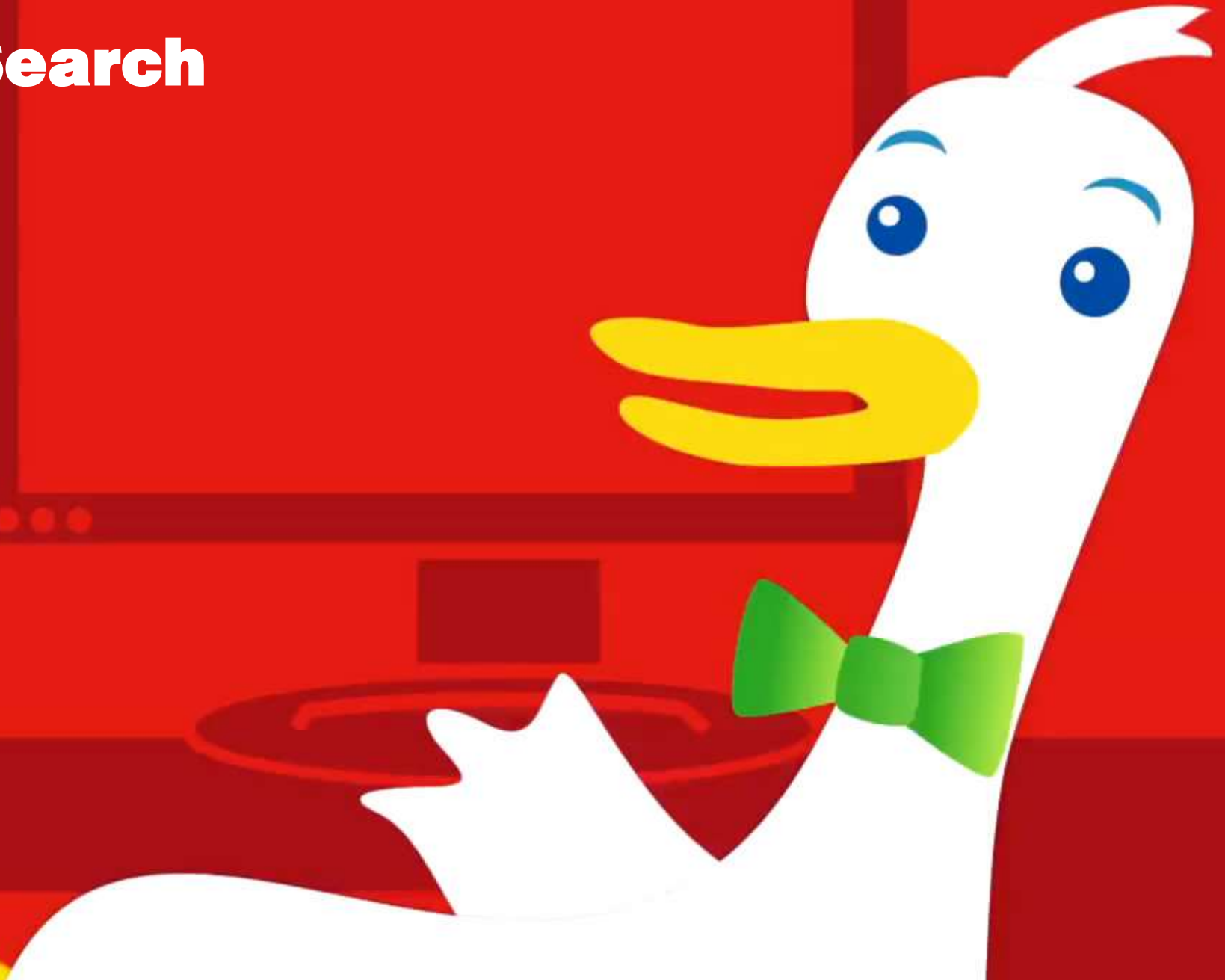
Lawrence Lessig



Communication



Search

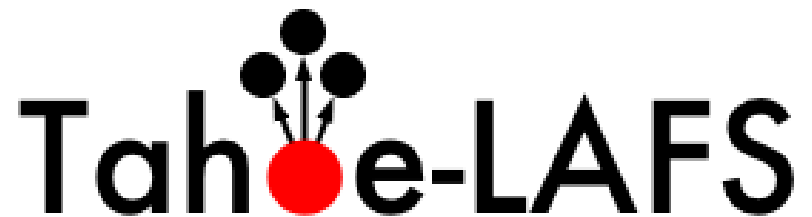


Authentication / autorisation



www.irmacard.org

Storage / cloud



But there are a few things that annoy the hell out of me

■ Network + functionality should be separate

- All purpose contacts!

■ P2P cloud

- NAS + homegateway

■ I want modularity

- Why force me onto skydrive...

■ And what about...

- Collaboration software
- Social networks



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