2. Privacy: an overview

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You remember my PIN?

Government surveillance
Commercial surveillance

They know things before you yourself do!
They track you even in real shops

Privacy

what is privacy according to you?

7 types of privacy

- privacy of
  - the (physical) person,
  - behaviour and action,
  - personal communication,
  - data and image,
  - thoughts and feelings,
  - location and space, and
  - association (including group privacy).
Different definitions

- 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  
  [Warren, 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]

Contextual integrity

Don't confuse these concepts!
Privacy invasions

Invasion/Use
Invasion
Intrusion
Interference

Collect

Process

Disseminate

- Breach of confidentiality
- Disclosure
- Exposure
- Inversion availability
- Blackmail
- Appropriation
- Distortion


Privacy

Computing (1950)

Networking (1980)

Volunteered
- What you reveal explicitly when asked

Observed
- What you reveal implicitly by your behaviour

Inferred
- What is derived from other data about you

Different types of data/information

Volunteered

Transfer

Observed

Inferred

Increased availability
Blackmail
Appropriation
Distortion

Breach of confidentiality
Disclosure
Exposure
Increased availability
Blackmail
Appropriation
Distortion

"network effect"

[World Economic Forum Report Personal Data: The Emergence of a New Asset Class]
Data vs Metadata

- Metadata (= Behavioural data)
  - Condensed (information rich, easy to process)
  - More "true" (judge a man not on what he says but on what he does)

Why is privacy important

“Privacy is essential for freedom, democracy, psychological well-being, individuality and creativity”

Moral basis for data protection

- prevention of information-based harm
  - Like guns, information can 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

Searching for the right metaphor

- Orwell / Big Brother
- Chandler / Little Sister
- Kafka / The Trial

Of: The Matrix

Privacy: an overview
You've got nothing to hide

Have you!!??

I have nothing to hide....

Wrong assumption

The point is that there is data that is a priori "wrong" or illegal (as seen by the "sender")

The point is that "innocent" data can (later) be used wrongly (by the current "receiver")
Beyond privacy: autonomy

Resources

 Websites
- [https://www.eff.org/](https://www.eff.org/)

 Books
- Ilija Trojanow, Juli Zeh "Aanslag op de vrijheid", de Geus, 2010
Spotted on an ATM in Germany...