PRIVACY: THE END USER PERSPECTIVE

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AGENDA

Is Privacy an issue?

Are people aware of their privacy risks?

How to inform people on their privacy risks?

THE PROBLEM…

A large majority of Europeans engage with Online Social Networks (OSNs)

- 74% of users consider that they **do not have sufficient control**
- 70% **are concerned with the way** such data are handled by

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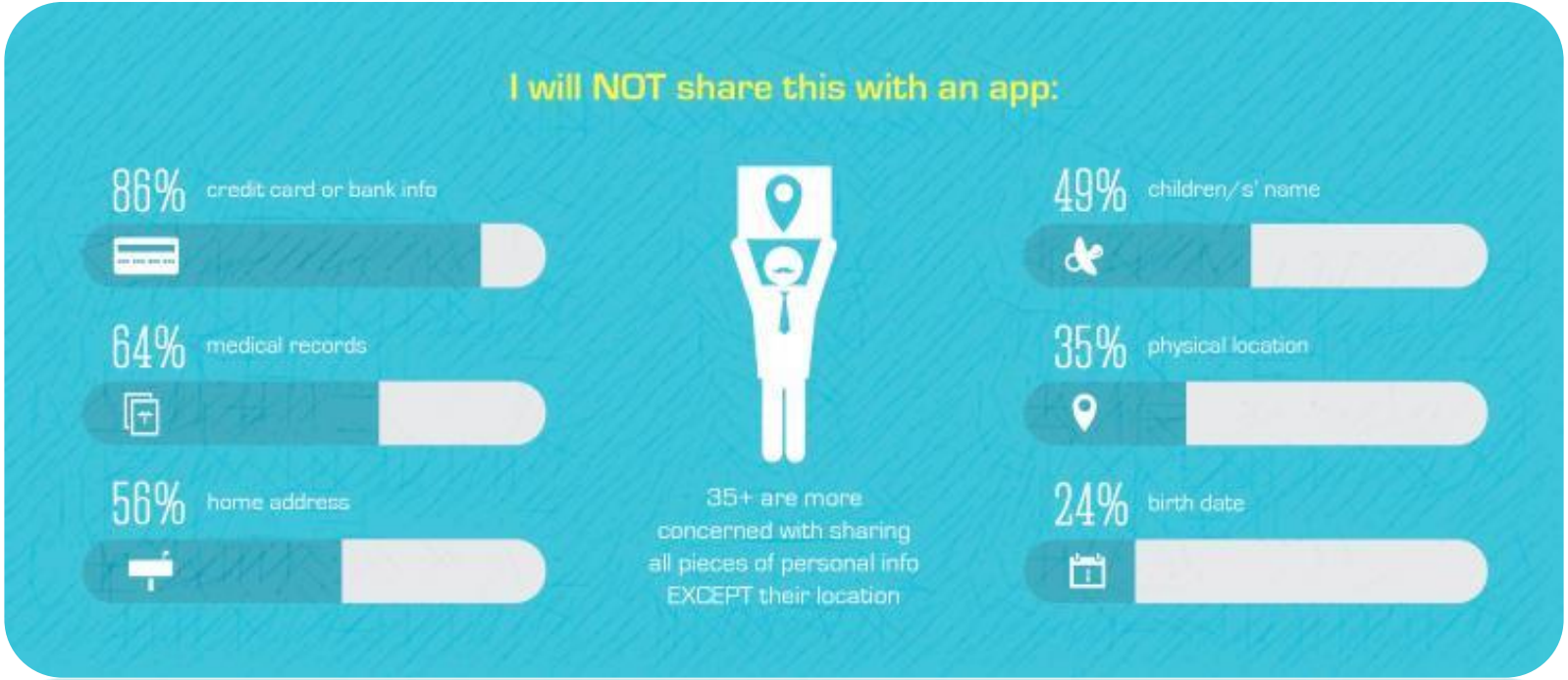
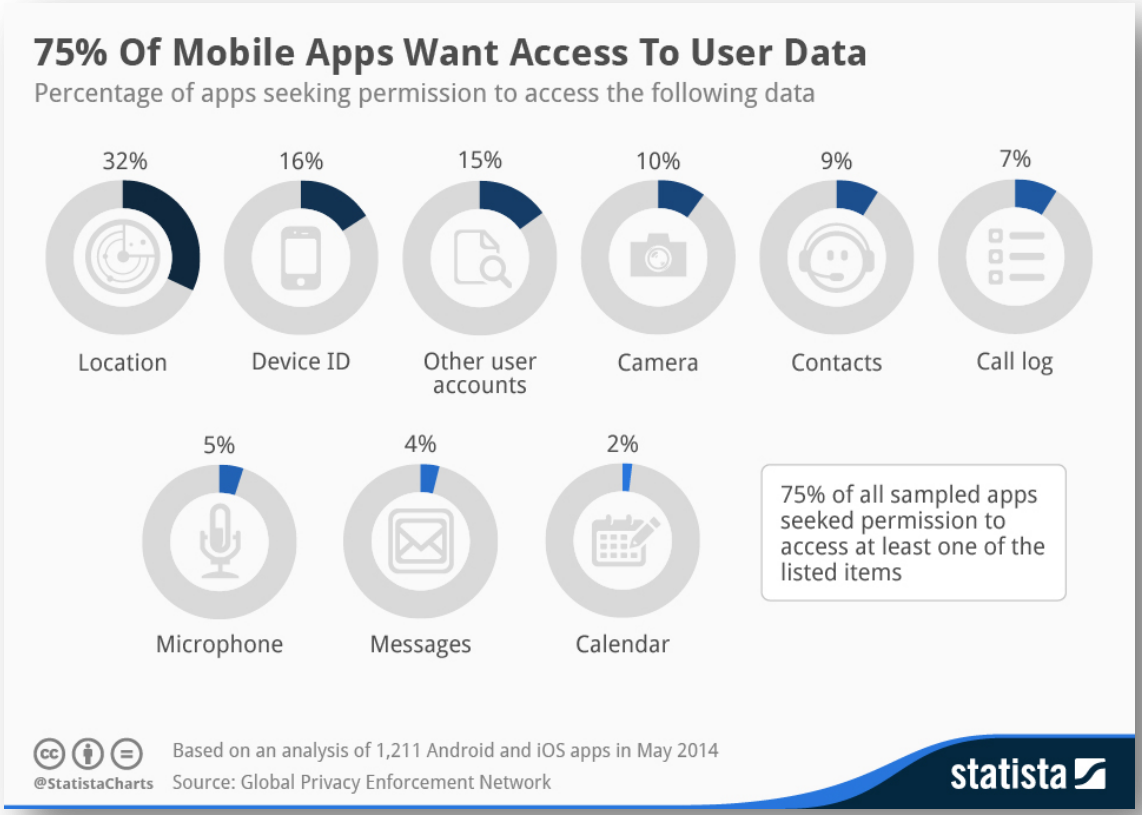
PRIVACY FLAG

UNDERSTANDING PRIVACY FROM END-USERS POINT OF VIEW



Source: http://insights.wired.com/profiles/blogs/mobile-privacy-lock-down?xg_source=activity#axzz3f5nXFUt9

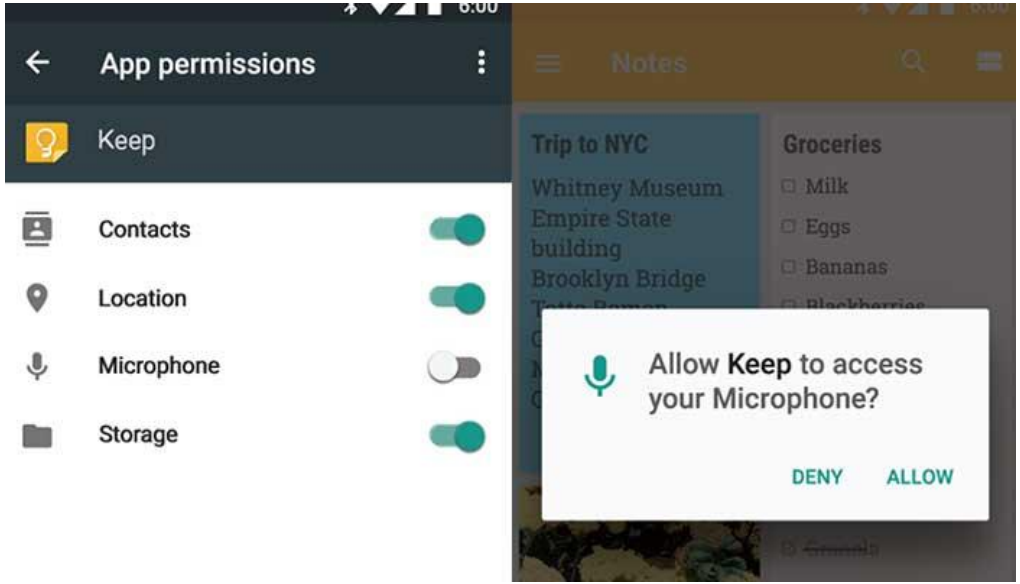
UNDERSTANDING PRIVACY FROM APPLICATION'S POINT OF VIEW



*Source: http://insights.wired.com/profiles/blogs/mobile-privacy-lock-down?xg_source=activity#axzz3f5nXFUt9

ANDROID 6+ - NEW PERMISSION SETTINGS

- From Android 6 and up
- Users are informed on installation to **allow/deny permissions** for specific information/services
- Problem 1: Why should an app use Microphone ?
- Problem 2: If denied the app won't install



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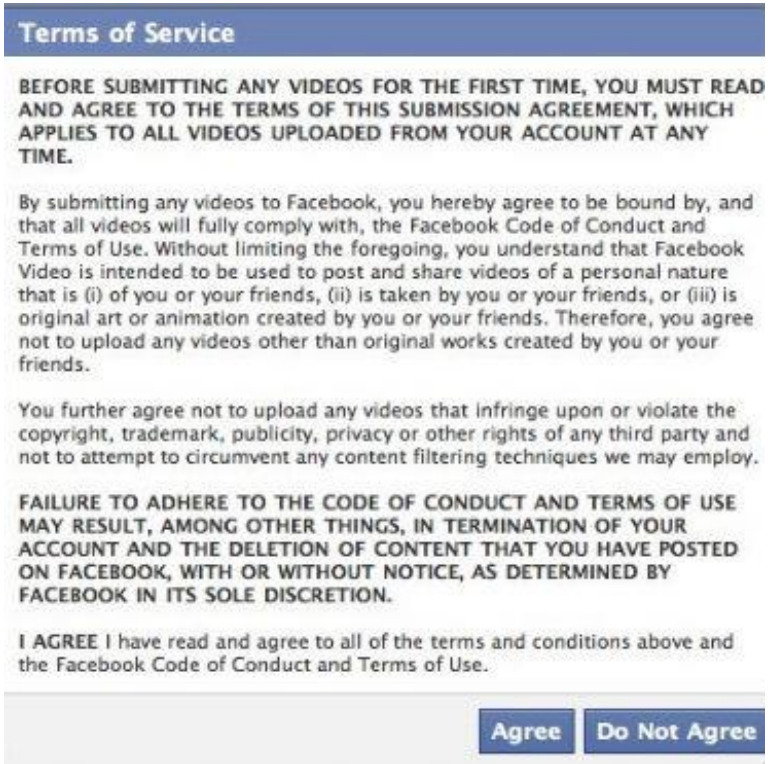
TERMS OF AGREEMENT / SERVICES

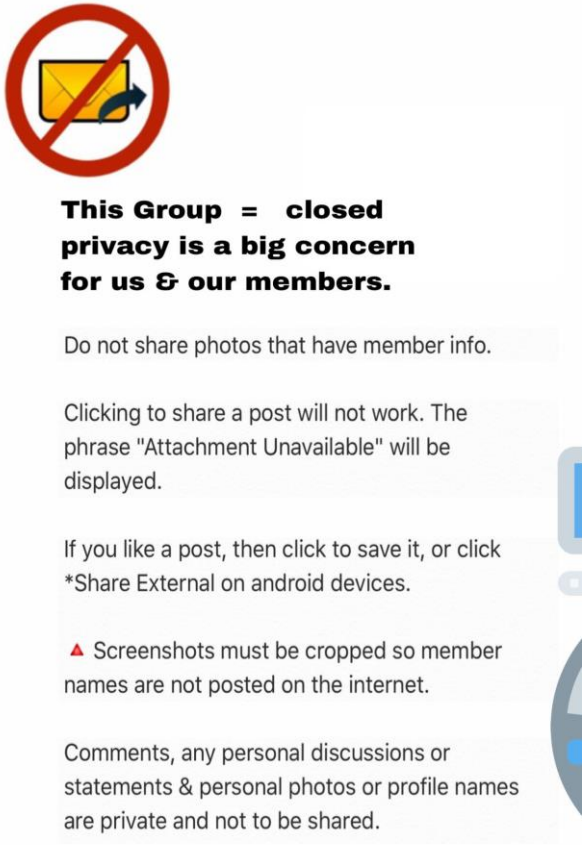
- Used in all services
- Complex language (legal text)
- Usually long texts
- No one actually reads them



OSN SHARING AND PRIVACY CONFLICTS

- How to control personal data sharing

- Simple notifications will not work



FACEBOOK ADVERTS

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

Your Facebook advert preferences

Your advert preferences help you understand what information influences the adverts you see and give you the controls to influence future adverts.

See the topics we think you're interested in and some of the advertisers who think you might be interested in their products, services and causes.

Your info

The adverts you see are influenced by a variety of factors, the most basic of which is demographic information, such as age, gender and location, from your profile and activity. We take great care to keep your information secure.

Edit Profile

Interests

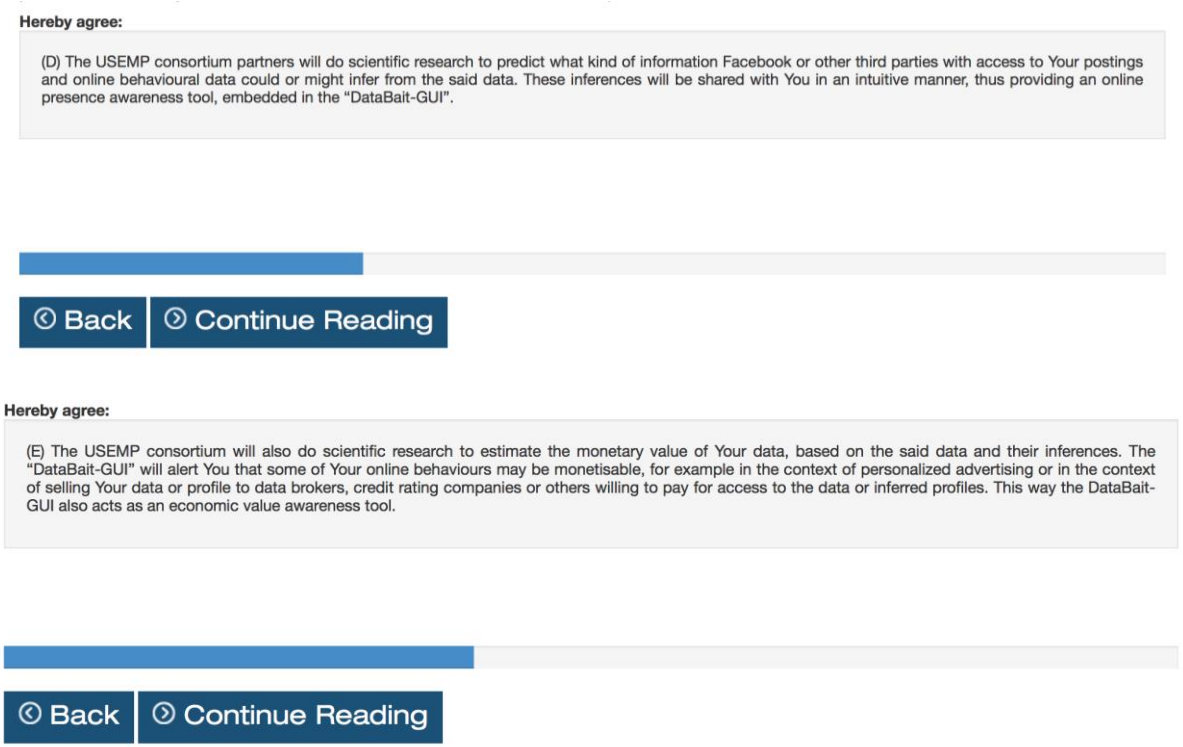
News and entertainment 72 | Business and industry 64 | Technology 31 | Hobbies and activities 29 | Travel, places and events 15 | More

Advertisers

Advertisers with your contact info 4 | Advertisers whose website or app you've used 0

PRIVACY NEEDS TO TO INVOLVE USERS' PERSPECTIVE

Visualising a License Agreement (DataBait)



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MY DATA
PRIVACY FLAG

PRIVACY FLAG

Privacy Flag engages with the crowd

Crowd provides feedback through PF tools

- PF site
- Android app
- Browser add-on

The information is combined with

- Automated privacy enablers
- Privacy Flag experts input

Users get privacy risks analysis for:

- Sites the visit
- Mobile Apps they use
- IoT registered networks

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PRIVACY FLAG

THE CASE OF PRIVACY FLAG

UPRAAM questionnaire

PF site

Android app

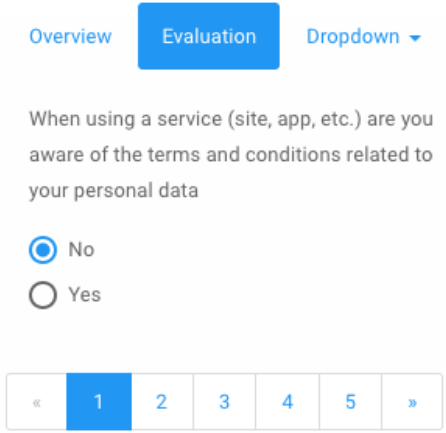
Browser add-on

UPRAAM

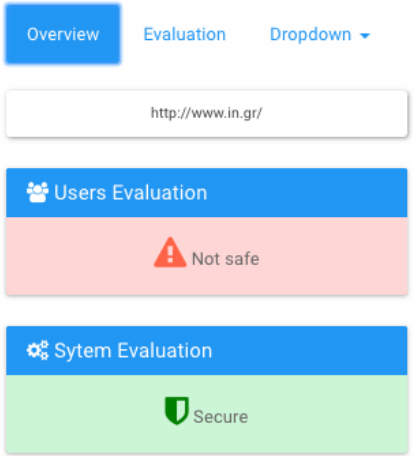
ID		Question	Yes	No	I don't know	The question is vague
D1.2	Is there clear information on:					
D1.2.1		the purpose and scope for which the data are collected?				
D1.2.2		who is collecting the data?				
		What is their contact details?				
D1.2.3		the privacy policy?				
D1.2.5		the period (or criteria) for which the personal data will be stored?				
D1.3	Is there a clear information on your rights, including:					
D1.3.1		the right to access and rectify personal data?				
D1.3.2		the right to object to the processing of your own data?				
D1.3.3		the right to submit a complaint with a supervisory authority?				
D1.3.4		the right to data portability (i.e. your ability to reuse your data with other service providers)?				
D1.3.5		the right to withdraw consent at any time?				
D1.4	If the application or service is designed to address users with different languages, is the information on privacy provided in these various languages?					

PRIVACY FLAG CHALLENGES

- How to communicate UPRAAM of 20+ questions in a quick and user friendly way?

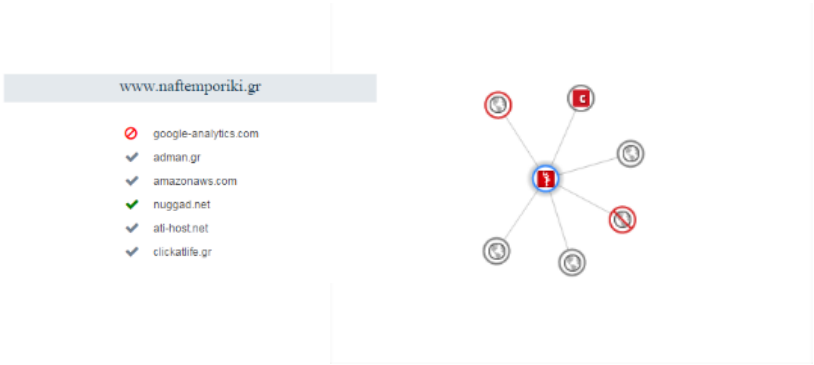


- How to simplify the interaction with the end user?

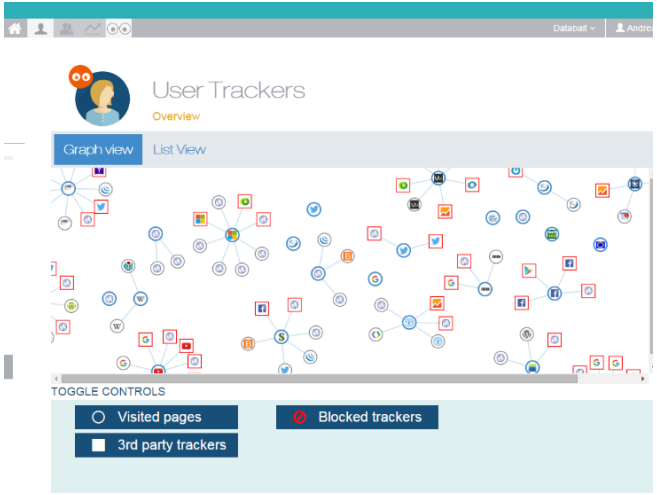


PRIVACY FLAG CHALLENGES

- How to explain to users trackers / cookies / super cookies ?



- How to show case them when their personal data are being used and how?



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THANK YOU

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www.privacyflag.eu