Privacy by Design & Default
Information and Users' rights

Privacy-by-Design & Users’ Control

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Embed privacy into design
Taking a user-centric approach
Avoid false dichotomies, like privacy vs. revenue
Be transparent with users
Full lifecycle protection
Proactive to prevent breach rather than just react to it.
Valuing privacy is the default setting
Article 25

Data protection by design and by default

1. Taking into account the state of the art, the cost of implementation and the nature, scope, context and purposes of processing as well as the risks of varying likelihood and severity for rights and freedoms of natural persons posed by the processing, the controller shall, both at the time of the determination of the means for processing and at the time of the processing itself, implement appropriate technical and organisational measures, such as pseudonymisation, which are designed to implement data-protection principles, such as data minimisation, in an effective manner and to integrate the necessary safeguards into the processing in order to meet the requirements of this Regulation and protect the rights of data subjects.

2. The controller shall implement appropriate technical and organisational measures for ensuring that, by default, only personal data which are necessary for each specific purpose of the processing are processed. That obligation applies to the amount of personal data collected, the extent of their processing, the period of their storage and their accessibility. In particular, such measures shall ensure that by default personal data are not made accessible without the individual’s intervention to an indefinite number of natural persons.

3. An approved certification mechanism pursuant to Article 42 may be used as an element to demonstrate compliance with the requirements set out in paragraphs 1 and 2 of this Article.
5 takeaways from it:

1- There’s an unpredictable and vast spectrum of attitudes

2- Education and awareness are still broken

3- Dealing with third parties is the biggest Challenge

4- Consumers (or data subjects) still is not top-of-mind

5- No company is perfectly compliant

“De-risking large fines at play”
An upcoming Study case for “Users’ control” assessment: the Google case
The main problem that we experience here is that the use of our data is often intransparent and lacks any democratic discussion about form and extent.
The top five data privacy concerns

Only four per cent of the survey sample said they have no concerns about the personal information that companies hold about them. The public’s biggest worries about handing over personal data relate to a lack of control over what happens to it. How are organisations using my data? Who else is it being shared with? Is it being protected properly?

- **43%**
  - “I want companies that don’t follow data protection rules to pay bigger fines”

- **42%**
  - “I find it difficult to keep track of information I have consented to companies collecting about me”

- **42%**
  - “I would be more likely to use a company that made it easier for me to understand what personal information it was holding about me and how it will be used”

- **38%**
  - “I would be more willing to share information with companies if it was easy to find out what information they are holding about me, and they made it easy to get it deleted”

- **31%**
  - “I want companies to give me discounts, special offers or other incentives in return for me giving them my personal information”
Cahier IP6 - La forme des choix

20 mars 2019
"The Web as I envisaged it, we have not seen it yet. The future is still so much bigger than the past." - TimBL

Solid is the technology that underpins a movement, being led by Sir Tim Berners-Lee to re-orient the web to its original vision. To understand the ‘why’ of Solid, it’s important to understand the evolution of the web and how it’s diverged from Sir Tim’s original and inspiring vision.

The first web browser was also an editor. The idea being that not only could everyone read content on the web, but they could also help create it. It was to be a collaborative space for all mankind.
By default and by design, user rights need to be User-centric.

- My specific consents
- My choices on key privacy rights
  (My reasonable expectations)
- My specific consents
We use around 1500 services we should consider setting our privacy choices for (Worldwide - 2018)

Almost HALF users consider it difficult to keep tracks of what they consent to (UK - 2018)

We still need 1 month to read privacy policies we theoretically consent to (Worldwide - 2017)

1 complaint on 5 in France (CNIL) revolves around Direct Marketing (France - 2018)
PbD & Users’ rights in a user-centric way?
Thanks for your attention!
@MCRB-IDside / www.idside.eu

ID side will be online soon.
Great to see that you can't wait to set your privacy right(s)!