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Fi

Privacy: How to have a productive multi-stakeholder discussion

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"Of Ladders, Onions, and Surfing Naked..."
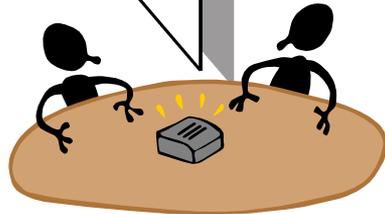
Objectives for this session:

- What is privacy anyway, and why is it important?

- What's the "multi-stakeholder" problem?

- How can your organisation overcome it?

A note of gratitude: this presentation is only possible because of the generous input of participants in the Liberty Alliance Privacy Summit programme -
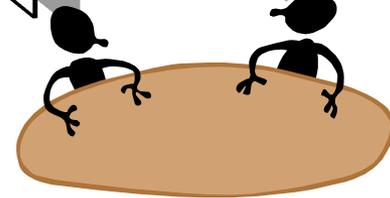
My sincere thanks to all of them

Does any of this sound familiar?
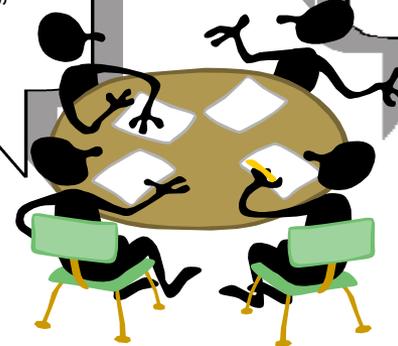
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How are identity and privacy related?
(The 'Onion' Model)

B.I.S

"Other PII"

Attributes

- The BIS (Basic Identifier Set) is what usually suffices to provide 'proof of uniqueness'

- Credentials usually encapsulate data from multiple 'rings' of the onion

- One 'good practice' approach to digital credentials suggests that they should 'gravitate' towards the centre – i.e. not be overloaded with attribute data, but provide the means to link to it.

Credentials are not privacy-neutral

- e.g. Using a driver's license to prove your age reveals more than your age;

- By their nature, credentials tend to make transactions 'linkable';

- Privacy-enhancing systems will (must) be better at attribute-level disclosures, or better still, "Yes/No" answers to attribute-level questions.
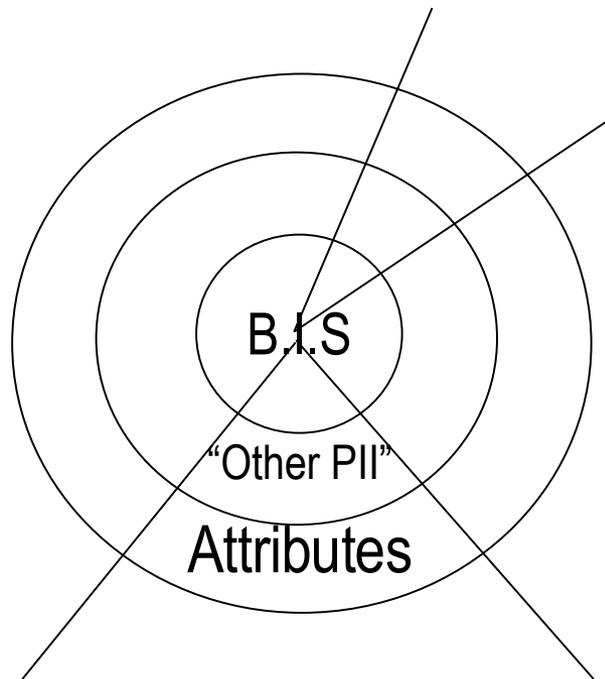
(cf. Dave Birch's paper on the "Psychic ID" metaphor)

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How are Identity and Privacy related? (2)

There's no such thing as a shared secret...

- A 'segment' of the onion may correspond to sector-specific data (healthcare, tax, employment...).

- Some sectors are entirely 'informal' – such as the separation between your Flickr and MySpace accounts.

- Others, you might prefer to keep strictly separate.

- One way to look at privacy is as the preservation of "contextual integrity" between sectoral data sets *(with thanks to Piotr Cofta of British Telecom)*

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Attributes

We become uneasy if our personal data shows up 'out of context'...

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What risks does this model suggest?
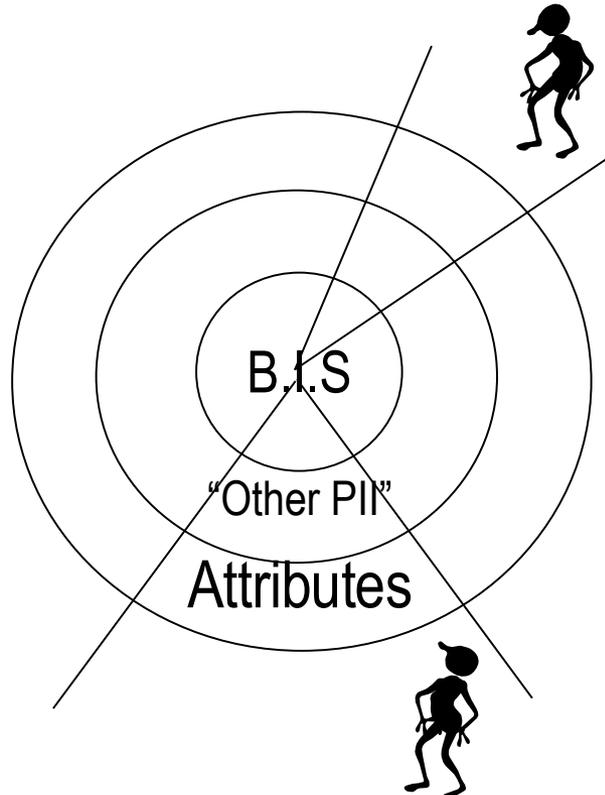
- Privacy is not a 'state': it's a relationship, often involving multiple parties;

- Like any relationship, it involves conflicting interests and motivations:

- What we tell different people often depends on context;

- Like any relationship, there are rules – mostly implicit:

- When third parties exchange (your) personal data, is that co-operation or collusion?

- Like any relationship, without maintenance and management it may go awry.

Intuitively we know all these things, because humans are social animals...

and yet ...

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"Other PII"

Attributes

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The Great Privacy Experiment

paranoid

reclusive

secretive

discreet

sociable

gregarious

gossipy

indiscreet

promiscuous

- Most humans are effortlessly sensitive to many kinds and qualities of social interaction;

- We manage our real-life relationships accordingly;

- We (often implicitly) rely on contextual factors...

In "social networking", we often ignore all that expertise and carry on regardless...

Conclusion:

- You can have 'social interaction' and 'networked interaction'... but if you behave as if they are the same, you're fooling yourself...

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Flawed Perceptions

- The online world neither works nor behaves like the real world;
  despite occasional appearances to the contrary...

- The online world often presents us with metaphors, but not ones which would help us overcome these differences.

- We therefore frequently – and willingly - base our behaviour on a flawed perception of risks and the reality which gives rise to them.

In other words, we could be surfing naked and not even know it.   Brrr.

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Getting the Privacy 'Big Picture'

- "Privacy management" implies being aware of relationships and contexts, and acting accordingly;

- It means taking diverse, legitimate stakeholder perspectives into account;

- It needs a new set of metaphors, which help build a privacy-enhancing culture: 'protocol rules' are not the same as 'social rules';

- It will involve privacy-enhancing technologies, but those are doomed without a privacy-enhancing ecosystem of governance, adoption and behaviours which, largely, remain to be developed ;

- That's hard to do, if you're not talking to the stakeholders...

Privacy is not about secrecy: it's about disclosure...
but disclosure with consent and control
appropriate to the context.

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Why is data privacy hard?
(The Stakeholder Model)

Technologists are often unpleasantly surprised by regulatory/legal requirements which affect the solution

Policymakers express frustration that privacy can't just be "built in at the technology layer"

The rights and interests of the *data subject* can often seem to be very low down the list of priorities...

Adopters/Implementers can't see why so much time, effort and money still fail to address their actual issues...

And a changing picture of over-arching problems -
- *Legacy of "over-collection";*
- *Increased linkability;*
- *Economic pressure to 'sweat the information asset';*
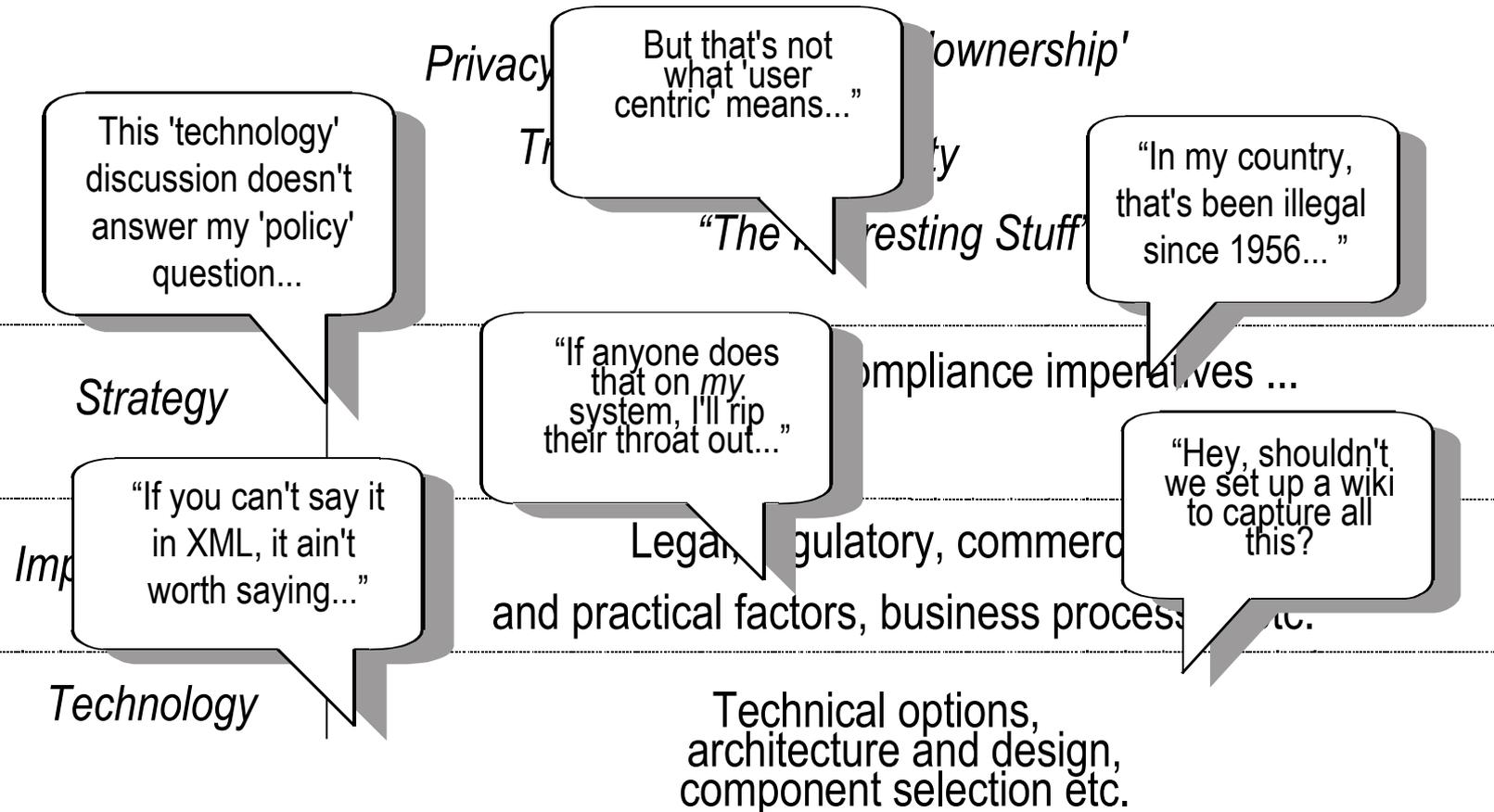- *'Variable' appetite for regulatory compliance.*

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Why are privacy discussions difficult?
(The "Ladder" Model)

Philosophy	*Privacy* *Identity* *Data 'ownership'* *Trust* *"The Interesting Stuff"* *Culture*
Strategy	Policy, Business, Compliance imperatives ...
Implementation	Legal, regulatory, commercial and practical factors, business processes etc.
Technology	Technical options, architecture and design, component selection etc.

- *There's a great deal of work and progress in all of these lower layers... although stakeholder engagement and communication are often patchy.*
- *It's all to easy to fail because of fractures or constraints from layer to layer.*
- *It's healthy to remember that only a minority of the stakeholders are technologists.*

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Using the 'Ladder' to manage contributions to the discussion

Privacy _____ *'ownership'*

But that's not what 'user centric' means...”

Tr _____ *ty*

“In my country, that's been illegal since 1956... ”

This 'technology' discussion doesn't answer my 'policy' question...

“The _____ *resting Stuff”*

Strategy

“If anyone does that on *my* system, I'll rip their throat out...”

_____ ompliance imperatives ...

“Hey, shouldn't we set up a wiki to capture all this?

Imp _____

“If you can't say it in XML, it ain't worth saying...”

Lega _____ gulatory, commerc _____ and practical factors, business proces _____

Technology

Technical options, architecture and design, component selection etc.

- *Some causes of frustration in multi-stakeholder discussions:*
    - *“Right contribution, 'wrong' moment...”*
    - *“Giving a 'technology' answer to a 'policy' requirement...” (or vice versa)*
- *Record such contributions at the appropriate 'layer' and come back to them in context.*

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Next Steps...

- Break out of 'monoculture' discussions;

- Manage diversity in your stakeholder engagement;

- Prepare to do a great job of mapping "human" privacy onto the online world!

And remember...

- There are proven ways of approaching these issues, and Kantara's Privacy and Public Policy group is there to help -

  http://kantarainitiative.org/confluence/display/WGPRIV/Home

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Thank you...

... any questions?

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