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What Is The Value Of Your Digital Identity?

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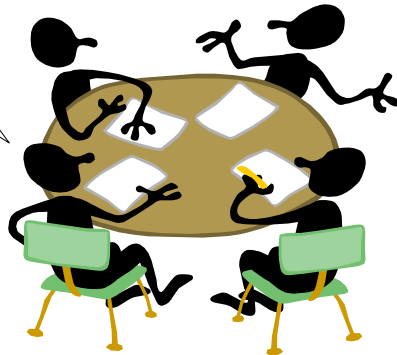
Future identity

Do any of these strike a chord?

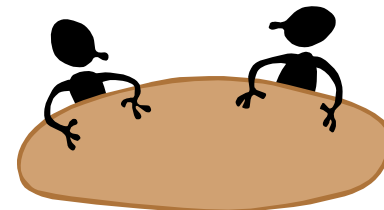
“You have zero privacy anyway - get over it”
(45)

“If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place” (56)

“Privacy is no longer a social norm”
(25)



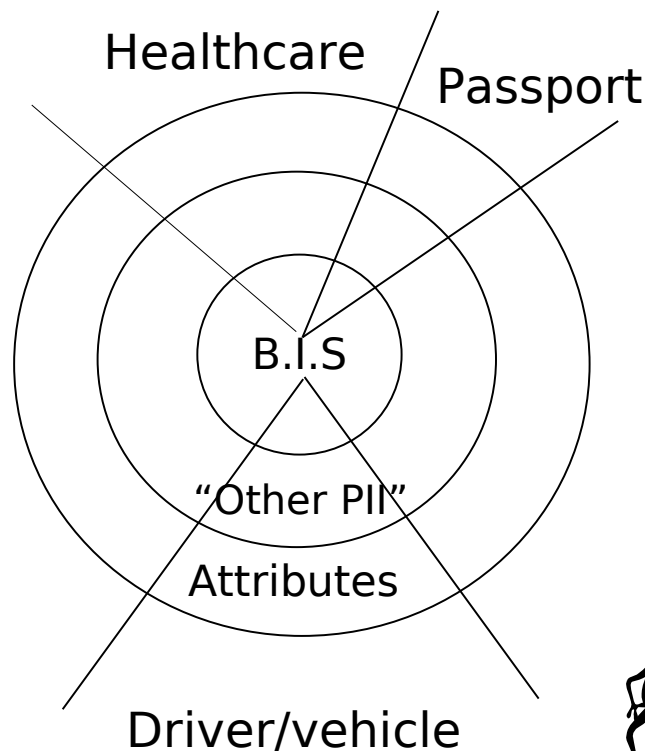
“People forgive and forget - computers can't do either”



Message #1:

Online privacy may be technically mediated,
but it should not be left to the technocrats.

The “Onion” model: Social construct meets technology...



Privacy is not a 'state': it's a relationship, often involving multiple parties. And like any relationship:

- Privacy brings interests and motivations into conflict:
- What we tell different people often depends on context... and who is listening;
- There are rules - mostly implicit:
- When third parties exchange data about you, is that co-operation or collusion?
- Like any relationship, without maintenance and management it may go badly wrong.

"Off-line", we know all these things, because humans are social animals...

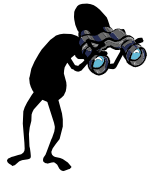
so why do we ignore them online?

Message #2:

Privacy is a social/cultural construct.

That's partly why technological solutions seldom fit.

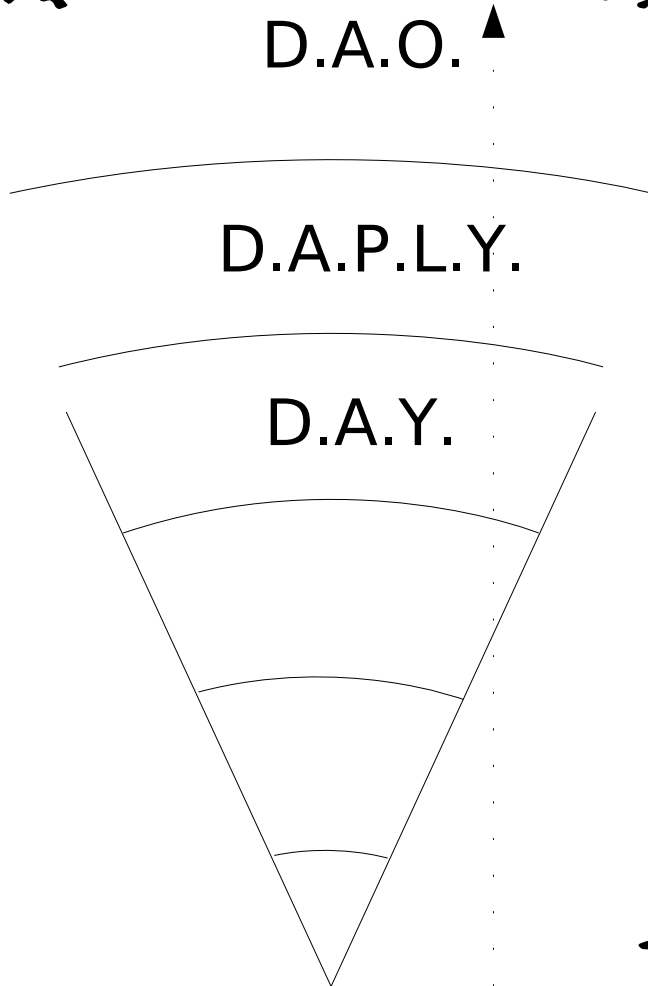
Beyond the Onion: the DAO of privacy...



D.A.O. ▲

D.A.P.L.Y.

D.A.Y.



Increasingly, third parties interact with you based on data at the edge of the Onion and beyond...

- Data About You: with enough of your attributes, and/or linkability, you can be identified even if you're not asked for credentials;
- Data About People Like You: if you can be categorised, third parties will apply inferences from other 'group' characteristics;
- Data About Others: mass data mining makes third party intervention viable without you disclosing any PII.

"You don't have to be in the statistics to be affected by the statistics"
(Jason Pridmore)

Flawed Perceptions

- The online world neither works nor behaves like the real world; *despite occasional appearances to the contrary...*
- “Social Networking” services encourage the user to connive in a fictional reality.
- Users therefore frequently – and willingly - base their behaviour on a flawed perception of risks and the reality which gives rise to them.



Bear in mind that the purpose of most Privacy Policies is to limit service providers' liability, not to protect the user's interests.

Message #3:

Privacy is about selective, contextual disclosure.

Social networking, behavioural advertising, data mining and excessive data sharing all undermine both selectivity and context.

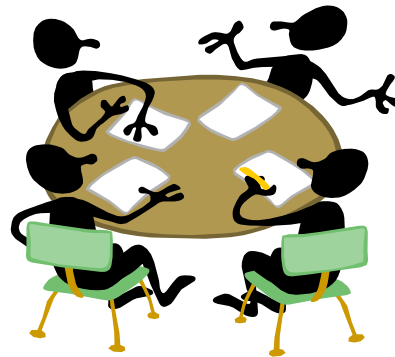
Social Challenges

“Increasingly, the threat is not from PII *per se*, but from the mining of non-personal data”

Dr. Mireille Hildebrandt, VUB

“Privacy is not about data ... it's about what use is made of it – and hence about self-determination and freedom”

Sophie in 't Veld, MEP



BUT: this requires a major evolution of privacy legislation, to take it beyond defining and protecting lists of “Personally Identifiable Information”

Practical next steps

- Privacy is a social overlay, on a data-sharing ecosystem which has many stakeholders, with diverse relationships of power and money: better privacy outcomes require a better understanding of that ecosystem;
- Fit technical mitigations into a holistic approach, with legal, compliance, policy and cultural measures;
- Remember that *ultimately*, what you are trying to control is not data, so much as the use to which that data is put... which is a human problem, not a technical one.

Some Privacy Myths

- *“If you have nothing to hide, you have nothing to fear...”*

If you've nothing to hide, you are not a social being as we understand it. And can I have your PIN, please...?

- *“Privacy is about keeping your data secret”*

Privacy is not secrecy: it is disclosure... in a context.

- *“Privacy is about data ownership: I should own my data”*

“Ownership” is a red herring; privacy is about rights over any information which could affect you.

- *“Technology is the solution”*

Privacy is a social construct: technology can only ever be a part of the solution.

- *“Privacy as a social norm is a thing of the past”*

Perhaps the worst nonsense of them all...

What these myths have in common is that they play down the value of your privacy, and the nature of information which can degrade it.

Conclusions: The Values of your Identity

Your digital identity has many kinds of value:

- *Commercial – but it may not be clear who is getting value from data about you;*
- *Legal – but today's legal definitions (of “Personally Identifiable Information” do not reflect the reality, or the risk;*
- *Personal – increasingly, you have a 'reputation' based on what computers think about you (and they are not good at forgetting or forgiving);*
- *Social – what happens online can affect your freedom in the 'real' world.*

You are a stakeholder in all these kinds of value

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Thank you...
... any questions?

Slides will be available online at:
<http://futureidentity.eu/Resources.php>

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