

# Data Privacy

a new approach may be needed

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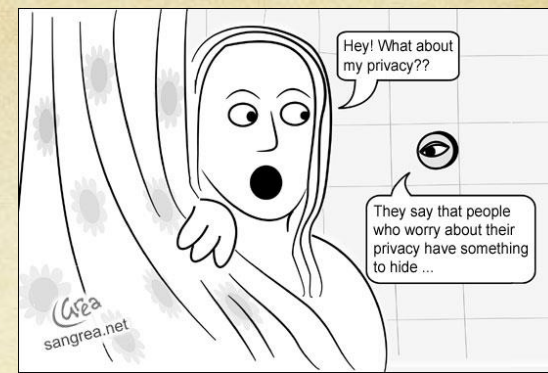
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# Now

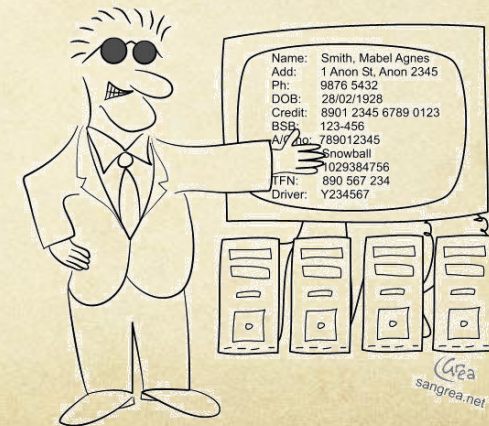
- Goal: Protection of (sensitive) personal data
- Means: Regulations, self-defined policies
- Technical aspects
  - Definitions of what is a sensitive personal data (religion, IP address, voice template?)
  - Research driven by medical context: one should not recognise someone in an anonymised database; led to the concept of personally-identifiable information
  - Big failures: reidentification is usually easy (e.g. Netflix/IMDB back in 2006)





# What if we had it all wrong?

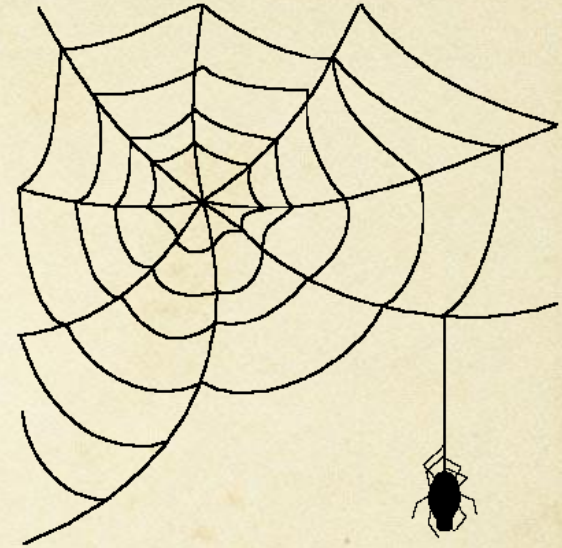
- Data analysis is progressing faster than regulation and anonymisation techniques
- Often people are happy to give away some privacy in exchange of lower prices or better services
- Nota bene: “**some** privacy”



Hey, wanna buy some data? Only slightly used!  
Heap of clicks left in it. Its last owner was a  
little old lady who only used it for shopping ...

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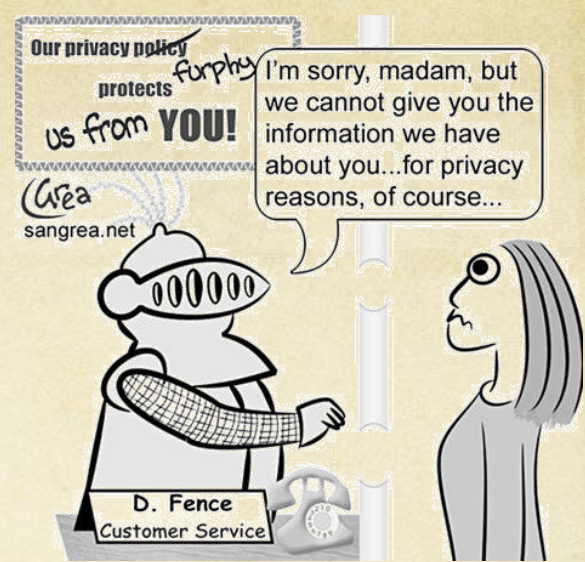
- Most focus is on protecting the privacy of individuals (or entities) but sensitive data often lies in mixing elements from various sources
- How can a company protect its org chart? Its research strategy?
- Nota bene on anonymisation: what is important is not to protect your legal identity, but the information that may be used to take decisions impacting you





# New approach: empowering people

- Enforce the right, for anyone, to know what can be deduced from the data available
- Fighting against the availability of the data will fail (even medical data will leak, genetic testing is becoming so easy!)
- Fighting against misuse of the data might succeed



Now let's see ... according to our records your daughter is gay, your son is a depressed pot-smoker, your wife had an affair in 1997, you have a \$36,000 credit card debt and viewed twelve pornographic pictures on the Internet in the last two years.

Mmm, also you've been fined for tax evasion, your best friend was a member of the Communist Party in 1973 and you have been arguing with a neighbour about a fence since 2003 ...

I'm sorry, sir, but we do not believe you are a suitable person to rent a video from this establishment.