



Privacy online

Your personal data



Social media

How many of you have an account on:

- Google,
- Facebook,
- Flickr,
- Twitter,
- Instagram,
- Snapchat,
- Vimeo, or,
- Netflix?

Social media terms of service

How many of you have read the terms of service before accepting them?

Where does this come from?

*You give us permission to use your name and profile picture and information about actions you have taken on **Y** next to or in connection with ads, offers, and other sponsored content that we display across our Products, without any compensation to you.*

Where does this come from?

You give us permission to use your name and profile picture and information about actions you have taken on Facebook next to or in connection with ads, offers, and other sponsored content that we display across our Products, without any compensation to you.

Facebook

Source: <https://www.facebook.com/legal/terms/update>

And this?

*Since the **X** button is a little piece of **Y** embedded on another website, the browser is sending info about the request to load **Y** content on that page. We record some of this info to help show you a personalized experience on that site and to improve our products.*

And this?

*Since the **Like** button is a little piece of Facebook embedded on another website, the browser is sending info about the request to load Facebook content on that page. We record some of this info to help show you a personalized experience on that site and to improve our products.*

Facebook

Source: <https://www.facebook.com/help/186325668085084>

And this?

[Y] may change, add or remove any part of these Terms at any time. If it does so, Apple will post such changes on [www.\[y\].com/internetservices/terms](http://www.[y].com/internetservices/terms). IF ANY FUTURE CHANGES ARE UNACCEPTABLE TO YOU, YOU SHOULD DISCONTINUE USING THE SERVICES. YOUR CONTINUED USE OF THE SERVICES NOW, OR FOLLOWING THE POSTING OF NOTICE OF ANY SUCH CHANGES, WILL INDICATE YOUR ACCEPTANCE OF THESE TERMS, AND OF ANY SUCH CHANGES.

And this?

Apple may change, add or remove any part of these Terms at any time. If it does so, Apple will post such changes on www.apple.com/internetservices/terms. IF ANY FUTURE CHANGES ARE UNACCEPTABLE TO YOU, YOU SHOULD DISCONTINUE USING THE SERVICES. YOUR CONTINUED USE OF THE SERVICES NOW, OR FOLLOWING THE POSTING OF NOTICE OF ANY SUCH CHANGES, WILL INDICATE YOUR ACCEPTANCE OF THESE TERMS, AND OF ANY SUCH CHANGES.

Apple

Source:

https://www.apple.com/internetservices/terms/membership_terms.html

Why is this important?

- Companies share or sell, not only the data you give them but also your web habits, to third parties (and/or governments)
- Search results, ads, news, posts may be targeted to some corporation's profile of you
- Profile data may contain information leaking your
 - Political views
 - Sexual orientation
 - Social network
 - Shopping habits
- Think for a second about the implications of all of the above

Can you take it back?

The correspondingly-named rule primarily regulates erasure obligations. According to this, personal data must be erased immediately where the data are no longer needed for their original processing purpose, or the data subject has withdrawn his consent and there is no other legal ground for processing, the data subject has objected and there are no overriding legitimate grounds for the processing, or erasure is required to fulfil a statutory obligation under the EU law or the right of the Member States. In addition, data must naturally be erased if the processing itself was against the law in the first place.

Source: <https://gdpr-info.eu/issues/right-to-be-forgotten/>

Right to be forgotten - Is it enforceable?

- European law vs international jurisdiction
- How do we know?
 - Third parties, backups etc
- What about pseudonymous data (i.e. data without name etc)

Tracking visitors

- Cookies
 - Can be deleted
- “Super cookies” and other forms
 - Trickier
- Fingerprinting
 - How unique is your browser profile?
 - IP-number?
 - User-agent? (a string about your browser and os sent with every request)

Personal data

GDPR, Article 4:1

*'personal data' means **any information relating to an identified or identifiable natural person** ('data subject'); an identifiable natural person is **one who can be identified, directly or indirectly**, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;*

Source:

<https://eur-lex.europa.eu/legal-content/ENG/TXT/PDF/?uri=CELEX:32016R0679&rid=1>

What does it take to identify a person?

Famous case: “Mr. X lives in ZIP code 02138 and was born July 31, 1945.”

Is “Mr. X” anonymous? Is the above “personal data”?

What does it take to identify a person?

Famous case: “Mr. X lives in ZIP code 02138 and was born July 31, 1945.”

Mr. X is William Weld, the governor of Massachusetts throughout the 1990s.

Source:

<http://groups.csail.mit.edu/mac/classes/6.805/articles/privacy/sweeney-thesis-draft.pdf> Computational Disclosure Control - A Primer on Data Privacy Protection by Latanya Sweeney

You can check your browser

- <https://firstpartysimulator.net/> (EFF - Panopticklick)
- There are other sites too, e.g.:
- <https://www.alodo.org/test/>
- <http://browserspy.dk/>

Protecting yourself

- Be cautious about what information you give up
- Read and understand the terms of service
- Review your browser's default settings
- Consider plug-ins that protect your privacy
- Consider using different browsers, upgrading your browser
- Consider using a VPN
- Consider using different search engines

Laboration

- Install two-three new browsers
 - Firefox
 - Chromium
 - Chrome
 - Opera
 - ...
- Visit a site for browser tests and fingerprinting and profile your standard browser as well as the new browsers (do the same with your mobile)
- Make a note of the results (fingerprint) per browser
- Install plugins that protect you (see next slide for links)
- Run the fingerprinting again and make a note of your results

Some plugins

- <https://www.eff.org/privacybadger>
- <https://disconnect.me/disconnect> (Mac OS Safari)
- <https://blog.mozilla.org/firefox/tracking-protection-always-on/> (settings for Mozilla Firefox)
- Find at least one more plugin that protects you from tracking