



DATA ETHICS

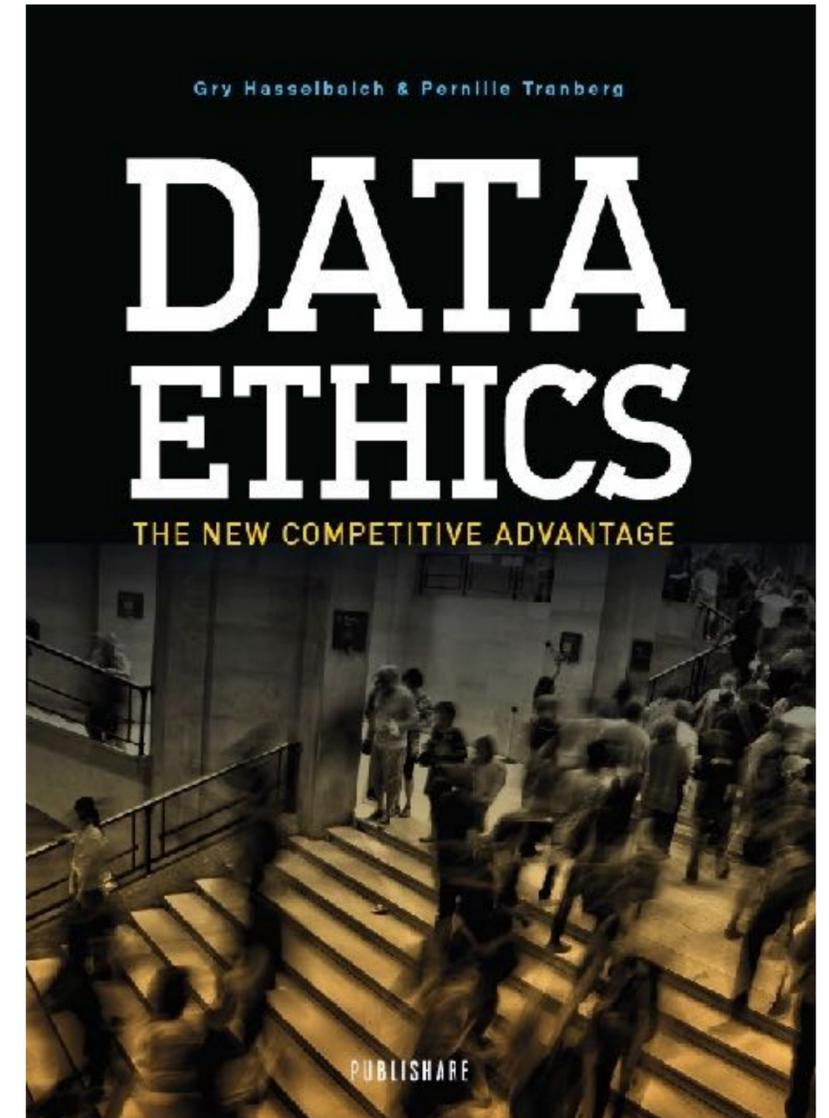


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Author of 6 books incl FAKE IT (2012) and DataEthics - The New Competitive Advantage (2016)

Co-founder of the ThinkDoTank
DataEthics.eu



Privacy Tech

adblockfast

Cliqz

findx.com

FakeNameGenerator.com

disconnect.me

Hushfile

Protonmail

startpage.com

wire.com

IBVPN.COM

TOR

OPERA



Consumers/Citizens

- 7 of 10 worried about their data
- Have started to ACT on their worry. E.g. w adblockers, 1 of 3 Europeans lie about their data (the younger the better)
- We trust the regulated and distrust those tracking us: social media, search, news
- We understand the value of our data and want control
- Convenience rules! But there is a creepiness limit



We are with data where we were with the environment in the beginning of 1960s

The New Green

digital **mistrust**



Political & Commercial Manipulation

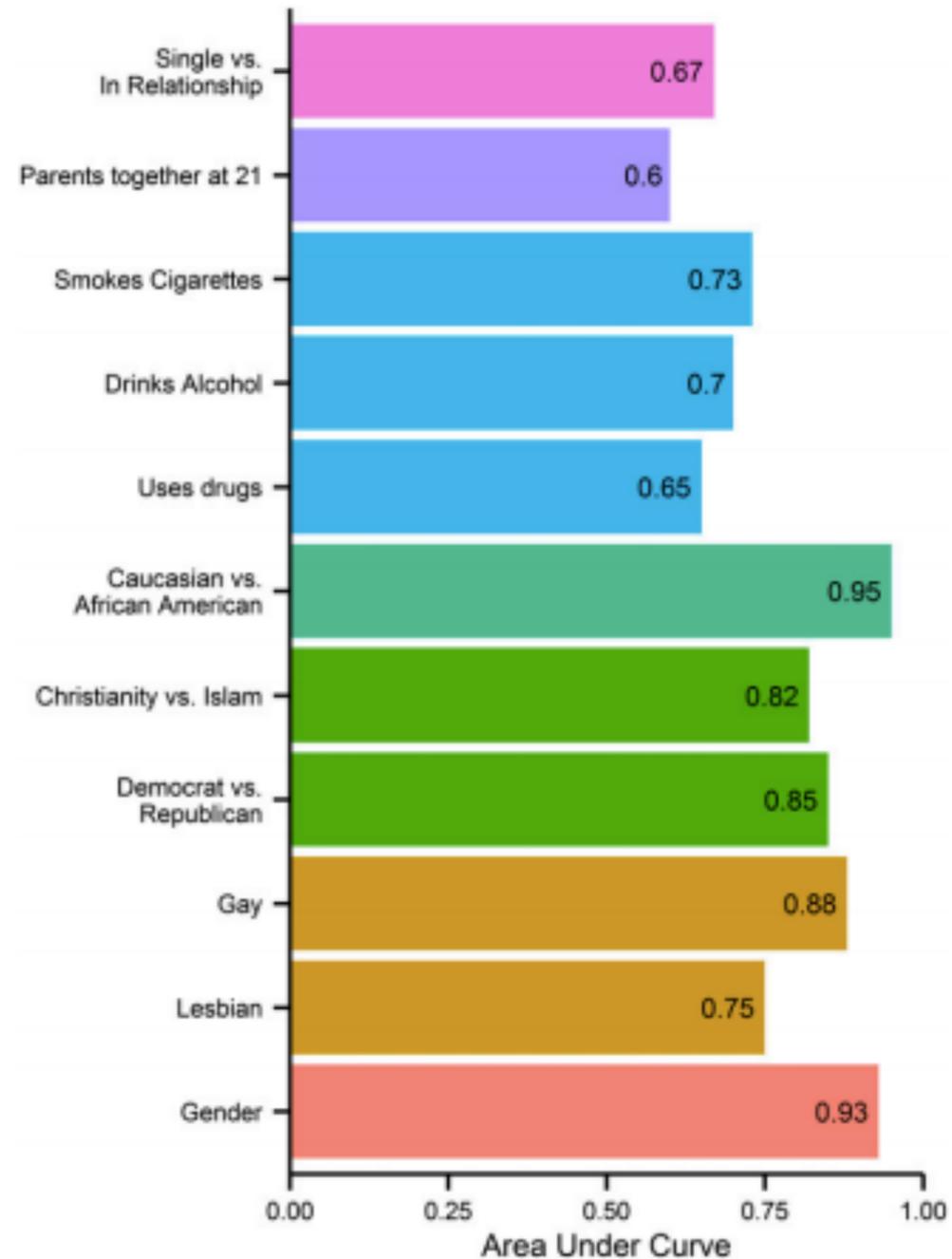


Fig. 2. Prediction accuracy of classification for dichotomous/dichotomized

Price discrimination or differentiation



Pay-as-you-behave

- Not based on solidarity or for the better of society
- It gives the employer or insurance company a lot of power over individuals



who is responsible?

Government

- enforce the law
- promote the new market for privacy tech and data ethics
- be a role model

Companies & Institutions

- create digital trust with data ethics
- give customers control over own data
- Innovate w Privacy by Design



shared responsibility

Individuals

- digital selfdefense
- demand it from gov
- chose ethical alternatives

Definition

DATA ETHICS is **responsible** and **sustainable** use of personal data.

It is the **right thing** to do for society and individual.

It is **more than compliance** with privacy laws. It is also living up to the **values** and ideas behind the privacy laws.

Or just: It is treating other people's data like you want your kid's data to be treated

Data Ethical principles

Benefit (share holders, society, users?)

Data control

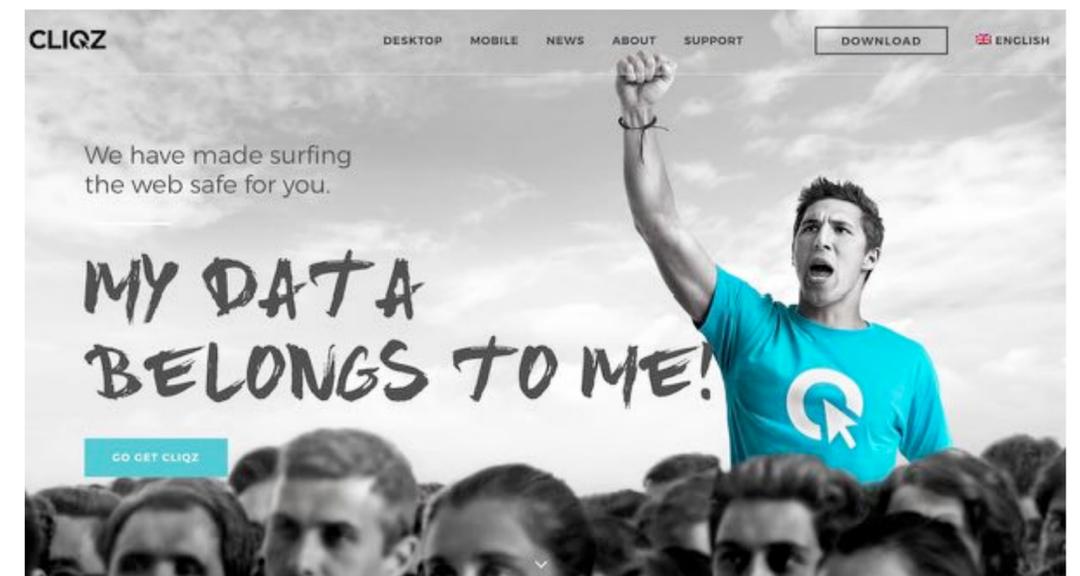
Transparency (external review? explaining the algorithms?)

Accountability (stories, cookie, zero-knowledge, on-device, anonymization)

Particular circumstances (children)

Case: CLIQZ

- protects both privacy and business data
- private by default - opt-in not opt-out
- overwrites unique data trackers - not blocking it
- you can donate anonymized statistical data and get better searches based on intent
- no data leaves your gadget
- no personal profiling



Case: APPLE

- Personal gadgets are private gadgets
- Individuals should be able to control, what data is collected about them and what they are used for
- Either we dont collect data, leave it on peoples' gadgets or if on our servers, we anonymize them
- It is YOUR messages, photos, contracts
- Privacy experts in every innovation process team
- Apple is responsible for their subcontractors/iOS platform
- We do what we ought to do - not what we can do



Case: Geomatic

- helps companies enrich data with statistical data - but non-identifiable data based on a group's interests
- no to helping one get a list of neighbours to cancer patients
- they inform their customers of what is legal/not legal - but apply ethics on it as well



Bliv klar til dataforordningen

Case: TomTom

- Customer data promise based on 10 principles (you own your data)
- Zero-knowledge; autodeletes your location data from GPS after 24 hours
- Understandable privacy policy
- Only use anonymized data to enhance their service
- Follow the strict privacy-law



Case: AXA

- Customer data promise
- Never selling to third parties
- Data Privacy Advisory Panel
 - fly them in 3 times a year
- Axa Research Fund



Case: Netminers

- 50% of alle public websites use GA
- Netminers is a Danish alternative to GA
- Data stays w you, controlled by you
- You can get a data processing agreement

Danish Police

- Coming up: New system: Pol-Intel by Palantir (all databases in one)
- Call it dataprotection-by-design
- Document user history, user access, anomyses and pseudonymises, audit logs and expiry dates
- Yes to predictive policing - on areas and groups. Not individuals



Case: LEGO

- No 3rd party cookies
- No Facebook Connect
- Data stores in DK (Europe)
- No Google Analytics
- Consent management
- Responsibility of subcontractors
- Use pseudonyms

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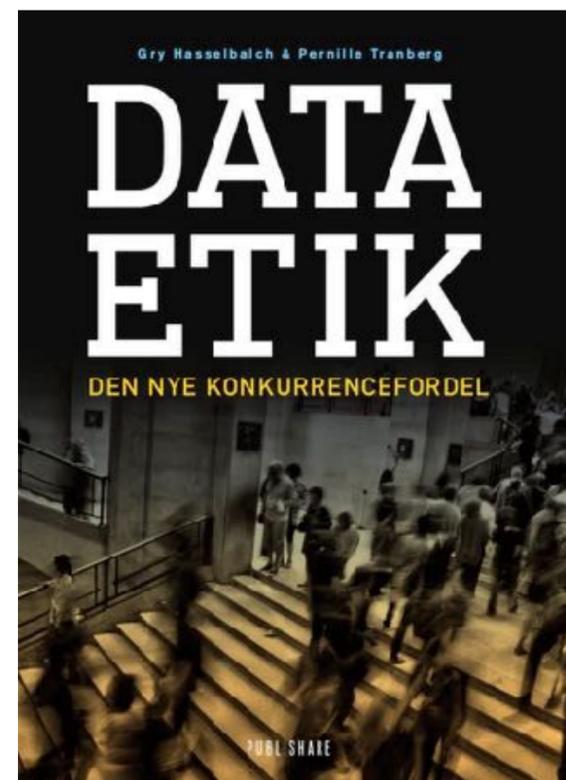
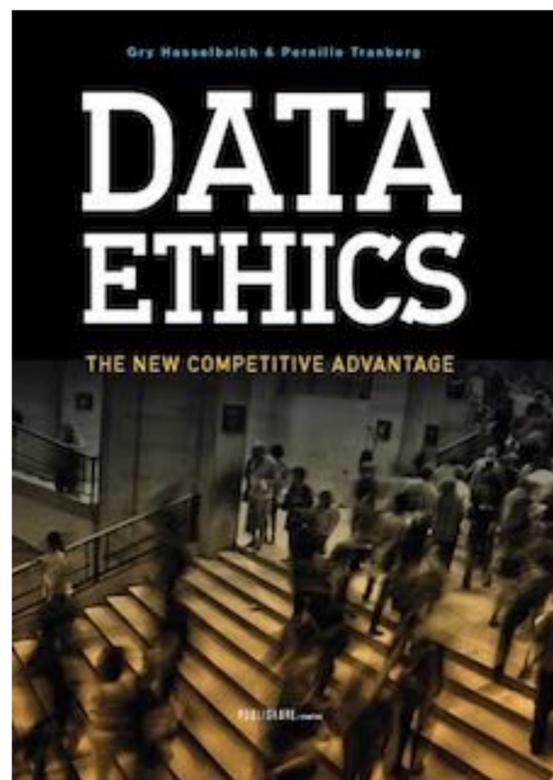
**HOW LEGO BUILT A SOCIAL
NETWORK FOR KIDS THAT'S
NOT CREEPY**

TAK

DataEthics newsletter:

dataethics.eu/newsletter

dataethics.eu/nyhedsbrev



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