Hannes Tschofenig

“The Internet was not designed with Privacy in mind. We need to redesign it.”

1) Common statement in Future Internet Architecture proposals.
Complex Eco-System

Business > Consumer Interest > Policy Makers > Technology ?
Understanding Privacy Principles in a Technology Context

- Example: Notice and Consent
  - Before the collection of data, the data subject should be provided: notice of what information is being collected and for what purpose and an opportunity to choose whether to accept the data collection and use.
Role of SDOs

• The consensus process of standards development is time consuming

• To ensure speed of innovation focus is on building blocks rather than specific standards
  • See Web development

• Considering privacy in SDOs requires a certain governance structure and commitment.
  • Example: W3C geolocation API

• Privacy communities are present not in SDOs
  • Education and awareness problem.
Is Data Minimalization the Wrong Paradigm?

- **Idea:** Make only a limited amount of information available to other communication partners.

- **Steps:**
  1. Do a privacy impact assessment on the application (e.g. road pricing)
  2. Analyze what information needs to be exchanged (e.g. location)
  3. Design Communication Architecture appropriately (multi-party computation)

- **Problems:**
  - Standards are getting more generic → difficult to do the PIA
  - Voluntary sharing of data increases (see also cloud computing)
  - Web architecture is not helping
  - Not in the business interest
Outlook

- **With privacy we are still at an early stage of the process.**
  - Compare with security
- **No agreement in the standards community what to design for**
- **Themes designed by lawyers are not well understood**
  - Example: Privacy by Design™
- **IAB Approach: Community-wide discussion about privacy needed**
  - Speaking the same language: Privacy Terminology
  - Helping protocol designers: Public Policy / Privacy Considerations for Internet Protocols
  - Education: Getting the privacy community involved
  - What can technology do? Internet Privacy workshop (8th and 9th December, 2010) organized by MIT, IAB, ISOC and W3C.