

# Data protection & Citizens rights

## End users approach

Miguel Pérez Subías  
Internet Users Association



# Attitudes towards data protection

- **93%** of adults say that being in control of **WHO can get information** about them is important
- **90%** say that controlling **WHAT information is collected** about them is important
- Around **seven out of ten people** are concerned about **their information being used for a different purpose** from the one it was collected for

# Attitudes towards data protection II

- Less than a **5% of respondents admit that they fully read privacy statements** when they are asked to provide personal information online
- Only 15% feel they have **complete control** over the information they provide online; one in three people (31%) think they **have no control over** it at all
- **Only over a third** of Europeans are aware of a **national public authority** responsible for **protecting their personal data rights** (37%)
- **71%** of Europeans feel that **there is no alternative** other than to disclose personal information if they want to obtain products or services. **Attitudes towards data protection**

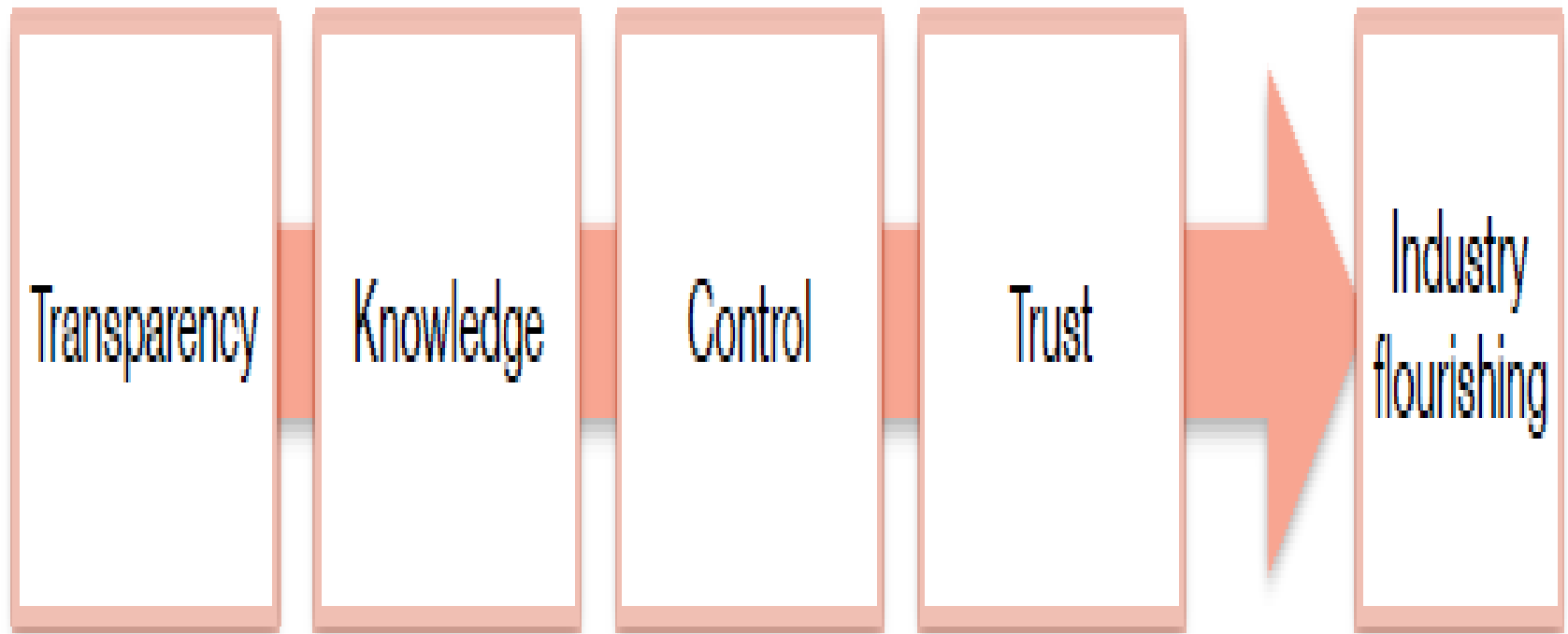
# Legal framework

- New services and applications agree with the actual legislation
- Changes in our regulation to meet the new situations that draw technologies.
- Interoperable Networks ( Telecom and Social networks)
- Little competition on digital new apps/services

# Services and applications framework

- Transparency about our data handling
- Easier access to our personal data
- Interoperability to transfer personal data from one service provider to another
- Clear consent requirement if required
- No more "Terms of Service" for end users
- Increase responsibility and accountability
- Data protection by default & by design

# Our formula





# TYPES-PROJECT.EU

- **TYPES (Towards transparency and privacy in the online advertising business)** plans to demonstrate solutions that protect individuals' privacy while empowering the users to control how their data is used by service providers for advertising purposes
- Founded by the **EU Horizon2020** R&I programme
- **TYPES Consortium:** Eurecat, Telefónica I+D, NEC Europe LTD, Wedia Limited, Fundación Imdea Networks, The Open University of Israel, Universidad Carlos III de Madrid, Interactive Advertising Bureau Europe, UPCOM BVBA, Asociación de Usuarios de Interne



# TYPES-PROJECT.EU

## Before TYPES



- What personal information is being used?
- Who is benefiting from my personal data?
- How can i protect myself?
- What is the value of my information



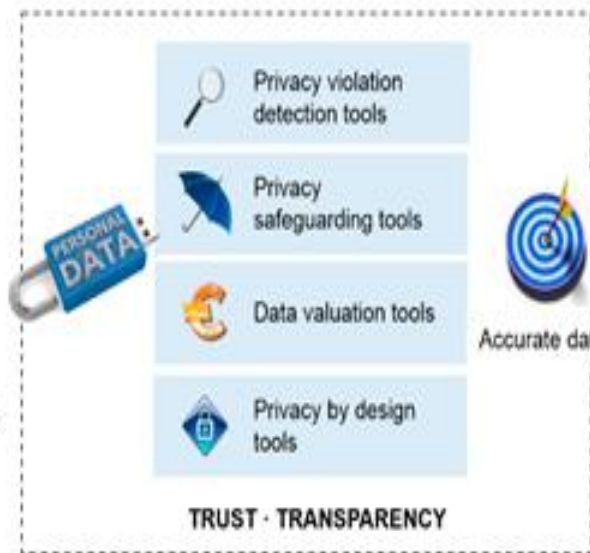
ONLINE ADVERTISEMENT  
STAKEHOLDERS

ONLINE ADVERTISEMENT  
MARKET

## After TYPES



- I know what data is used.
- I control who access my data.
- TYPES protects my data.
- I know how much my data is worth.



ONLINE ADVERTISEMENT  
STAKEHOLDERS

ONLINE ADVERTISEMENT  
MARKET





# What personal data is used? Who is benefiting from?

## Monitoring tools to detect collection of end-users' information

- Providing the end users with tools that allow them to know what pieces of their information are being collected by advertising platforms (e.g., aggregators or data brokers) is essential to bring transparency to the ecosystem and thus increase end-users' trust.

### The results :

- A **web browser plug-in** that analyses and reports the collection of information as well the possible transfer of such information between aggregators.
- A **network proxy that is able to analyse in real-time** the traffic of end-users and identify any potential violation of the end-user privacy.

# How can I protect myself ?



## Privacy safeguarding tools

- We plan to design and implement solutions that allow end-users to define, with some granularity, which data they wish to share with aggregators or other advertising platforms and enforce that only these data can be collected.

### The results:

- A **web browser plug-in** that provides a friendly configuration interface where the end user can define their privacy preferences and that enforces that only the allowed data is transferred to advertising platforms.
- The implementation of the **required algorithm in a network proxy/middleware** that guarantees that only end-user's allowed information can be collected by online advertising platforms.

# What is the value of my information?



## Data valuation tools

- Estimating the value that the online advertising market or end-users associate to different pieces of data is largely unknown and notoriously difficult to estimate. Unveiling such information would be beneficial for both end-users and online advertising platforms and will contribute to the final goal of TYPES by providing enhanced transparency in the online advertising ecosystem.

### The results :

- Tools to unveil the value that end-users give to different pieces of information.
- Advanced tools to assess the value that the online advertising market assigns to different pieces of information.

# Manage your personal profile



## Privacy-by-design advertising and marketing solutions

- We aim to implement solutions in the context of advertising and marketing that are by definition privacy preserving. This type of solutions would help to tremendously increase the trust of end-users in the online advertising ecosystem.

The results:

- The implementation of a Privacy-by-Design Data Broker that will serve as interface between end-users and the different players in the online advertising market.
- Methods to assess the potential privacy threats due to the merging of various types of data sources as well as scalable anonymization algorithms to address those threats.

# AUI deliverables

- **[www.BetaCitizens.eu](http://www.BetaCitizens.eu)**, a portal to beta-test social apps with real end users. We will implement gamification techniques to involve end users and social communication strategies to promote the active participation of organizations and personalities as ambassadors
- **[www.TestYourPrivacy.eu](http://www.TestYourPrivacy.eu)**, is a portal to respond end users about these privacy basic questions

# TYPES & AUI contact

[www.TYPES-project.eu](http://www.TYPES-project.eu)  
[www.TestYourPrivacy.eu](http://www.TestYourPrivacy.eu)  
[www.BetaCitizens.eu](http://www.BetaCitizens.eu)

Miguel Perez Subias  
mps@au.es - +34 609032287

