



# Trust frameworks and personal data

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Presentation title – Client name

# ISOC is 25 this year!

Password disclosure at borders ...  
Encryption backdoors . . .

...

## Internet Society speaks out against proposed password disclosure requirements

 21 February 2017  Public Policy

Today, the Internet Society, along with 50 organizations and trade associations and nearly 90 individual experts who care deeply about an open, trusted Internet, expressed our deep concerns that the U.S. Department of Homeland Security may require individuals to disclose their social media account passwords as a condition of entry into the United States. Last week, the new U.S. Secretary of Homeland Security indicated that the U.S. government is considering such a policy as an element of border screening.

We signed onto this statement because we believe that this policy would gravely undermine Internet security and would represent an alarming intrusion on individuals' rights of expression, opinion and privacy. We also worry that other nations may replicate this approach, leading to a cascading decline in Internet security for users across the globe.



## Data protection/compliance is falling short of protecting consumers

The data protection approach to protecting privacy is over 35 years old

In the consumer space, outcomes are still poor:

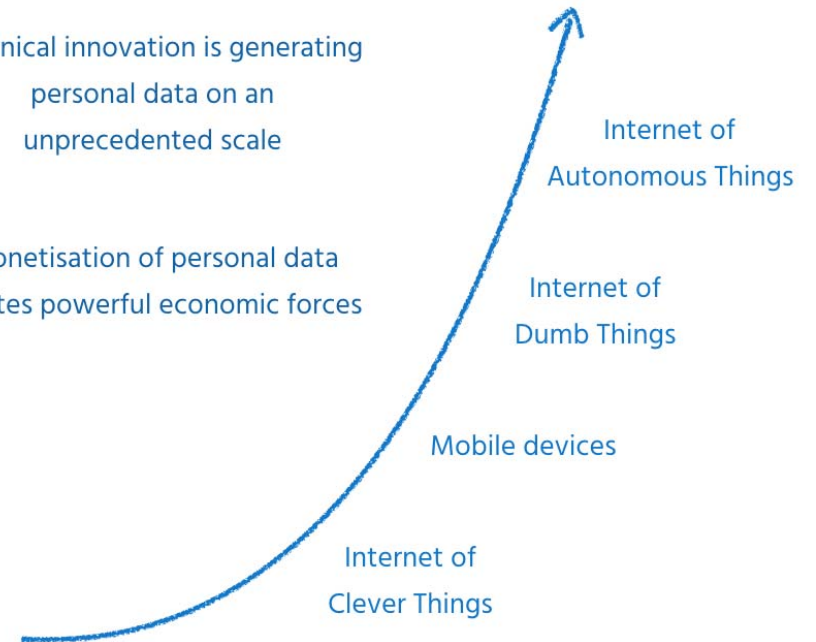
- Apps and objects that gather data not associated with their function
- A data monetisation ecosystem that compromises users' privacy
- “Consent” notices that flout the spirit of the law (for instance, on cookies)

Poor outcomes damage user trust and adoption

Exponential growth of data makes the problem worse

Technical innovation is generating personal data on an unprecedented scale

Monetisation of personal data creates powerful economic forces



## A Recent, Real-World Example

- ✦ Share your child's intimate thoughts with random strangers!
- ✦ Pay for the toy,
- ✦ Pay again with your data,
- ✦ Pay again when the data is ransomed!
- ✦ No need to worry about security, simply enable Bluetooth on your phone!
  
- ✦ One retail product, aimed at young children
- ✦ Over 800,000 accounts/profile photos compromised
- ✦ Over 2 million voice recordings exposed



## The Internet Society Calls for an Ethical Approach

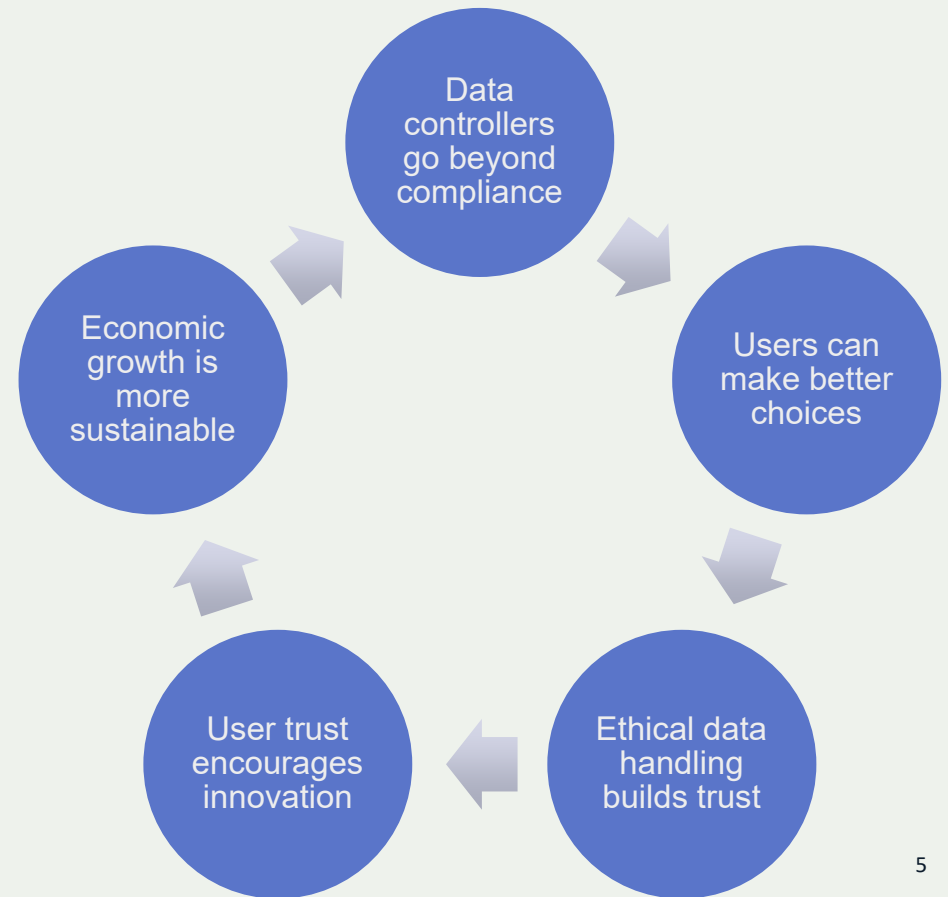
For users:

- Clear guidance at the point of decision
- Transparency of data usage
- Effective accountability and redress

For data controllers:

- Practical guidance about ethical design
- A clear trust framework for certification
- Cross-border audit and accountability

Ethical data handling creates a virtuous cycle



## Making Ethical Data Handling The New Norm

### Consumers/citizens:

- Consider the values that your choices reflect
- Cultivate those habits that protect your interests
- If necessary, “vote with your feet” (or your wallets)
- Press for – and use - appropriate tools

In a data-driven economy, we are all stakeholders – and we should all act accordingly

### Data controllers:

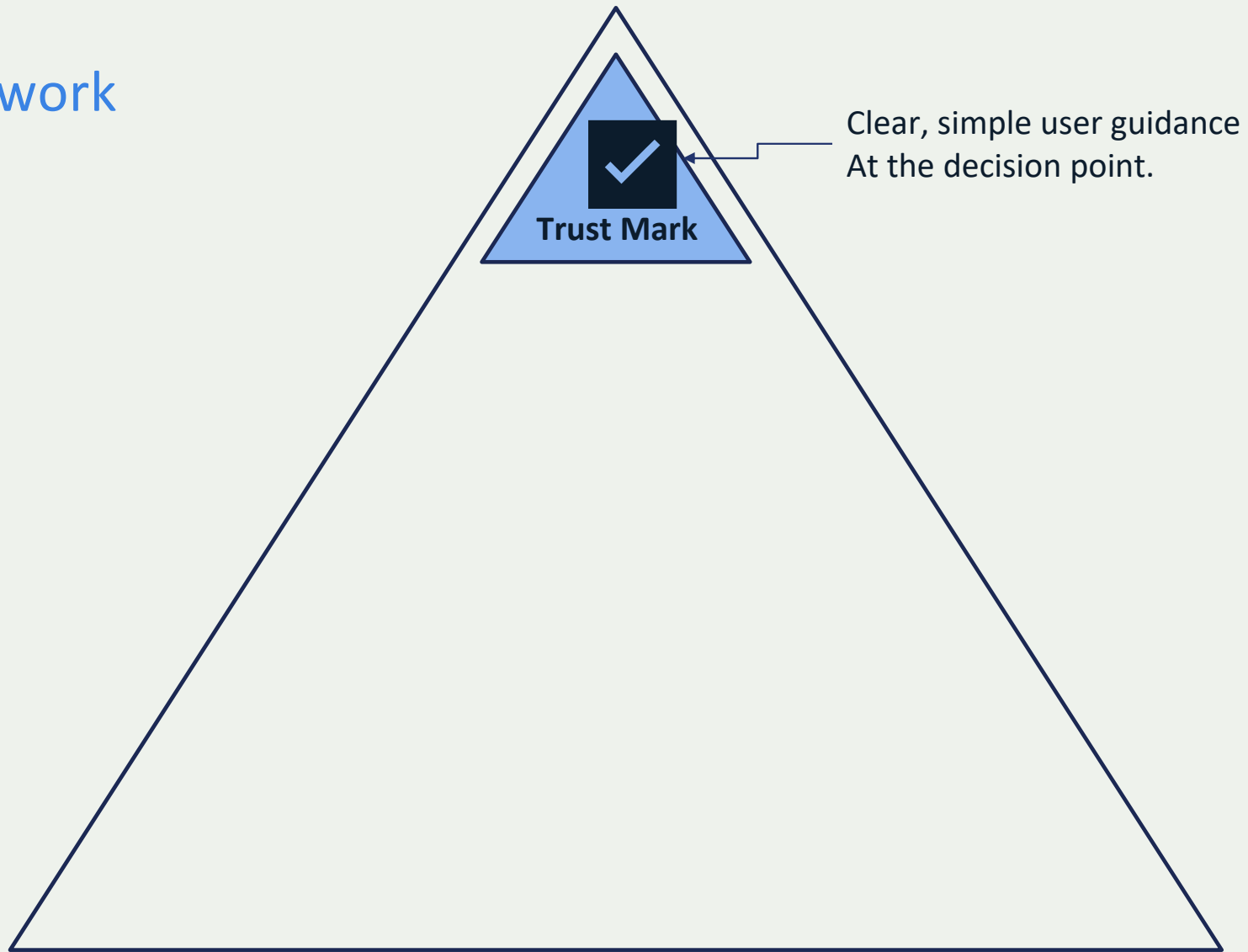
- Publish ethical data commitments and stand by them
- Be honest and fair about consent and re-use
- Be transparent about your business model
- Embody ethics in product/service design

### Policy makers:

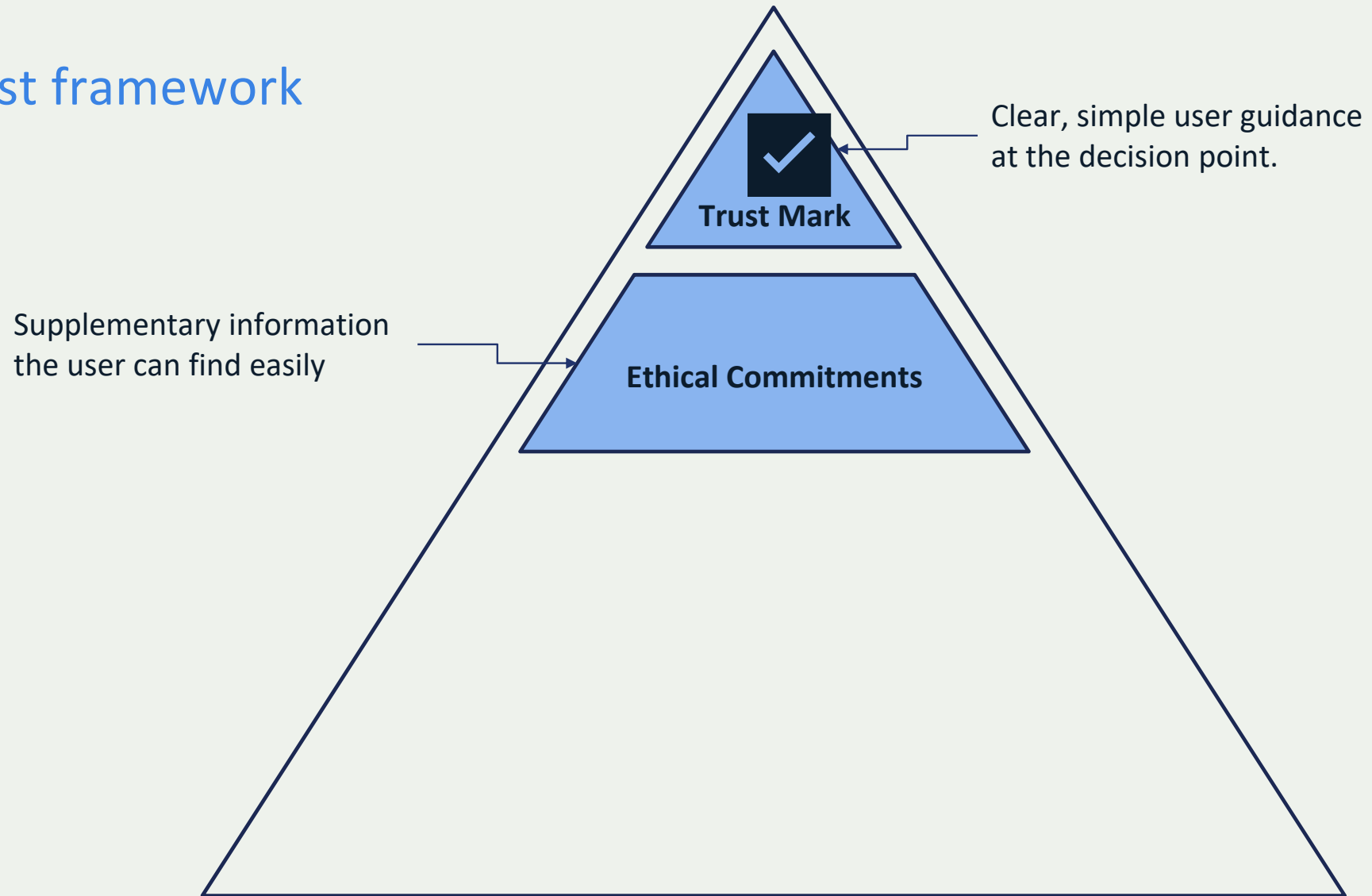
- Pre-empt or correct market failures
- Prioritise *sustainability* in the data-driven economy
- Use the available measures:
  - Education, awareness-raising
  - Economics
  - Regulation



# Trust framework

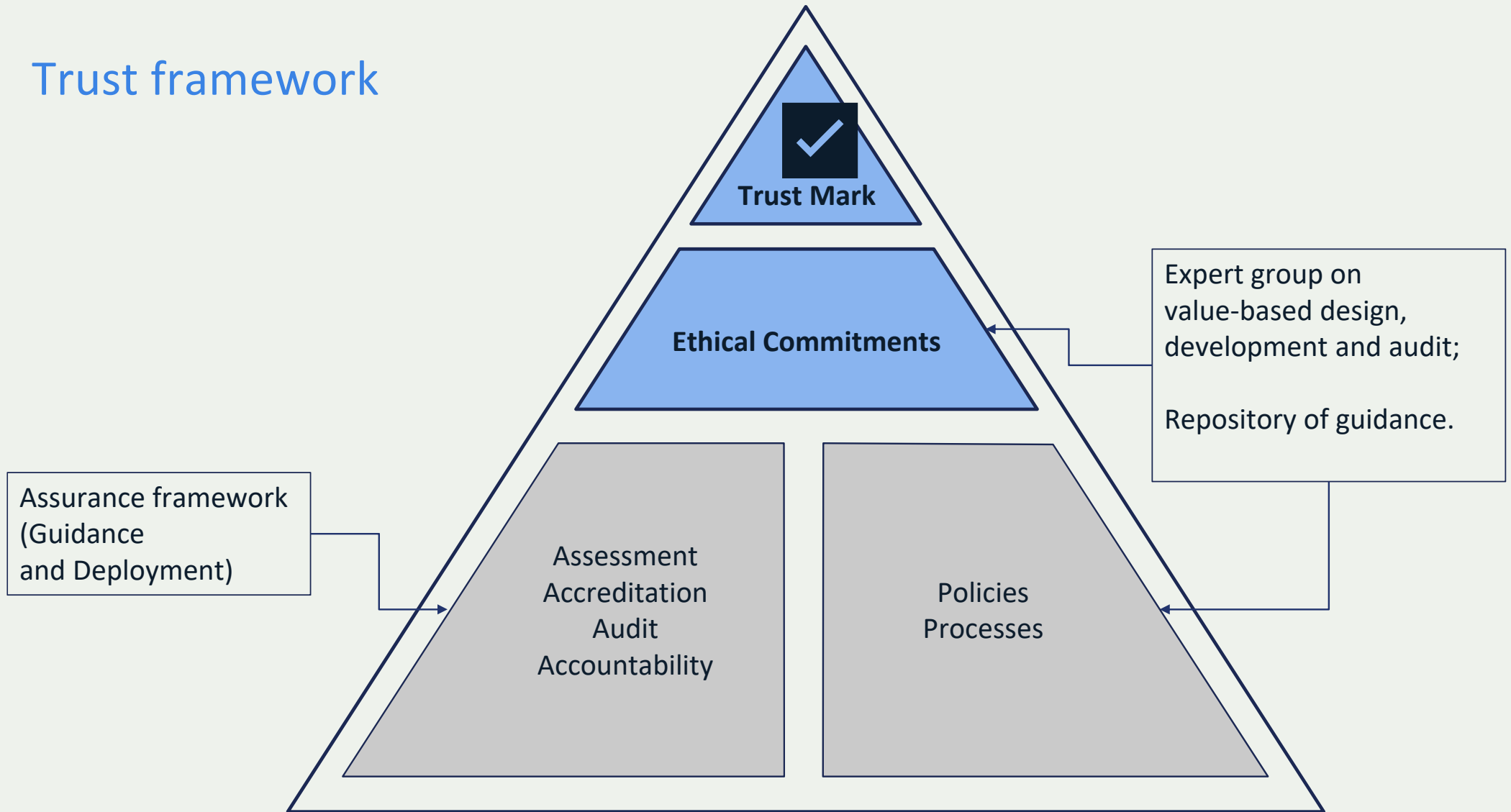


# Trust framework





# Trust framework



## Ethical Data Handling Is The Foundation For Trust.

- Ethical data handling is the foundation for trusted products and services
- Increases users' confidence in adopting innovation
- Enriches the relationship with the consumer/citizen
- Leads to more sustainable economics
- Makes compliance easier to achieve



# Thank you.

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