Trust frameworks and personal data

eema 30th anniversary conference
London, July 2017

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ISOC is 25 this year!

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

...
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

Clear, simple user guidance
At the decision point.
Trust framework

- **Trust Mark**: Clear, simple user guidance at the decision point.
- **Ethical Commitments**: Supplementary information the user can find easily.
Trust framework

- Trust Mark
- Ethical Commitments
  - Expert group on value-based design, development and audit;
  - Repository of guidance.
  - Policies
  - Processes
  - Assessment
  - Accreditation
  - Audit
  - Accountability

Assurance framework (Guidance and Deployment)
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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