

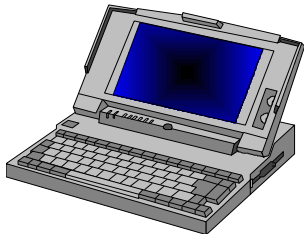


Engineering Privacy Property

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UCL



Private Property

- Private, Keep Out.
- Imagine you rented your shoes
- Every now and then, they say
 - “You’re wearing the soles out walking like that”
 - “Time to get re-soled.”
 - “You’re not walking enough steps”
 - “Your doctor may need to know”
 - “That walks a bit gay”
 - “Why not Try this LGBT dating site?”

Privacy Properties

- Not especially new, despite claims
 - What's behind the Arras, mum?
 - Or indeed, whispers in ancient Rome
 - Or dramatic irony in ancient Greek drama
- The idea of a persona
 - We present differently to different people
 - Because we're not all the same

Privacy Proprietaries

- Principle of least astonishment
 - Property is about ownership
 - But data is more subtle...
 - Not just of things, but of personal space
 - Online (cyber) space should be no different

Human Data Interaction (HDI)

- Legibility
 - Aka transparency: who knows what?
- Agency
 - Aka power: who has rights for what?
- Negotiability
 - How do we change
 - permissions,
 - ownership,
 - Even rules?

Data isn't property

- Obvious:
 - I give you a copy, I still have mine
 - Copy costs nearly zero
- Less obvious:
 - I change execute rights to program
 - I change other use rights?
- Isn't even just IP

Engineering

- Default should afford equal power
 - to data subject, source, originators
- Agency
 - can I share or delete data?
- Negotiability
 - can I charge, refuse, revoke access
- Legibility
 - Do I know and understand all this?

Where is data?

- May matter
 - gdpr/cloud/jurisdiction/redress
 - Power/symmetry/coercion
- Retain data, or use trusted 3rd party
 - Or enclave/escrow –
 - someone we pay who isn't even curious?

Summary

- Just because we virtualise something...
 - ...doesn't make it ok to treat it different
- Data is payment too
 - She who has my data, owes me.
- Think about your shoes
 - As you walk out of here