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”
    • “You’re 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 3\textsuperscript{rd} 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