CONTEMPORARY EUROPEAN POLITICS - 2022
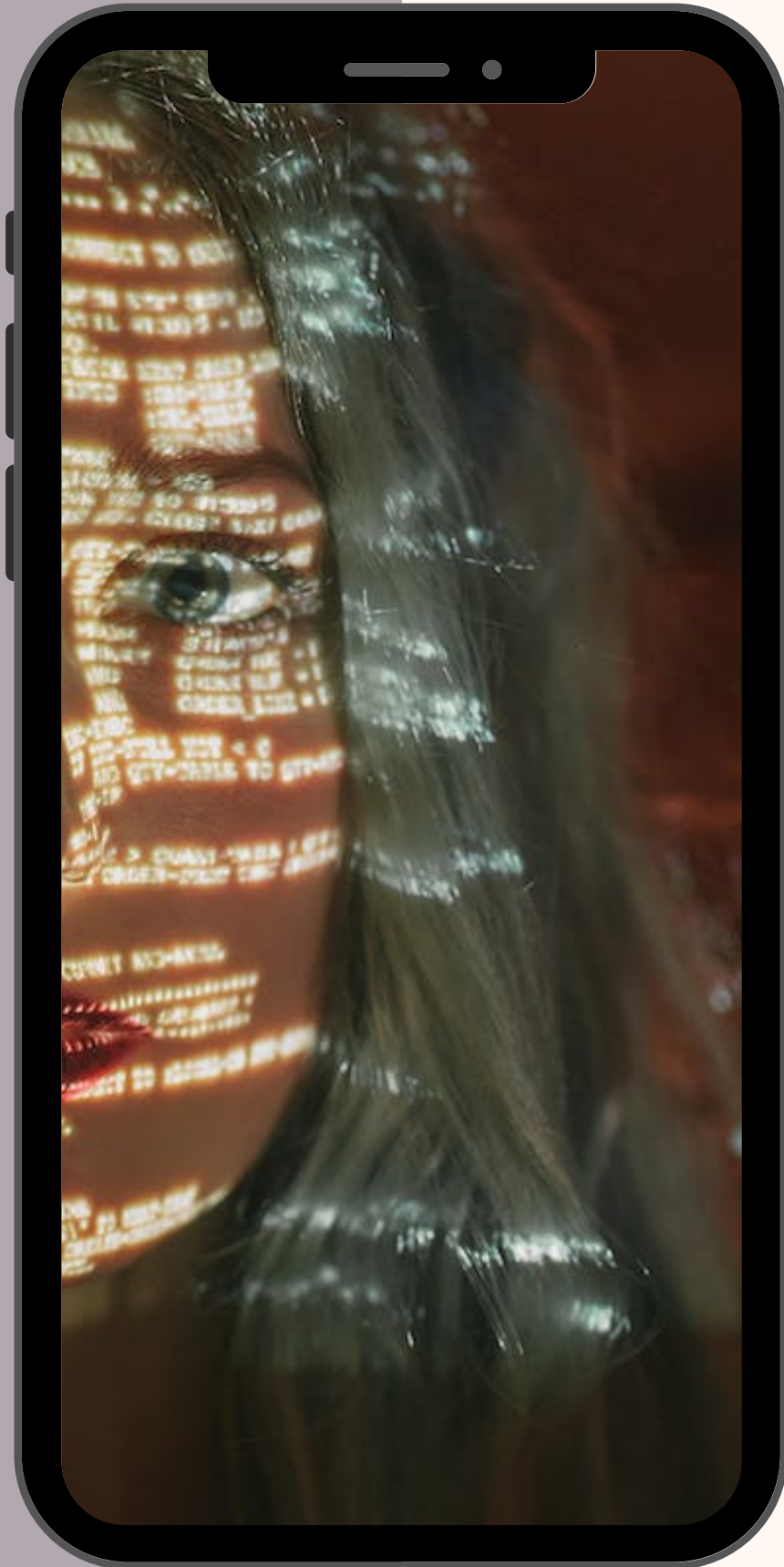
THE USE OF PRIVATE DATA

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SUMMARY

1 Definition: Data privacy / data protection

2 Laws about data protection in the EU

3 What are the stakes of data privacy?

4 Controversy / cases

5 Our solutions

6 Consequences of the solutions / future

DATA PROTECTION

Process of protecting sensitive data from corruption or loss, and providing the capability to restore the data in the event they were inaccessible or unusable

TRADITIONAL DATA PROTECTION

-backup
-restoring
-archiving

DATA SECURITY

-encryption
-access control
-threats monitoring

DATA PRIVACY

-legislation
-best practices

[Identify Person]

DATA PRIVACY

Proper storage, protection and access to personal data (names, addresses, credit card,...)

-legal framework : data privacy laws
-company policy : protect employs and user's data
-best-practice : raise awareness about data privacy
-third party : cloud service providers
-data governance : standard practice used by the company to store and use data
-global requirement : legal jurisdiction around the globe (ex : EU)
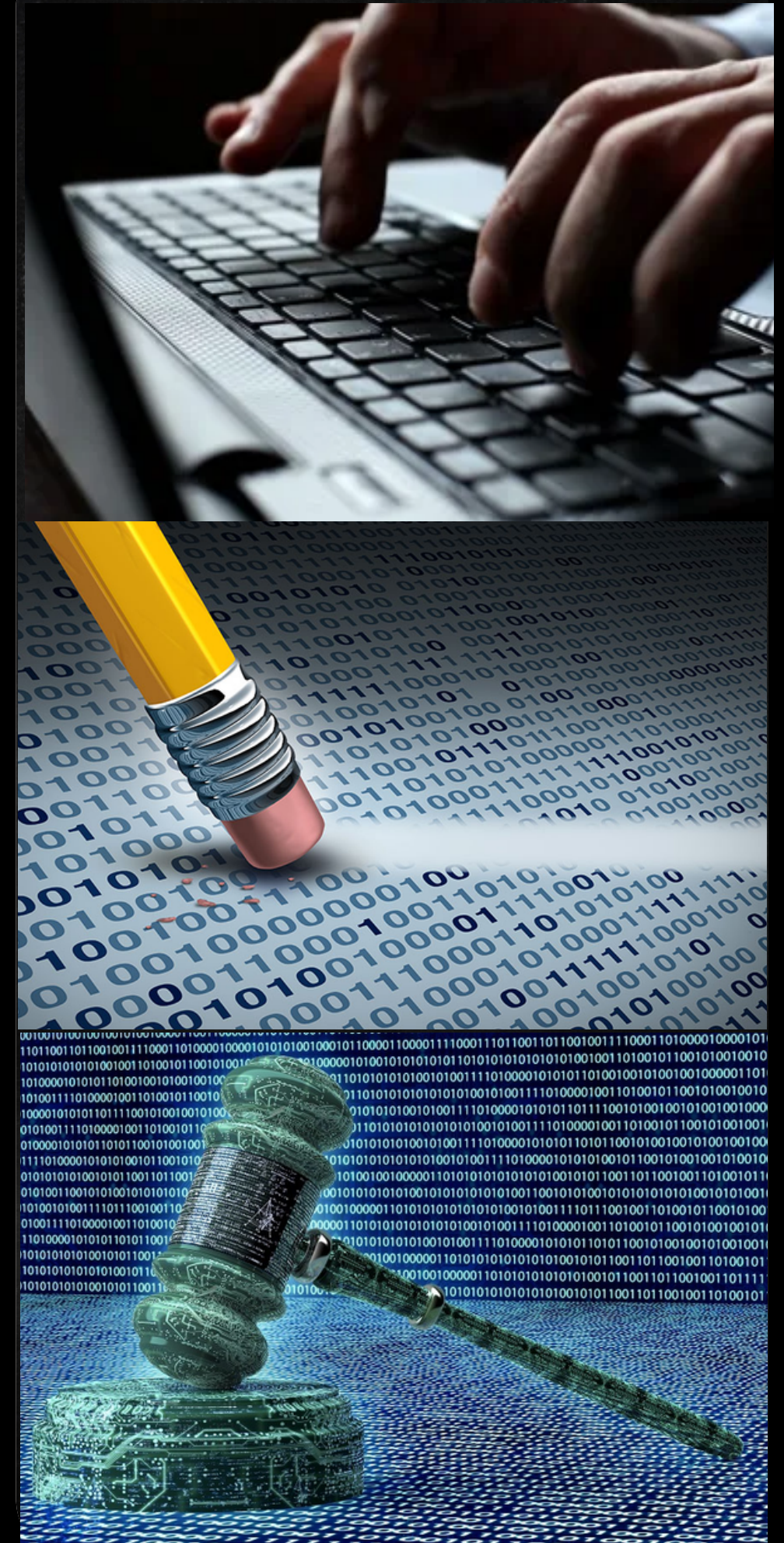
LAWS

General Data Protection Regulation

- *Harmonize*
- *Protect and empower*
- *Reshape*

THE 3 MAIN PRINCIPLES OF GDPR

- The right to rectify
- The right to be forgotten
- Civil Action
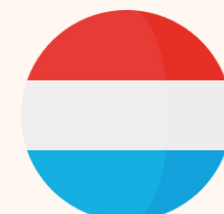
BIGGEST GDPR FINES
BY COUNTRY

€ 50,160,083 *H&M*

€ 57,714,300

€89,624,096 **TIM**

€ 225,877,900

€ 746,257,900

WHAT ARE THE STAKES OF DATA PRIVACY?

The companies that know most about you in 2021

Ranking apps based on % of personal data collected

What can companies tell from image recognition?

The personal data that recognition software helps companies collect from you

Facial recognition
Recognises people and their key attributes

Background recognition
Detects elements in shot, establishes environment

Object recognition
Can identify an object or product within an image

#	Company	Face recognition	Environment recognition	Product recognition	Your contacts	Voice data/ recognition	Access to image library	Languages
1	Facebook	•	•	•	•	•	•	•
2	Instagram	•	•	•	•	•	•	•
3	TikTok	•	•	•	•	•	•	•
4	Twitter	•	•	•	•		•	•
5	Tinder	•			•		•	

Find the full report at clario.co/blog/which-company-uses-most-data

clario.

#		Company	% of data collected
1	—	Facebook	79.49%
2	—	Instagram	69.23%
3	—	Tinder	61.54%
4	—	Grindr	58.97%
5	—	Uber	56.41%
6	∧	TikTok	46.15%
7	∨	Strava	43.59%
8	∨	Tesco	35.90%
9	∨	Spotify	35.90%
10	∨	Myfitnesspal	35.90%
11	NEW	Clubhouse	33.33%
12	∨	Jet2	33.33%
13	∨	Credit Karma	33.33%
14	∧	Twitter	33.33%
15	∧	Airbnb	33.33%
16	∨	Lidl Plus	33.33%
17	∧	American Airlines	30.77%
18	∧	eBay	28.21%
19	∨	Netflix	25.64%
20	∨	Nike	25.64%
21	∨	ASOS	25.64%
22	∨	Depop	25.64%
23	∨	Ryanair	25.64%
24	∨	Ocado	25.64%
25	∧	Sleepcycle	25.64%
26	∨	Paypal	25.64%
27	∧	Google Maps	23.08%
28	NEW	YouTube	23.08%
29	NEW	Slack	23.08%
30	∨	IKEA App	23.08%
31	∨	Amazon	23.08%
32	∨	Trainline	23.08%
33	∨	Slimming World	23.08%
34	∨	Walmart	23.08%
35	∧	Whatsapp	20.51%
36	NEW	Zoom	20.51%
37	∨	Deliveroo	20.51%

Column headers (attribute categories): Email, Name, Age, Gender/sex, Sexual orientation, Marital status, Race, Religious belief, Live location, Home address, Employment status, Job title, Pet ownership, Mobile number, Home phone number, Phone/device type, Hobbies, Interests, Height, Weight, Next of kin, Mother's maiden name, Current employers, Past employers, Bank account details, Salary, Social profile (friends), Social profile (hobbies), Social profile (interests), Country of birth, Allergies/intolerances, Health & lifestyle info, Image recognition (face) NEW, Image recognition (environment) NEW, Image recognition (products) NEW, Contacts, Voice data/recognition NEW, Access to image library NEW, Languages NEW
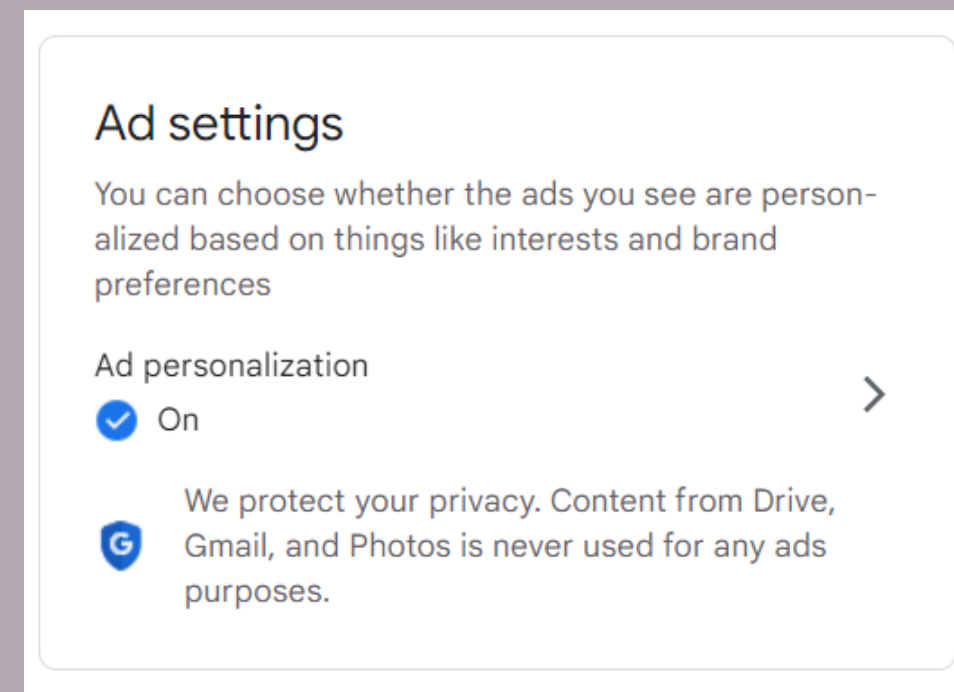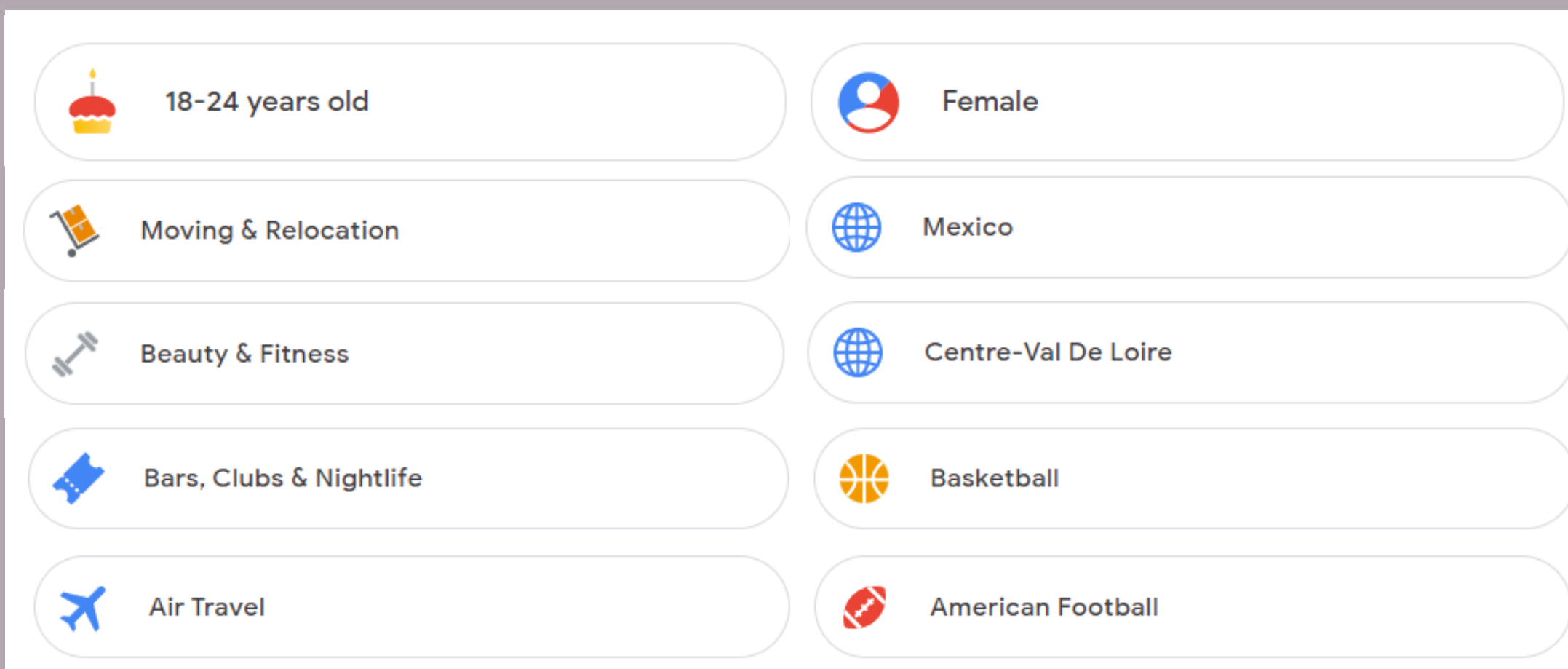
PROBLEMS WE ARE FACING

1 Lack of information / knowledge in Big Data - Data Privacy Rights

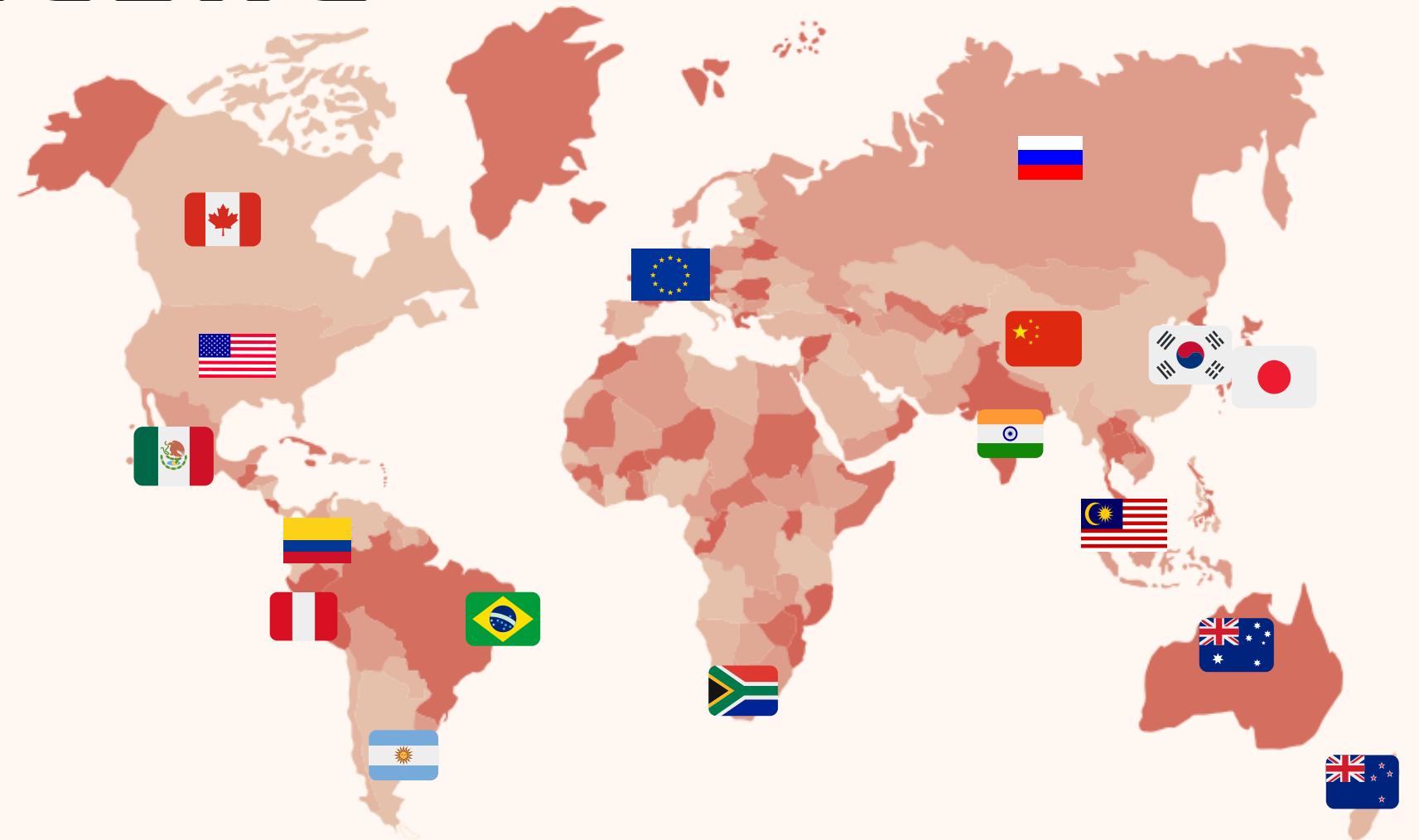**2** Different or even non exixtant legislation in other countries (outside the EU)

3 High Tech companies Business Model (earn money from marketing)

4 Creation of the Satellite EU

5 Democracy in risk

CONTROVERSY

THE FACEBOOK-CAMBRIDGE ANALYTICA SCANDAL

Data collected for academic purposes by a psychological test in an app

Cambridge Analytica bought this data of Facebook users

Only 270 000 people downloaded the app, but Cambridge Analytica had data of over 80 million people

Data misused for political campaigns like the US presidential election in 2016
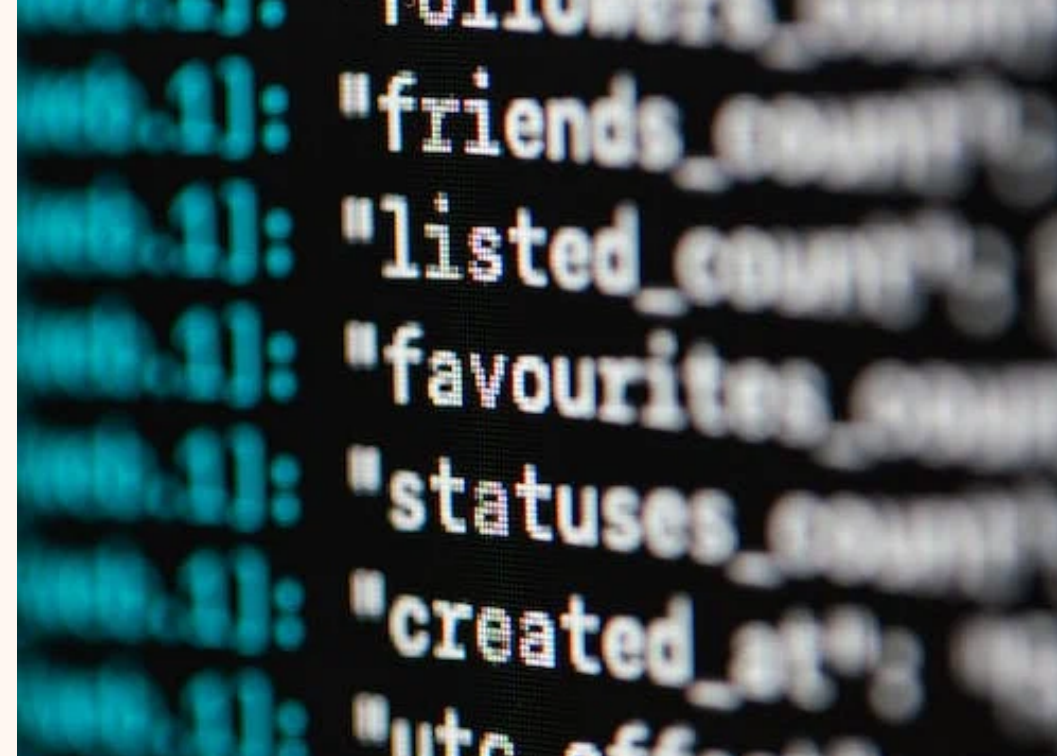
SOLUTION

1
INTERNATIONAL AGREEMENTS WITH COUNTRIES OUTSIDE THE EU

- Stablish a common legislation for most of the countries
- Global Data Policies

2
PEOPLE KNOW THEIR RIGHTS AS A USER

- Obtaining consent when using cookies or accepting the General Data Protection Regulation

3
TAXATION HIGH TECH SOCIAL MEDIA COMPANIES

- The amount of taxes charged has to be proportional to the amount of data they are collecting

4
PROMOTE THE STUDY OF DATA SCIENCE

- Lot of data but few people know how it works
- Create more Data Security Work Areas that control and review if the GDPR or private data policies has been violated

CONSEQUENCES

1   Governments not willing to colaborate Each president/politician has their own interests
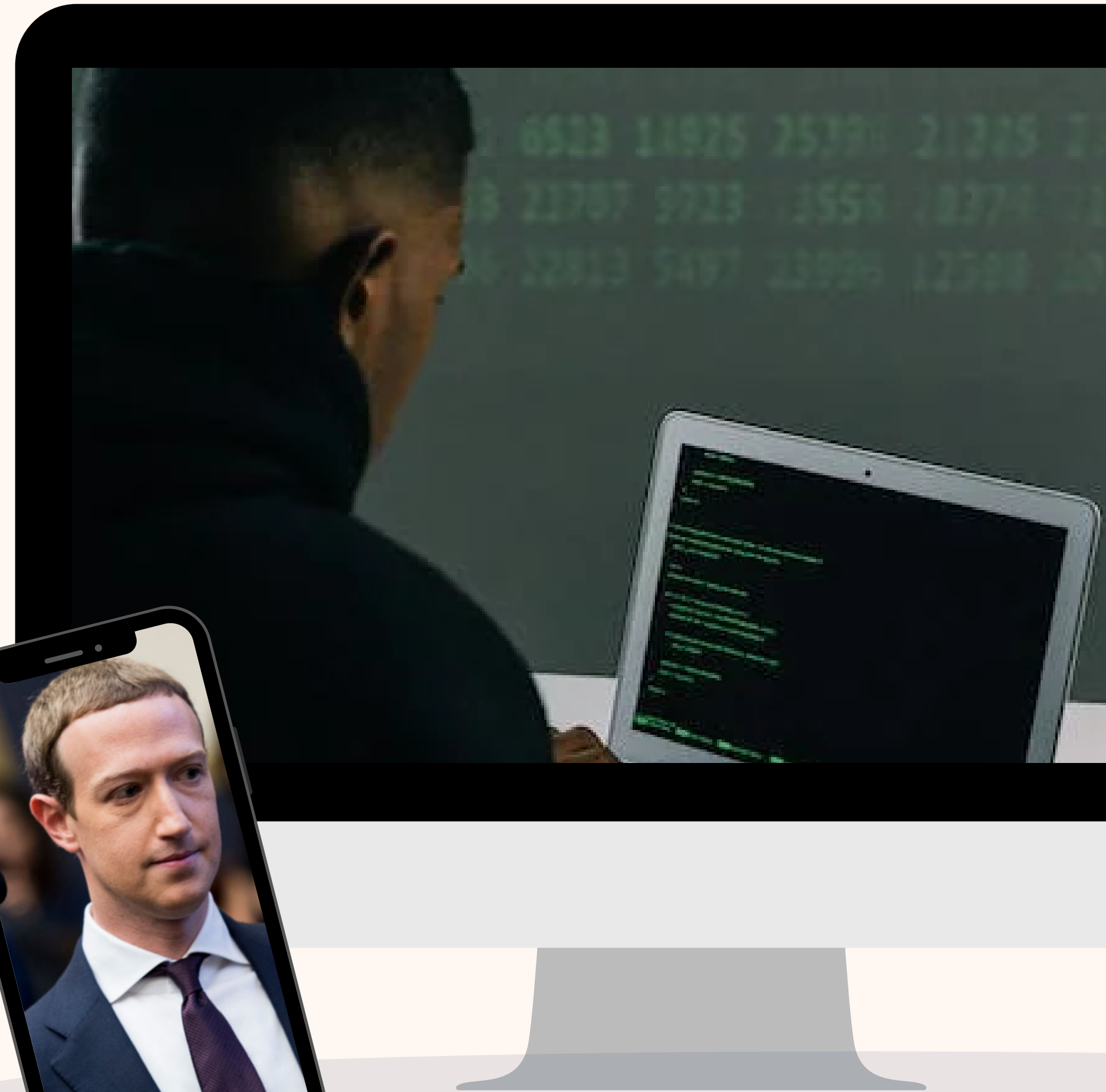
2   Important information in small letters (GCU), lack of clarity/transparency

3   CEOs of High Tech/ Social Media Companies have more power than governments

4   Long term plan while social media is changing to fast, lack of knowledge by the consumers

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