

WEDF 2021 Student's initiative



Hello! I am Christina Varytimidou

LLM candidate in Technology, Media and Telecoms Law, Queen Mary University of London TITLE: "Living in the era of personalization: The illusion of valid consent"

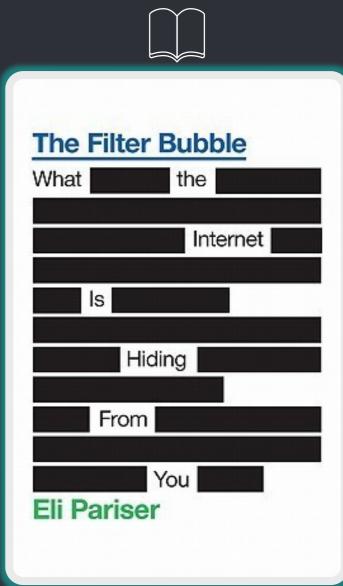
STRUCTURE

Free online business model

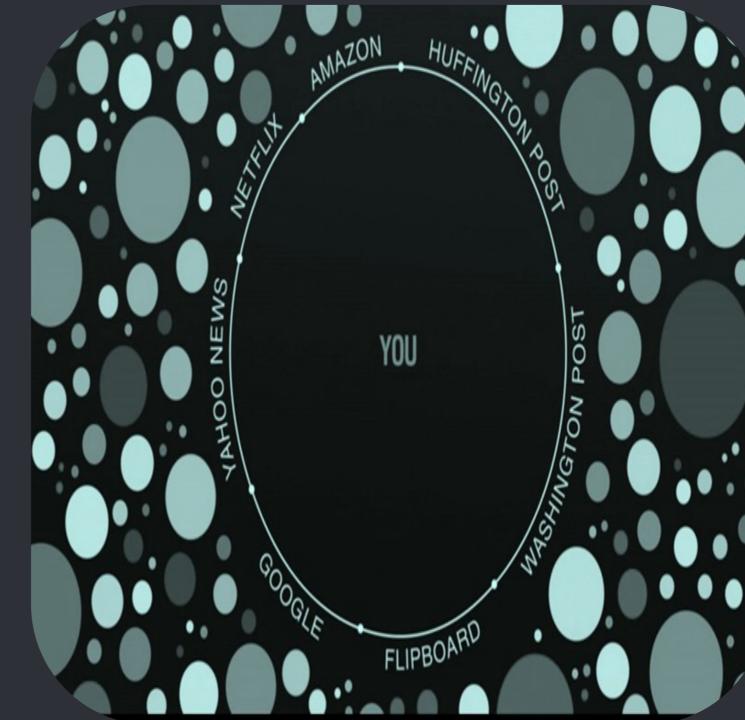
Legal issues

Technology as a solution

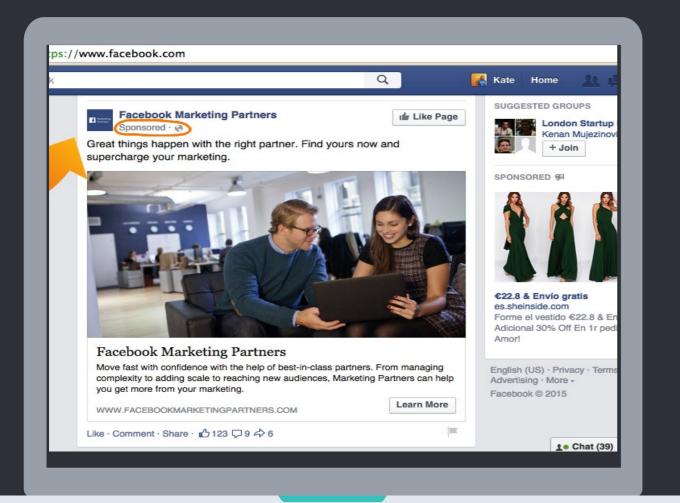
Since 2009 we live in the era of personalization



Living in a world of bubbles



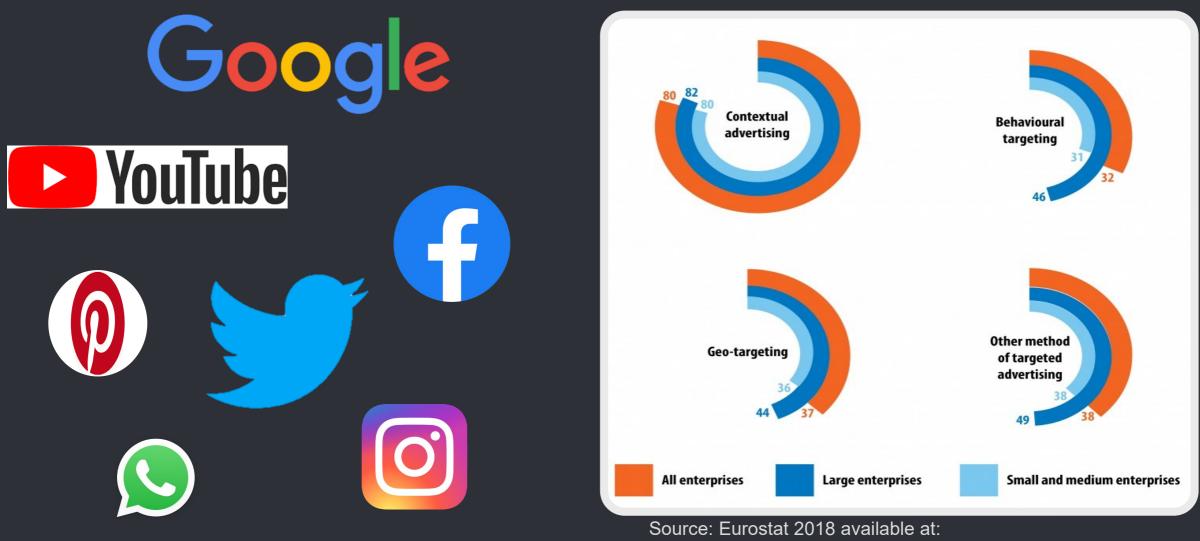
New technologies = revenue models



oogle	buy jordan sneakers							
	All Shopping	g Images	News Videos	More • Se	earch tools			
	About 7,490,000	results (0.58 seco	nds)					
	Shop for buy jordan sneakers on Google Sponsored 🖲							
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	Jordan IV Retro White £154.99 Foot Locker UK	Nike Air Jordan VII Retro BG £89.00 End.com	Nike Air Jordan Eclipse £90.00 ASOS.com	Air Jordan 1 Mid Black 6 (25 £90.00 Nike.com	Jordan Eclipse, Wolf Grey/ £76.87 Kickz.co.uk			

Since 1985, the sneakers carrying Michael Jordan's name and wond-renowned " Jumpman" silhouette have helped to define and shape sneaker culture. Air Jordan 11 - Air jordan 7 retro "hare" - Air jordan 6 retro "infrared 2014" - 11lab4

New technologies = revenue models



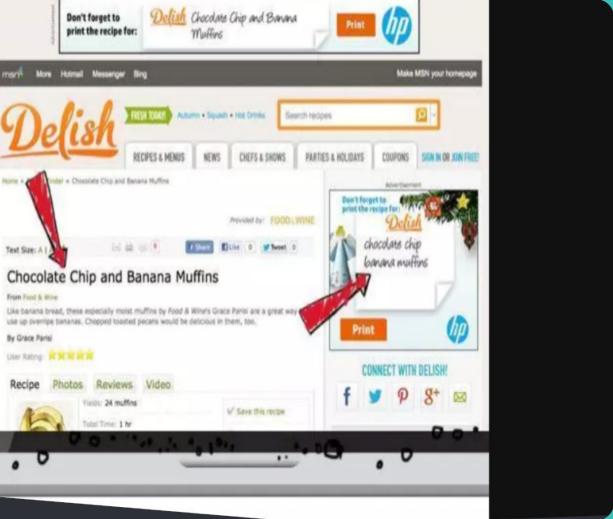
<u>https://ec.europa.eu/eurostat/statistics-explained/index.php/Internet_advertising_of_busine</u> <u>sses - statistics on usage of ads</u>

Targeting Advertising

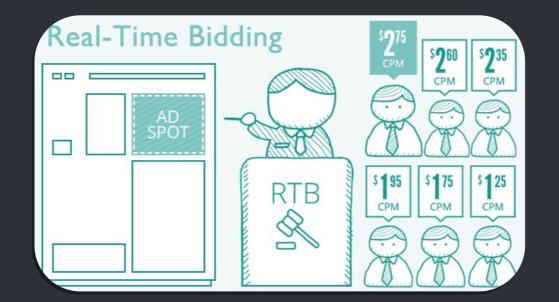
Targeted Ads

Right time, right place, right person.





Is this just an evolution of advertising?







• Online profiling response: The EU way

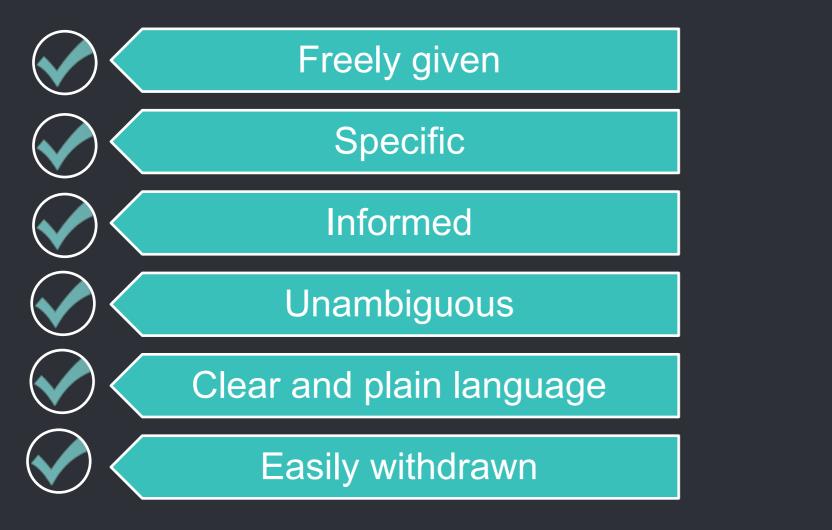
• E-Privacy Directive 2002/58/EC

- art. 5(3) exempts only strictly necessary cookies from consent
- Article 29 WP- Opinion 04/2012 cookies used for advertising not necessary
- GDPR upgraded the standards of consent even when e-Privacy Directive applies

Art. 5 GDPR Key principles

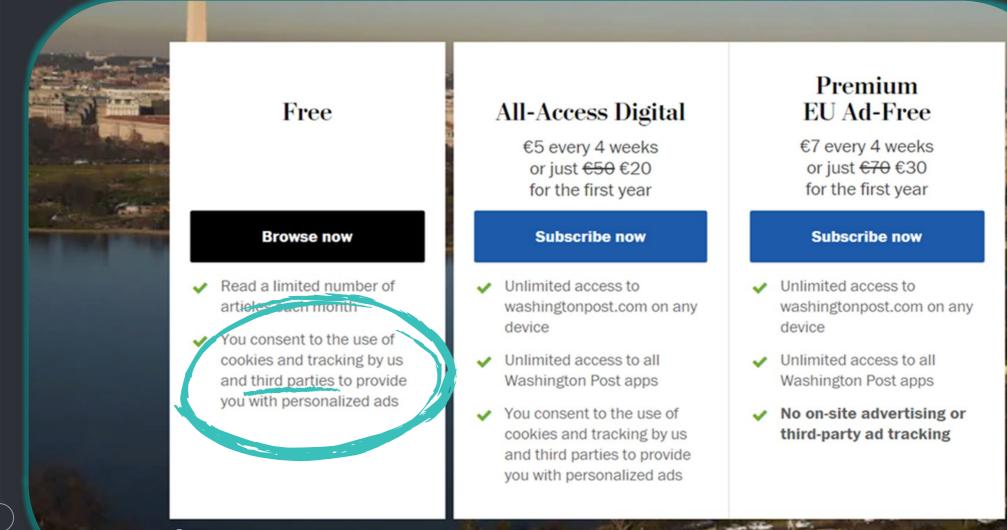


Requirements for lawful consent





Reality



Source:

https://www.washingtonpost.com/gdpr-consent/?next_url=https%3a%2f%2fwww.washingtonpost.com%2f Privacy Policy | Terms of Service | Third Party Partners

Reality

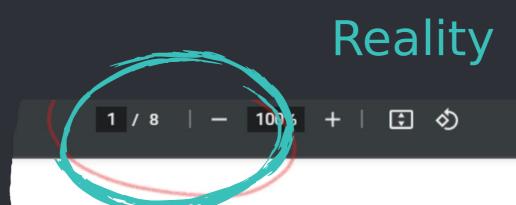
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In order to provide you with the content requested, we need to store and process your personal data. If you consent to us storing your personal data for this purpose, please tick the checkbox below.

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Ltd. PRIVACY AND COOKIES STATEMENT

INTRO

- Welcome to Privacy and Cookies Statement! You might be viewing this through our website or mobile application (which we'll collectively call our "Platform" for short).
- We care about being transparent with you about what information we collect when you choose our events and how we use that information. It's important to us that we give you as much choice and control over your information as we can.
- Here, we explain the ways we collect and use your information when you browse or engage with our Platform, purchase tickets to the festivals and events that we organise (the "Events"), purchase or engage with other goods or services that we offer or otherwise interact with us. We also explain the different rights you have over your information.

Reality

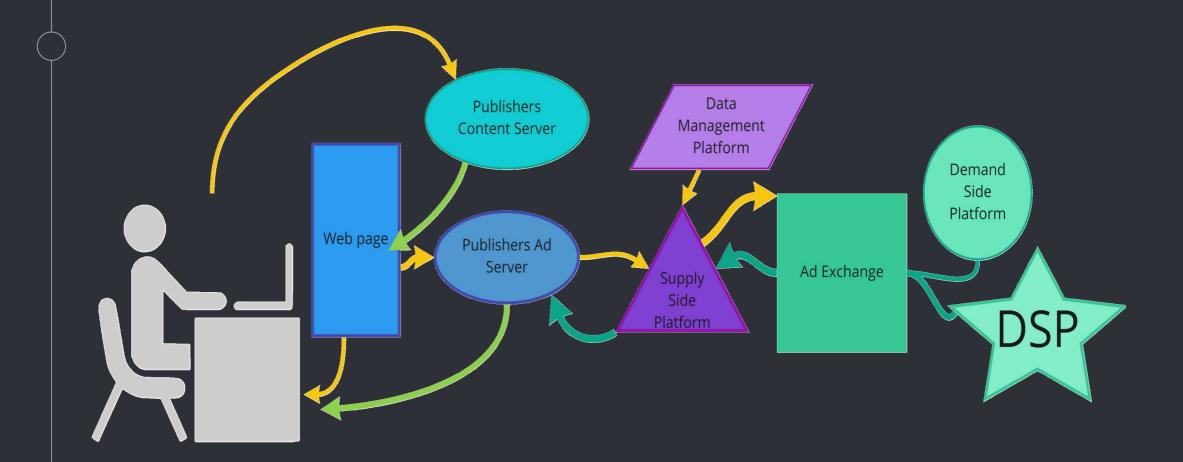
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Is this readable? 🔍

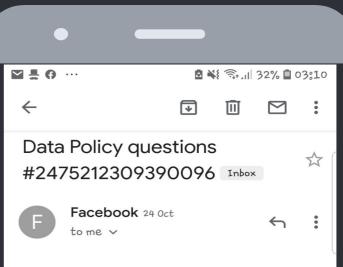
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vitae fermentum co magna, eu condim Curabitur pretium (C	AGE • Please refer to the Event's Terms and Conditions to check the Event's age policy. If the Events you are attending or are interested in allow people under the age of 18 to attend (with an accompanying adult) and you yourself are under 18, you must have the permission of your parent or legal guardian ('Your Adult') to use our Platform and only Your Adult will be able to purchase tickets for the Event. You should also make sure that Your Adult reade this Privacy and Cookies	



Online advertising flowchart



Trust?



Hi Mark,

Thank you for contacting us.

As previously mentioned, deleting a message permanently removes it from your inbox and your copy is removed from our servers. If the message is also deleted from the other person's then the message will be deleted from our servers.

To learn more about Facebook message deletion, please see the following help center:

https://www.facebook.com/help/131047247034779

Thanks,

Talib Privacy Operations Facebook

>On Thu Oct 17, 2019 07:16:30, Mark McCormick wrote:



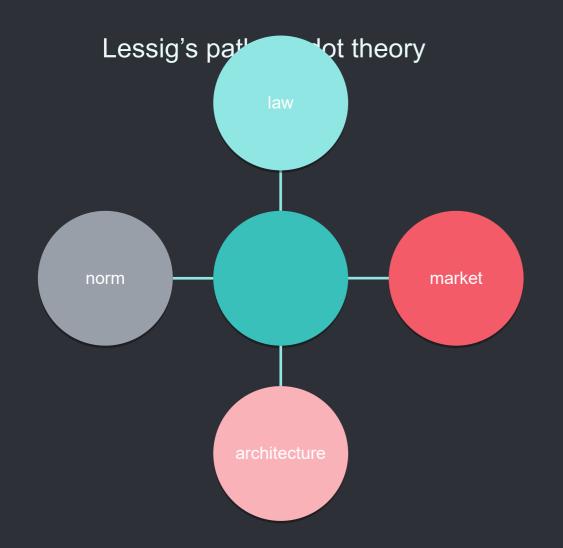
Art 15 (1) GDPR

- "The data subject shall have the right to obtain from the controller...the following information:
 - b) The categories of personal data concerned ... "



Does this obligation include collected personal data or also generated data via profiling?

In architecture we (also) trust



• Art 25 GDPR

Data protection by design

• i.e pseudonymization

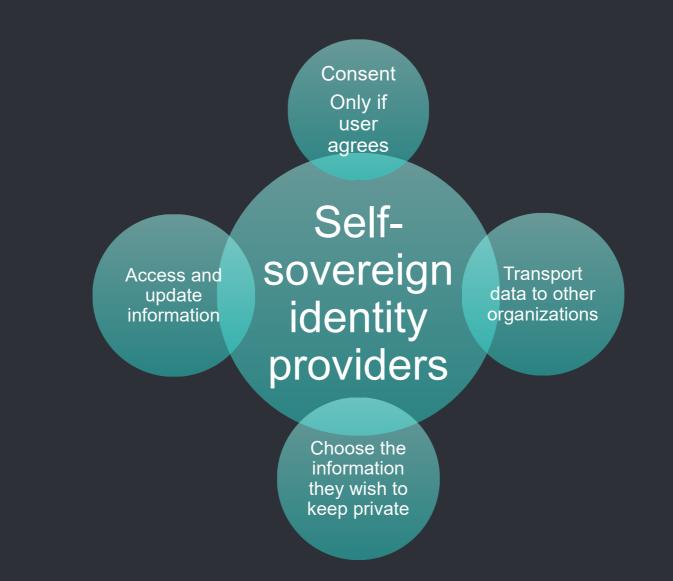
Data protection by default

Do-not-track by default

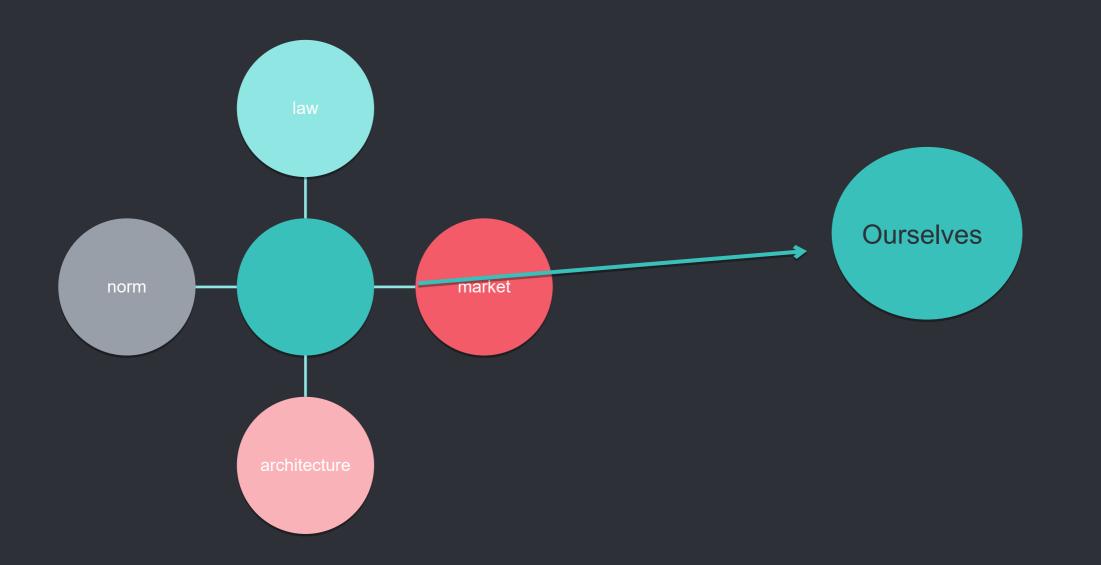
Why privacy laws are not enough?



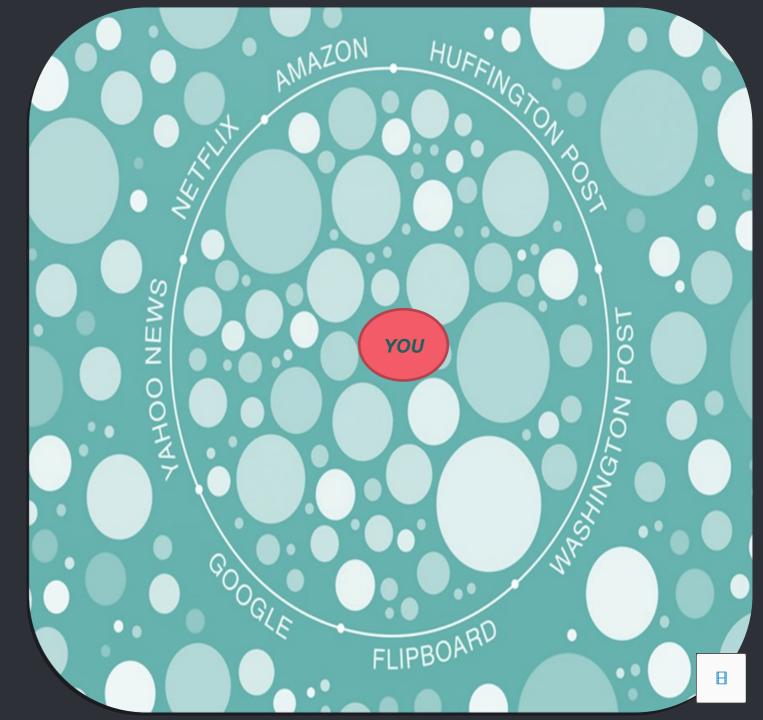
Can technology save us? Blockchain



The-too-pathetic dot in the middle



How much are YOU willing to lose, to regain back control?



O Thank you very much!