

DATA PROTECTION MODEL



DATA PROTECTION



PRIVACY
("BEING ALONE")



SELF-REPRESENTATION
IN THE PUBLIC



INTERNAL DEVELOPMENT
("MANIPULATION")



EXTERNAL DEVELOPMENT
("NEGATIVE DECISIONS")



EQUALITY AND
NON-DISCRIMINATION

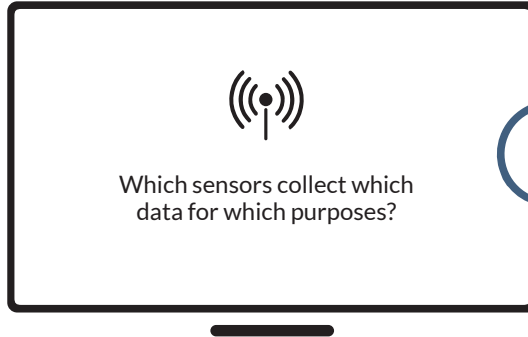
CARS WITH SENSORS COLLECTING PERSONAL DATA



Car as private or social sphere



Information enabling individual's decision of "being left alone"



How can purposes be specified, made explicit and standardized?

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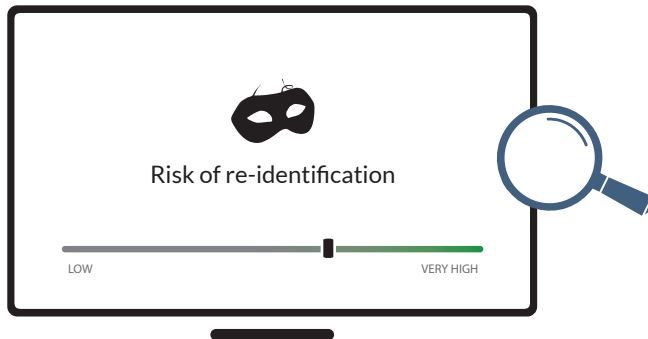
ANONYMIZATION OF DATA BEFORE PUBLICATION



First publication of
personal data
requires consent



Consent not necessary if
data "anonymized"?



How can risks be
visualized and controlled?

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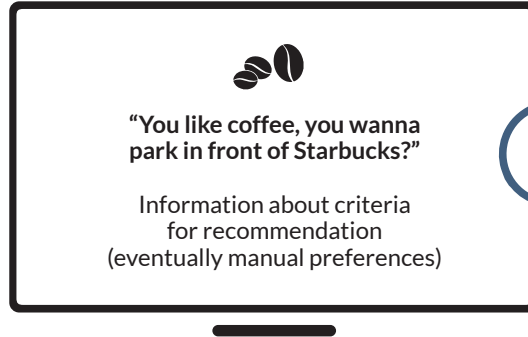
LOCATION-BASED PERSONALIZED ADVERTISING BY THIRD PARTIES



Risk of manipulation threatens un-biased decisions



Information about third parties' knowledge



- What kind of information is legally sufficient?
- Wich information do users want?
- What is technically feasible?

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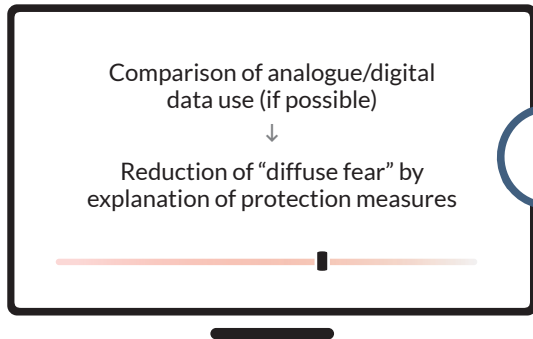
CHILLING EFFECTS



Fear of data usage



Omission of exercise of
fundamental rights



How can comparison work?

To what extent do other
visualizations already reduce
“diffuse fear”?

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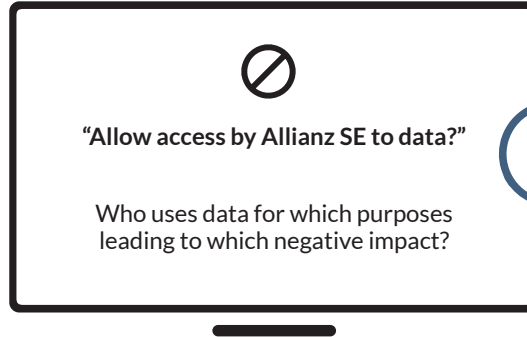
TRANSFER OF PERSONAL DATA TO INSURANCE COMPANIES (“PAY-AS-YOU-DRIVE”)



Later specific use of data



Negative decisions restricting exercise of fundamental rights



Which mechanisms do users need in order to be prepared or to protect themselves?

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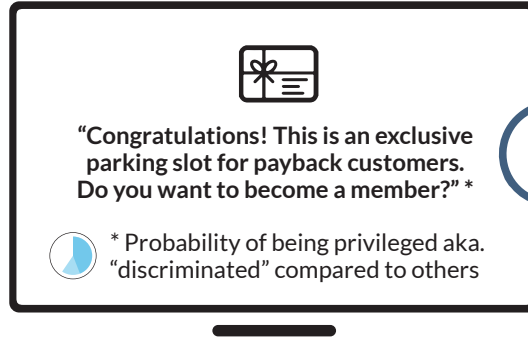
CUSTOMERS OF COOPERATION PARTNERS (E.G. PAYBACK) GET PRIVILEGED ACCES TO PARKING SLOTS



Even if no legally prohibited discrimination



However, de facto privilege or discrimination likely



How could a privileging/discriminatory recommendation system, being legally allowed, be visualized in order to enable users to negotiate conditions by themselves?

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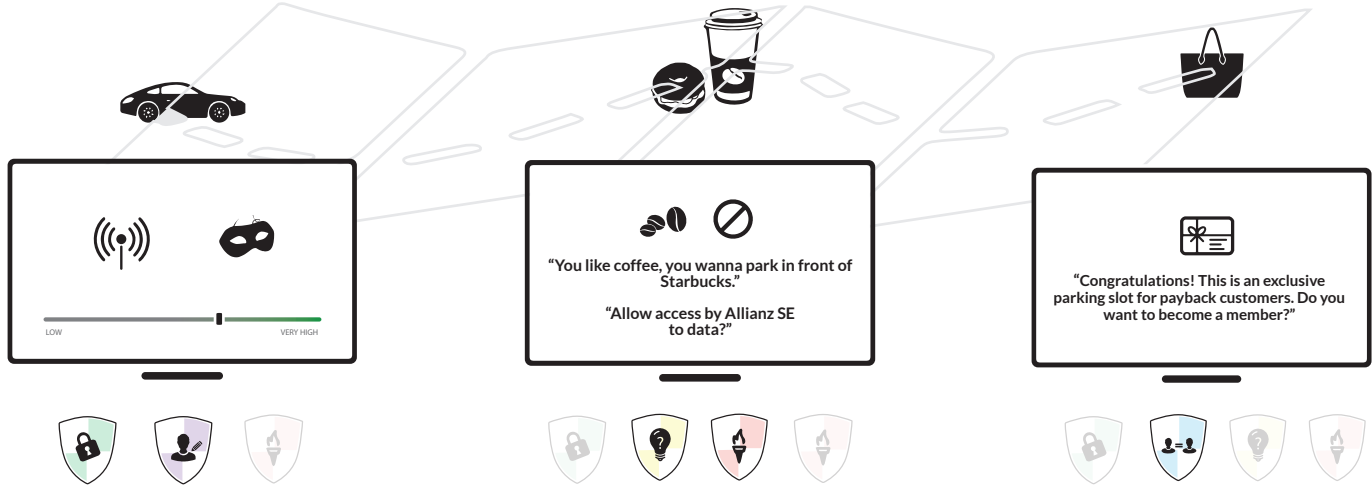
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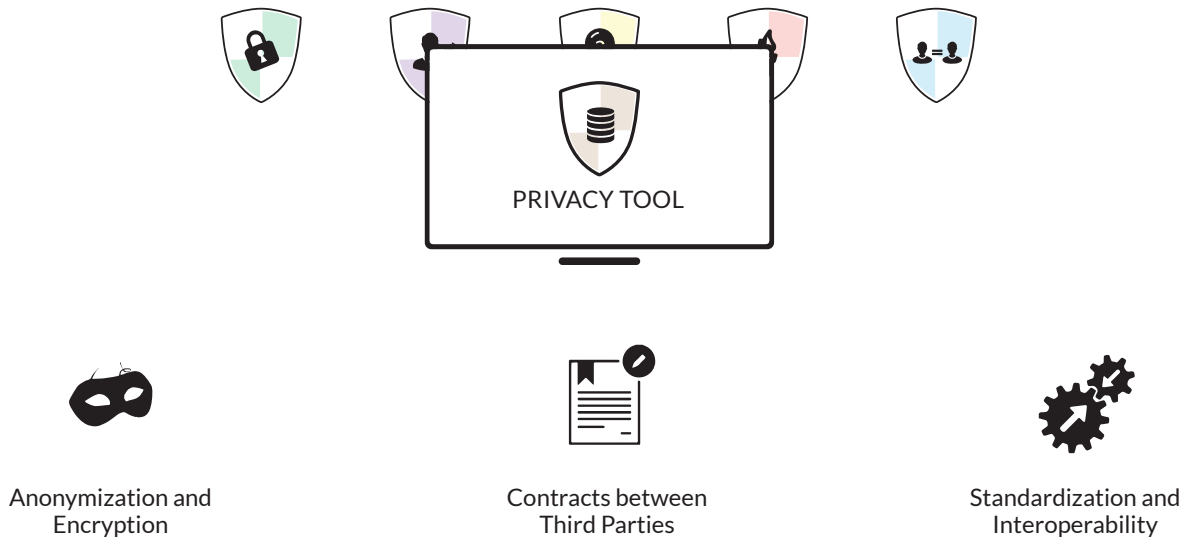
EQUALITY AND
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2 PM: BUSINESS LUNCH | 3 PM: SHOPPING



HOW SHOULD PROTECTION INSTRUMENTS BE VISUALIZED
IN ORDER TO FIT BEST TO USERS' ATTENTION SPAN DURING THE PROCESS?

OVERVIEW





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