Introduction to Privacy and Course organization

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Security and ethical aspects of data

Université Cote d'Azur

Today's class

- Course staff introduction
- Student introductions
- Web Tracking technologies

Who am I

- **Nataliia Bielova**, PhD 2011
  - nataliia.bielova@inria.fr

- **Research scientist at Inria,** the French National Institute in computer science and automation

- **Interests**
  - Privacy protection
  - Web Tracking technologies
  - Discrimination on the Web
  - EU Privacy law enforcement

What is Privacy?

Back in 1993…

"On the Internet, nobody knows you're a dog."

Today...

It's the Internet! Of course they know you're a dog. They also know your favorite brand of pet food and the name of the cute poodle at the park that you have a crush on!
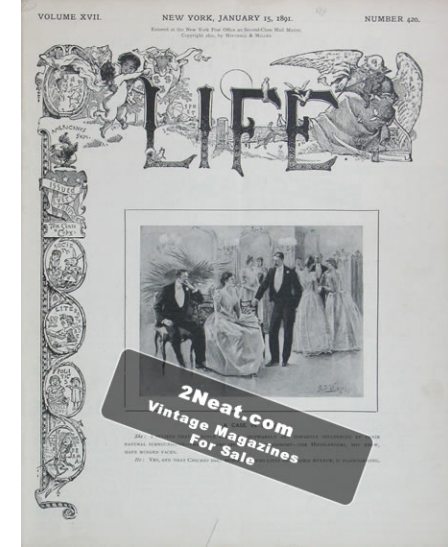
What is privacy?

- Your answers!

What is privacy?

- Abstract and subjective concept

- Depends on
  - Study discipline
  - Social norms and expectations
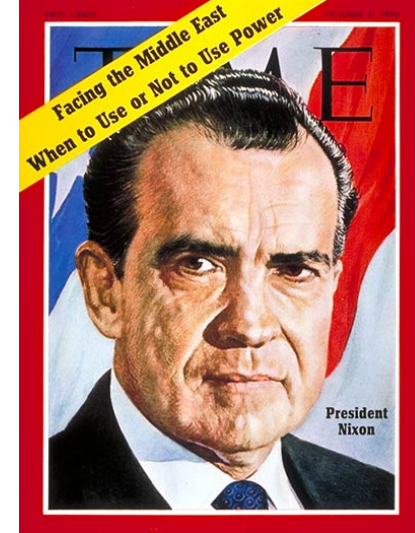 - Context

1890*

"The right to be let alone"

Warren & Brandeis (1890)

*The first advertising agency was established in 1890 as well!

9

1970

"The right of the individual to decide what information about himself should be communicated to others and under what circumstances"

Westin (1970)

1978

- Definition of "personal data ": any informaiton relating to an individual
- "It's prohibited to collect and process personal data from racial, ethnic, political, philosophical or religious type, and data related to health or sexual orientation"

Privacy and informatics law, France
"Loi informatique et liberte" (1978)

Basically is the basis of GDPR!

Security and ethical aspects of data
Course organization

Logistics

- Updated syllabus is always available on the course web page:
  - http://www-sop.inria.fr/members/Nataliia.Bielova/teaching/ethicsDS2019

- Alternatively, choose
  - Nataliia's webpage → Teaching → **Security and ethical aspects of data**

Evaluation

- Write a short review of 1 paper in the course
- Papers available on the course webpage

- Submit your review
  - Subject: [EthicsDS2019] NAME SURNAME
  - Email: nataliia.bielova@inria.fr

- Deadline: **10 March 2019**

Course topics

- Introduction to Privacy, Web applications and economic model of the Web.
    - How to use various browser technologies to track users on the Web?
    - How to design privacy-compliant Web applications?
    - How to protect your own privacy online?
    - Why do I see relevant ads? How targeted advertisement works?
    - How laws cover Web and mobile applications?
    - Is there privacy in social networks?