Introduction to Privacy and Course organization

Nataliia Bielova

@nataliabielova

Security and ethical aspects of data

Université Cote d'Azur

Today's class

- Course staff introduction
- Student introductions

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

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/ethicsDS2020/
    - Alternatively, choose
    - Nataliia's webpage → Teaching → 2019-2020 → **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 January 2020**

Course topics

- Introduction to Privacy, Pseudonymisation, Web applications and economic model of the Web.
    - What is GDPR and how it regulates data processing?
    - How to use various browser technologies to track users on the Web?
    - How to design privacy-compliant Web applications?
    - How to properly pseudonymise your data?
    - How to protect your own privacy online?
    - Why do I see relevant ads? How targeted advertisement works?

Timing of the lecture

Today's class

- 09:00 – 10:00 Introduction and GDPR

- 10:00 – 10:10 Break

- 10:10 – 12:00 Guest lecture by Cedric Lauradoux on Pseudonymisation

What is Privacy?

Back in 1993...

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

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!
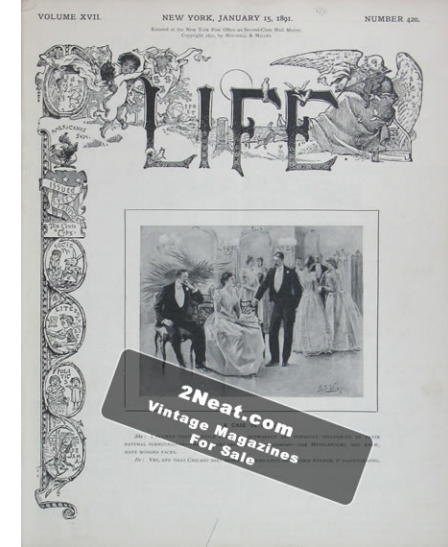
What is privacy?

- Your answers!

What is privacy?

- Abstract and subjective concept

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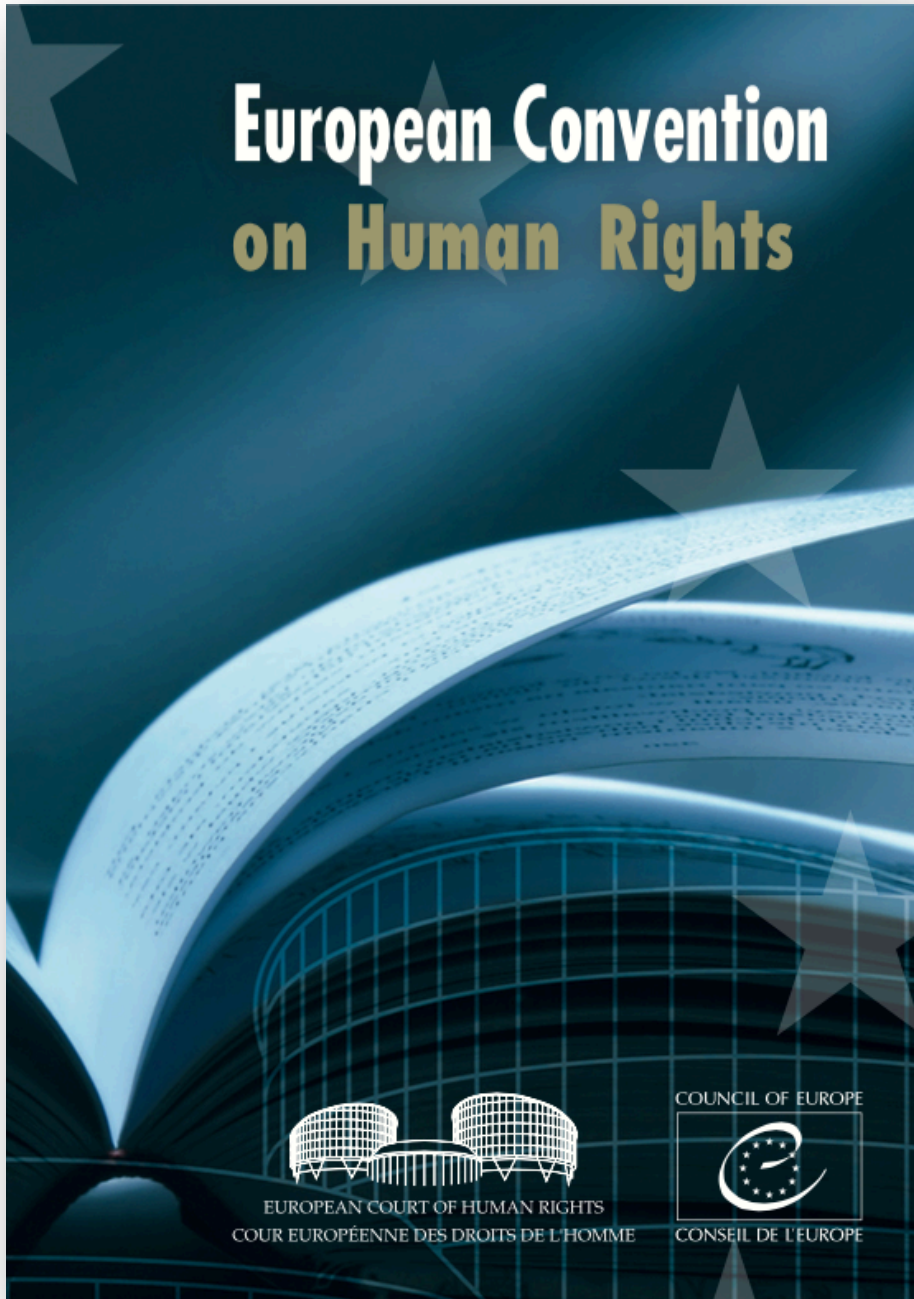 - Social norms and expectations
  - Context

1890*

"The right to be let alone"

Warren & Brandeis (1890)

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

1953

European Convention on Human Rights

- Emerged as a response to the excesses of totalitarian states in the 30s and 40s (entered into force in 1953)
    - Spirit: protect **citizens** from an overbearing/intrusive **state**
    - During the cold war: 'western' states would distinguish themselves from the 'eastern block' in that the population was not subject to pervasive surveillance

European Convention on Human Rights

Article 8 – *Right to respect for private and family life*

1. **Everyone** has the **right** to respect for his private and family life, his *home* and his *correspondence*.
2. There shall be no interference by a public authority with the exercise of this right **except**
   - such as is in accordance with the law and is necessary in a democratic society in the interests of *national security*, *public safety* or the *economic well-being of the country*, for the *prevention of disorder or crime*, for *the protection of health or morals*, or for the protection of the rights and freedoms of others.

1970
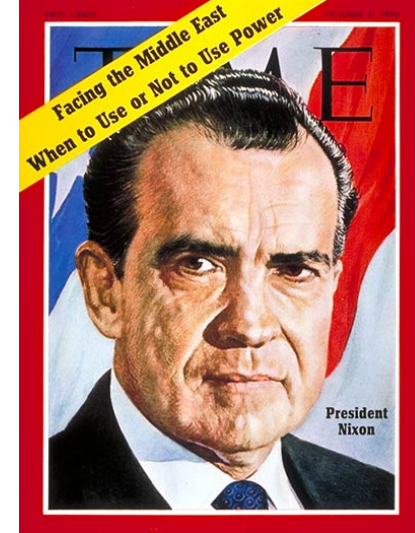
"The right of the individual to decide what information about himself should be communicated to others and under what circumstances"

Westin (1970)

18

1978

- Definition of "personal data ": any information 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!

Data Protection

- EU Data Protection Directive (1995)

- General Data Protection Regulation, GDPR (2018)

  - Defines and applies to "**Personal data**"