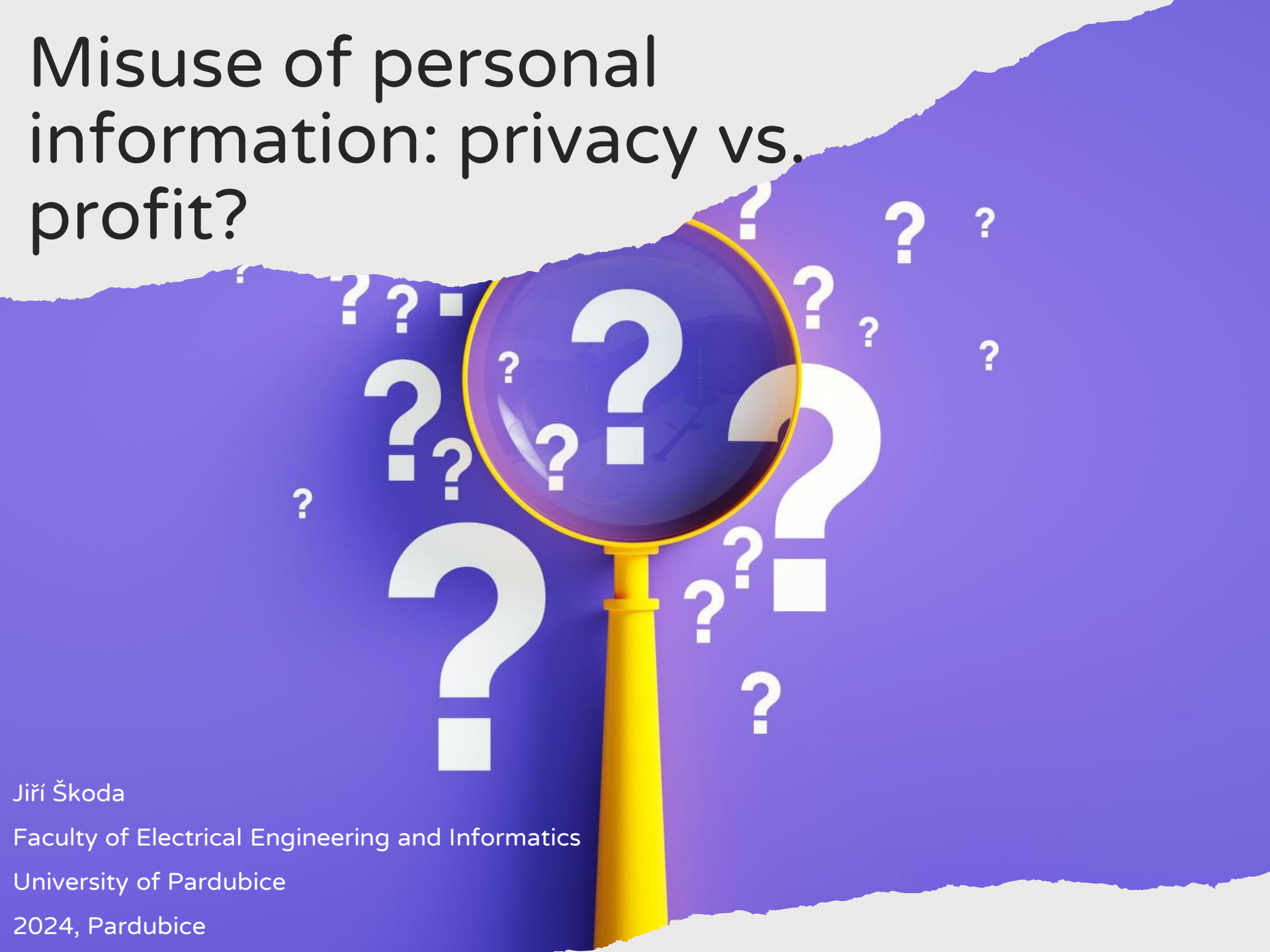
Misuse of personal information: privacy vs. profit?



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What is personal information?

- Information which can identify someone
- Identification possible on its own or by connection of multiple information
- Protected by law
- Nowadays also connected with personal life information



Risks of misuse of personal information (1/2)

- Consuming Data for Personal Gratification
- Generating Coercive Incentives
- Compliance Monitoring
- Discrediting
- Assessment and Discrimination
- Identification of Personal Weak Spots
- Personalized Persuasion
- Contacting the Data Subject



Risks of misuse of personal information (2/2)

- Locating and Physically Accessing the Data Subject
- Accessing Protected Domains or Assets
- Reacting Strategically to Actions or Plans of the Data Subject



Discussion time

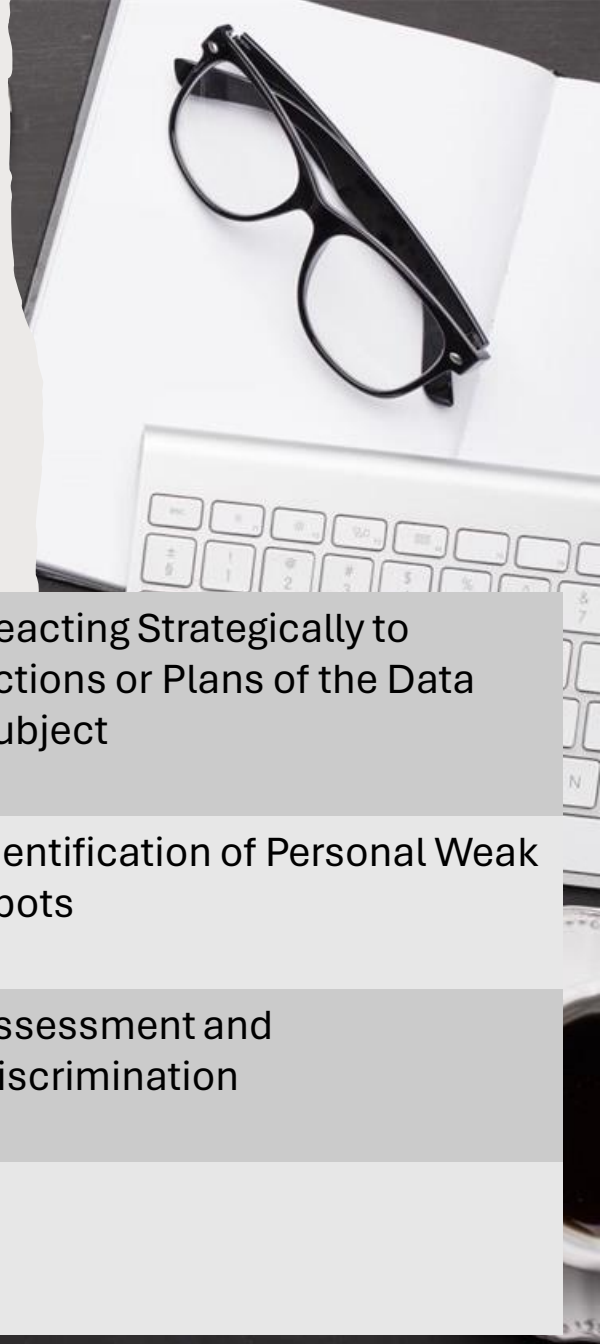
- Have you encountered any of those personal information misuse?



Consuming Data for Personal Gratification	Personalized Persuasion	Reacting Strategically to Actions or Plans of the Data Subject
Generating Coercive Incentives	Contacting the Data Subject	Identification of Personal Weak Spots
Compliance Monitoring	Locating and Physically Accessing the Data Subject	Assessment and Discrimination
Discrediting	Accessing Protected Domains or Assets	

Discussion time

- Have you encountered any of those personal information misuse?
- From all risks mentioned below, which one scares you most?



Consuming Data for Personal Gratification	Personalized Persuasion	Reacting Strategically to Actions or Plans of the Data Subject
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Usage of personal information

- Targeted advertising
- Personalised content
- This allows services to be “ free ”

- “If you are not paying for it, you're not the customer; you're the product being sold.”

SERRA, Richard and SCHOOLMAN, Carlota Fay, 1973. Television Delivers People.





Problems

- Lack of control
- Users apathy
- Inefficient regulatory



Regulations

- United States of America
  - FTC Act
  - Sector specific federal laws
  - California Customer Privacy Act (CCPA)
- European Union
  - Regulation of the European Parliament and the Council 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation)



Cambridge Analytica

- Scandal of Meta company
- Meta provided personal data of users to Cambridge Analytica
- Cambridge Analytica with used data helped with political campaigns all around the world
- Strong reaction from the politicians

▶) Video - Facebook Denies Allowing 150 Companies To Misuse Personal Data [01:36]



Conclusion

- Using of personal data may improve user experience
- There is fine line between improving user experience and misusing personal information
- Personal information misuse will become more urgent problem in incoming AI era



Questions?

Thank you for your attention!

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