Final Assessment
"Teach Me" session outline

Jiří Škoda
jiri.skoda@student.upce.cz
Faculty of Electrical Engineering and Informatics
University of Pardubice
2024, Pardubice

IPAII
Summer semester
2023 / 2024

Misuse of personal information: privacy vs. profit?

1) Links to resources

Source	*Path*
This document	University OneDrive alt.: https://zeneger.skodaj.cz/upce/b23l/ipaii/teach_me.pdf
Presentation	University OneDrive alt.: https://zeneger.skodaj.cz/upce/b23l/ipaii/presentation.pdf
Video (01:36)	Link in the presentation alt.: https://www.youtube.com/watch?v=LA5Mzmgr6ws
Kahoot	https://create.kahoot.it/share/misuse-of-personal-information-privacy-vs-profit/1bad87e7-eda5-4524-906b-a351dc38c8b1

2) Time schedule

🕘 Est.	Source	Details
T+00:00	☐ 01	*Introduction*
T+00:05	☐ 02	***What is personal data?*** Data which can identify someone – Also known as: Personally Identifiable Information – Personal identification number, biometric records *(MANAGEMENT OF DATA BREACHES INVOLVING SENSITIVE PERSONAL INFORMATION, 2012)* Identification possible on its own or by connection of multiple information – Identity can be obtained by linking multiple information together (for example: Police of the Czech republic can get identity by linking name, surname and date of birth) *(Czech republic, 2008)* Protected by law – Law of the Czech Republic 110/2019 – 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)

		Nowadays also connected with information about personal life – Hobbys, vacations, family information
T+00:50	☐ 03	***Risks of misuse of personal information (1/2)*** Consuming Data for Personal Gratification – Someone consumes footage of the data subject to gain pleasure or satisfaction. – Images or videos showing a person intoxicated, behaving clumsily or having an accident Generating Coercive Incentives – Someone uses personal data to choose or create effective incentives for motivating the data subject to behave in a desired manner. – Blackmailing, personalized sanctions, threats of physical violence Compliance Monitoring – When incentive systems are installed to ensure that people adhere to certain rules, some sort of surveillance is typically applied to detect behaviour worthy of reward or punishment. – Political oppression, domestic abuse,… Discrediting – Personal data is shared in ways that cause legal and/or reputational harm to the data subject. – Publication of nude pictures and sex tapes, political discrediting tactics Assessment and Discrimination – Personal data is used to evaluate people according to certain criteria or to classify them into certain groups, based on which they are subsequently treated – Identification of political opponents, discriminatory provision of goods and services Identification of Personal Weak Spots – Personal data is screened for vulnerabilities. – Torture, bullying Personalized Persuasion – A message is targeted and/or tailored based on information about the receive. – Commercial advertising, political campaigns Contacting the Data Subject – Contact information is exploited to send unsolicited objects or messages to a person. – Fraudulent messages and unsolicited advertising, online sexual predation *(Kröger et al., 2021)*
T+01:35	☐ 04	***Risks of misuse of personal information (2/2)*** Locating and Physically Accessing the Data Subject – Personal data is used to track people down and gain direct physical contact to them.

		– Sex crimes, organized crime Accessing Protected Domains or Assets – Personal data is used to gain access to protected domains and assets of the data subject. – Social media burglary, identity theft Reacting Strategically to Actions or Plans of the Data Subject – Insights into people's actions and intentions are used to interfere with, preempt, or mitigate their plans. – Stifling of political resistance, predictive policing *(Kröger et al., 2021)*
T+02:20	🗣 ▢ 05	Have you encountered any of those personal information misuse? – Contacting the Data Subject: Fake DHL SMS
T+04:00	🗣 ▢ 06	From all risks mentioned below, which one scares you most? – Locating and Physically Accessing the Data Subject
T+05:30	▢ 07	***Usage of personal information*** Targeted advertising – Could be very helpful (user gets ads only which could interest him) – Main source of income for most big-tech companies (Google, Meta, X,…) – Main goal is to convince user to visit the advertising *(Ahmed Fadel Kaoudahhan, 2023)* Personalized content – Search engine uses personal data to provide more personal results – Results can be related to interests, location, history of searching *(Tavani, 2005)* 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, Schoolman, 1973)*
T+06:15	▢ 08	***Problems*** Lack of control – User cannot effectively determine, which personal data should application get and which not – User does not have control, where data could ends *(Colleen McClain, 2023)* Users apathy – Technology is so advanced, that for the vast majority of users is hard to understand – Users wants content, so some regulatory solutions are not so efficient (cookies button – users clicks OK to get rid off the cookies dialog) *(Tripp, 2018)* Inefficient regulatory – Regulators has usually political power

		– There is insufficient technological background of regulators. – Regulations are coming too late. *(U.S. GOVERNMENT ACCOUNTABILITY OFFICE, 2022)*
T+07:00	☐ 09	***Regulations*** United States of America – No effective regulations on federal level • FTC Act – Federal Trade Commision Act – Protects consumers agains unfair practices – Not specific for personal data usage • Sector-Specific federal laws – Specific for each sector – Example: Children's Online Privacy Protection Act – Not general rules for usage of personal data • California Customer Privacy Act – Most comprehensive data privacy law currently in effect – Effective only in state of California *(Pittman et al., 2023)* 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) – Protects privacy and data of the citizens of the European Union – United Kingdom adopted its own GDPR (UK GDPR), which is identical to the European one. – It defines rights of each data subject, as well as responsibilities for business subjects – Sets guidelines for collecting and processing personal data of the citizens of the European Union. *(EUROPEAN UNION, 2016)*
T+07:45	☐ 10	***Cambridge Analytica*** – Example, when data protection is just obstacle in business. Scandal of Meta company Meta provided personal data of users to Cambridge Analytica – Cambridge Analytica then processed data to get information about potential voters – For these voters Cambridge Analytica created massive marketing campaign using extremely precise targeted advertisements *(Meredith, 2018)*

		Cambridge Analytica with used data helped with political campaigns all around the world – United Kingdom European Union membership referendum (Brexit) – Ted Cruz and Donald J. Trump campaign for presidential election in 2016 *(Chan, 2019)* – There has been rumours, that Andrej Babiš used services of Cambridge Analytica *(Česká televize, 2018)* Strong reaction from the politicians – Mark Zuckeberg (CEO of Meta) had to give an explanation to both Congress of the United States and the European Comission
T+08:30	📻 ▢ 10	Video - Facebook Denies Allowing 150 Companies To Misuse Personal Data [01:36]
T+10:00	🎮	Kahoot: https://create.kahoot.it/details/1bad87e7-eda5-4524-906b-a351dc38c8b1
T+13:00	▢ 11	***Conclusion*** Using of personal data may improve user experience – Many apps become more friendly – Humans, by nature, likes known environment There is fine line between improving user experience and misusing personal information – For strict definition of this line, regulation is needed Personal information misuse will become more urgent problem in incoming AI era – Learning of AI on personal information must be prohibited – If AI learns on personal information, it opens human vulnerabilities, even data subject does not reailze
T+13:30	▢ 12	***Questions***
T+14:00	▢ 13	***Thank you for your attention***
T+14:05	▢ 14	***References (1/2)***
T+14:06	▢ 15	***References (2/2)***
T+14:07	**THE END**	

3) References

ČESKÁ TELEVIZE, 2018. *Babiš nechá prověřit, zda Cambridge Analytica zasáhla i do voleb v Česku*. Online. ČT24. Available at: https://ct24.ceskatelevize.cz/clanek/domaci/babis-necha-proverit-zda-cambridge-analytica-zasahla-i-do-voleb-v-cesku-80471.

CHAN, Rosalie, 2019. *The Cambridge Analytica whistleblower explains how the firm used Facebook data to sway elections*. Online. Business Insider. Available at:

https://www.businessinsider.com/cambridge-analytica-whistleblower-christopher-wylie-facebook-data-2019-10.

MEREDITH, Sam, 2018. *Facebook-Cambridge Analytica: A timeline of the data hijacking scandal*. Online. CNBC. Available at: https://www.cnbc.com/2018/04/10/facebook-cambridge-analytica-a-timeline-of-the-data-hijacking-scandal.html.

EUROPEAN UNION, 2016. General Data Protection Regulation. Online. Available at: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016R0679.

PITTMAN, F. Paul; HAFIZ, Abdul and HAMM, Andrew, 2023. *Data Protection Laws and Regulations USA 2023-2024*. Online. International Comparative Legal Guides International Business Reports. Available at: https://iclg.com/practice-areas/data-protection-laws-and-regulations/usa.

TRIPP, Rachel, 2018. *Why Data Privacy Is a Controversy That Shouldn't Exist*. Online. Foundation for Economic Education. Available at: https://fee.org/articles/why-data-privacy-is-a-controversy-that-shouldn-t-exist/.

COLLEEN MCCLAIN, Michelle Faverio, 2023. *1. Views of data privacy risks, personal data and digital privacy laws*. Online. Pew Research Center. Available at: https://www.pewresearch.org/internet/2023/10/18/views-of-data-privacy-risks-personal-data-and-digital-privacy-laws/.

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

CLINTON, David, 2021. *What Is Personal Data And Where Is it Stored?* Online. FreeCodeCamp.org. Available at: https://www.freecodecamp.org/news/what-is-personal-data/.

TAVANI, Herman T, 2005. Search Engines, Personal Information and the Problem of Privacy in Public. Online. *The International Review of Information Ethics*. 2005-06-01, roč. 3, s. 39-45. Available at: https://doi.org/10.29173/irie348.

AHMED FADEL KAOUDAHHAN, 2023. *How social media companies collect and use your data*. Online. Medium. Available at: https://medium.com/digital-reflections/how-social-media-companies-collect-and-use-your-personal-data-d677ce4ae469.

CZECH REPUBLIC, 2008. Act 273/2008 Sb., on the Police of the Czech republic. In: *273/2008*. Částka 91.

MANAGEMENT OF DATA BREACHES INVOLVING SENSITIVE PERSONAL INFORMATION, 2012. Online. In: *VA HANDBOOK*. DEPARTMENT OF VETERANS AFFAIRS. Available at: https://web.archive.org/web/20150526030226/http://www.va.gov/vapubs/viewPublication.asp?Pub_ID=608.

KRÖGER, Jacob Leon; MICELI, Milagros and MÜLLER, Florian, 2021. How Data Can Be Used Against People: A Classification of Personal Data Misuses. Online. In: *SSRN Electronic Journal*. Available at: https://doi.org/10.2139/ssrn.3887097.