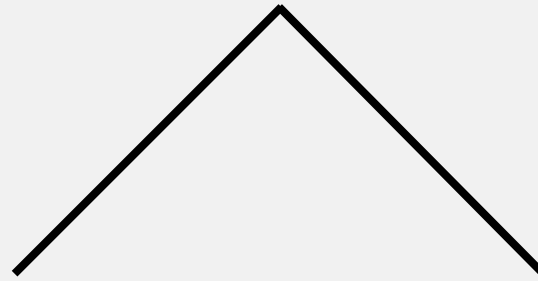


Frederik Borgesius

21 Nov 2014, W3C Workshop

# Defending Privacy

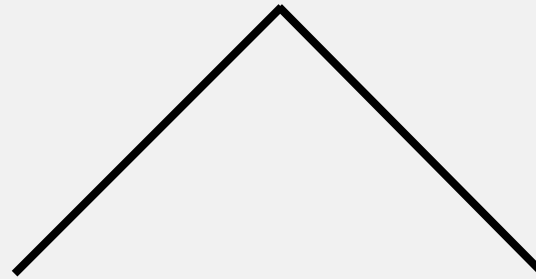


Empowerment

Protection



# Defending Privacy



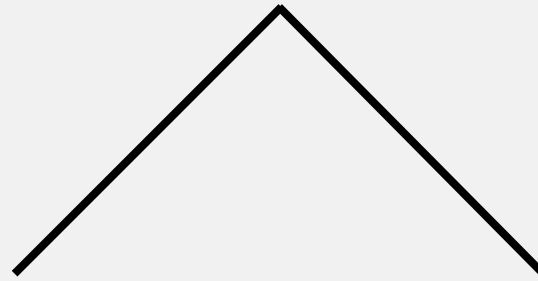
## Empowerment

Transparency  
Informed consent

## Protection

Firms must always  
secure personal data

# Consumer law

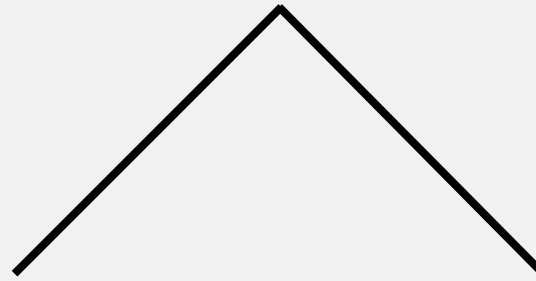


Empowerment

Protection



# Consumer law



## Empowerment

Information disclosure  
E.g.: sugar content

## Protection

E.g.: minimum safety standards for cars

# Privacy problems online

The screenshot shows a web browser displaying a page from orchristians.com. The browser's address bar shows the URL: orchristians.com/credit-card-debt-problem-essential-resources-to-beat-credit-card-debt/. The page features a navigation menu with items like 'Bible & Money', 'Archives', 'Helpful \$ Tools', and 'Budgeting'. A prominent banner reads 'THE SECRET TO A SUCCESSFUL BUDGET' with the subtitle 'Practical advice for creating a budget that lasts'. Below this, there are social media sharing buttons for Facebook (4 shares), Twitter (19 tweets), and a '+1' button. A 'Share' dropdown menu is open, showing icons for Twitter, Facebook, Email, Print, StumbleUpon, and LinkedIn. On the right side, a purple box lists various tracking and advertising services, including AdMeld, AdNexus, Adometry, Advertising.com, Bizo, BrightRoll, Comscore Beacon, Crazy Egg, Crowd Science, DoubleClick, Facebook Connect, Facebook Social Plugins, GDN Notice, Google +1, Google AdSense, Google Analytics, Hello Bar, HitTail, InvestingChannel, Invite Media, Krux Digital, LeadBack, LinkedIn Widgets, Lotame, Quantcast, Revenue Science, Right Media, SiteMeter, SpecificClick, Statcounter, StumbleUpon Widgets, Tacoda, TargusInfo, Technorati Media, Twitter Button, Tynt Insight, VigLink, and Wordpress Stats. Three red arrows originate from this list: one points to the 'Share' dropdown, another points to the social media buttons, and a third points to a 'CLICK HERE' button on a magnifying glass graphic.

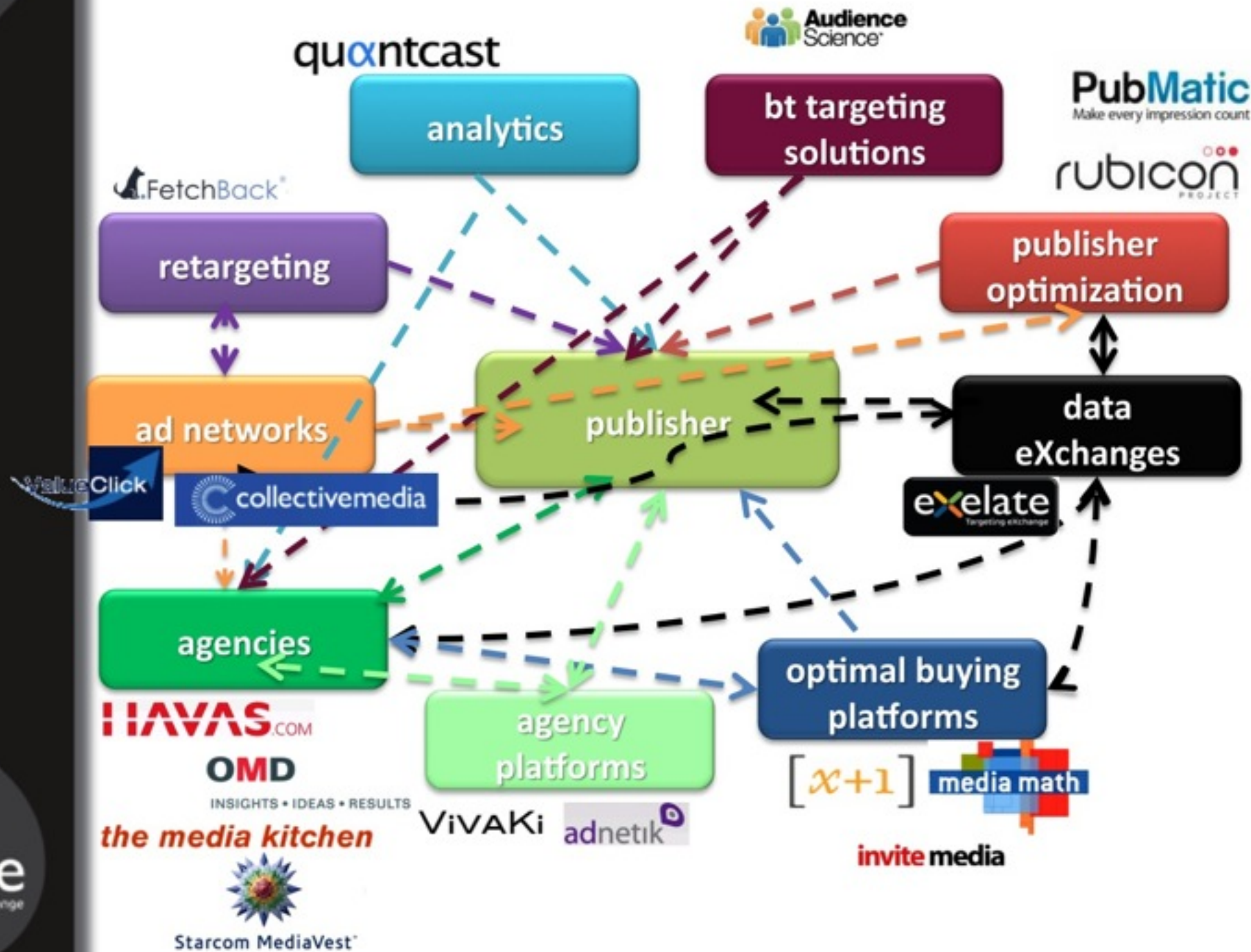






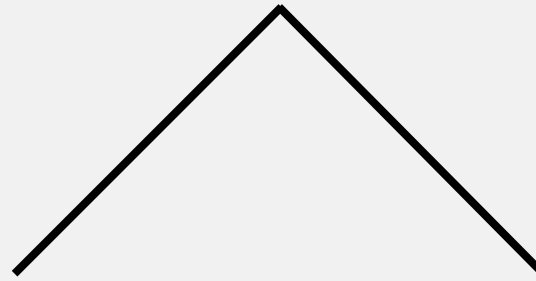
# Data Wild West

data x marketplace x management





# Defending Privacy



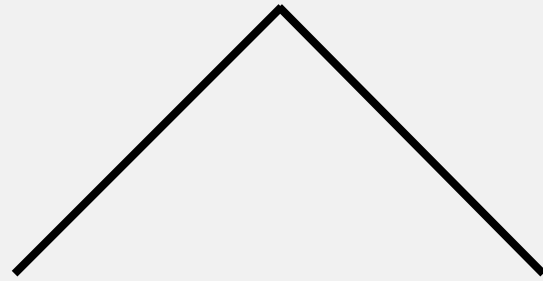
Empowerment

Protection

Transparency  
Informed consent

Automatically securing  
communications?

# Defending Privacy



Empowerment

Protection

**Both are important!**