

## Position statement

- Your background in Privacy, Linked Data and Web technologies
- Where there is potential for improvement of interoperability, especially concerning semantics on privacy and compliance
- Links to related supporting resources, activities and working groups
- New approaches to data privacy and data self-determination, where applicable.
- A focus on technical issues, not process or platform preference. We plan to talk about the **what**, not the **how**.

Proximus is the incumbent Belgian telecom operator. Beyond the traditional offering (fixed/mobile/internet/tv), Proximus is actively monetizing big data in the field of location information services, mobile marketing and IP television. Proximus is seeking to develop and bring to the market new services based on linked big data. It is also involved in providing data for research in collaboration with NSI Belgium, Eurostat, Belgian universities and MIT. Proximus is one of the industry partners in the H2020 SPECIAL project. Proximus has its own internal Privacy commission that validates any existing and new projects for compliance with the Privacy rules (internal/Belgian/GDPR).

In an initial phase, European operators have built use cases for their respective home markets using *national* mobile data i.e. not from roamers-in. These use cases included tourist reporting, event attendance reporting, shop location (e.g. the Smart Steps product from Telefonica), eyeball tracking (number of people passing by bill boards) by using historic data and crowd management in which real time location data were aggregated to detect people concentrations while on the other hand providing “navigation” information to individuals on their smartphone in, for example, potentially hazardous situations. The [BeAlert](#) portal of the Belgian government being one such example where the last location of every (opt-in) phone number is continuously tracked with the potential to receive an SMS in case of an emergency close to its location.

Also commercially more interesting use cases were explored for example geo-fencing with SMS messaging while more social media alike services such as tourist recommender applications if not built, were at least considered. Proximus considered to distribute a 5 GB free data subscriptions to roamers-in in return for the customers’ opt-in for receiving personalized advertising, but this case was technically too challenging for privacy reasons. It is nevertheless use cases just like that one that clearly demonstrate the need for the exchange of privacy preference settings amongst European telecom operators at a commercial level. Also, if European operators will want to jointly beat OTT competitors like Facebook and Twitter, privacy interoperability is a must have feature.

The case for interoperability is perhaps the most urgent with respect to analytics and research.

What is the background? Companies are increasingly asked to provide innovative solutions to deep-seated societal problems. These concern phenomena like social segregation, fugitives and transit migrants, poverty, pollution...In order to be able to tackle these problems basic statistical properties like *people density*, *most likely living place*, *most likely working place*, *second residence etc* have to be defined and standardized across (European) countries. The same semantic definitions should be used. Hence, questions arise whether a concept like *most likely living place* covers the same

underlying truth in winter in Finland as in Greece in summer. Although there are many practical ways to tackle this kind of research questions, one of the simplest and less costly is perhaps to use mobile telephony data. The interoperability issue is that the commercial systems in use by mobile operators cover a wide range of functionality and the data available for doing statistical research is often difficult to compare.