The data protection identity crisis
…and how to make the best of it
Data is the new oil

this is good news, right?

MANU.
…equally contentious and full of problems (but less smelly).
New problem 1: Personally identifiable information (PII)...

11:47 💥 Looks online for a snuggle

10:06 📧 Makes an appointment via email with the personal assistant of liberal MP Pieter van Oosten.

09:17 📥 Reads The Guardian: US trade deal fuels frontal assault on democracy.

08:00 📧 Whatsapp to girlfriend Merel.

01:06 📧 Receives an email from his boss Ot van Donkelaar. Message: [Internet] Van Delden must go.

14:53 - 16:15 💬 64 WhatsApp messages to Merel and an unknown number.

15:38 📞 Phone call from Hilversum Media Bank 036-5776422

20:46 📧 Calls girlfriend Merel

21:04 📧 Emails regarding the intern

22:21 📧 Emails about a thesis on stealth arms technology

19:12 📧 Leaves Hilversum and looks up an address on Google Maps.

22:44 📧 Reads an article about Anne Frank on a website.
New problem 1: Personally identifiable information (PII) is harder to identify!
New problem 2: Informed consent....
New problem 2: Informed consent….

…is often uninformed!
New problem 3: Legal questions…

“Your test results came back—I’m especially worried about your credit score.”
New problem 3: Legal questions…

“Your test results came back—I’m especially worried about your credit score.”

…are not even being asked!
„If the Taliban could intercept our emails...
„If the Taliban could intercept our emails... ...they would be building better bombs.“
„There are two types of companies:
„There are two types of companies:
...those who got hacked and those who will be!“
„The data tsunami is not a natural disaster.“
We need: new intuitions!

And a new language.
We need: awareness

“Threat Model”

Adversary

Attack

Asset

Or risk assessment tools for data.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: explanation!

And creativity.
We need: to talk!

Data security should not hamper its usability (too much).

If the wrong person access my conversation and location, I could end in jail.

A data scanal would cost us trust... and money.

We could be expelled from the country if project information is leaked.

People could be identified in our datasets and be targeted, e.g. the LGBT community.

What?

With everyone.
„The data tsunami is not a natural disaster.“

…but if it would be, humanitarians should know how to respond!
Study the context before choosing tools

Involve all users actively

Establish informed consent practices

Provide back-ups and alternatives

Use privacy and security-conscious FOSS

Minimize and self-limit data

Invest in building acceptance

Pool funds and risk

Apply humanitarian principles to technology