Privacy could be the next big thing

Stuart Langridge
@sil
kryogenix.org

data collection… a bit much?

data collection… a bit creepy?


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The Incredible Story Of How Target Exposed A Teen Girl's Pregnancy

Gus Lubin

Feb. 16, 2012, 10:27 AM 82,733

Target broke through to a new level of customer tracking with the help of statistical genius Andrew Pole, according to a New York Times Magazine cover story by Charles Duhigg.

Pole identified 25 products

allo

MESSAGING GOOGLE ARTIFICIAL INTELLIGENCE

Google's Allo app can reveal to your friends what you've searched

The mobile messaging app lets you include Google Assistant in conversations.

BY TESS TOWNSEND | MAR 13, 2017, 9:00PM EDT

Women less likely to be shown ads for high-paid jobs on Google, study shows

Automated testing and analysis of company's advertising system reveals male job seekers are shown far more adverts for high-paying executive jobs

http://money.cnn.com/2015/08/04/technology/facebook-loan-patent/

CNN tech BUSINESS CULTURE GADGETS FUTURE

Facebook patent: Your friends could help you get a loan - or not

by Ananya Bhattacharya @CNNTech

August 4, 2015: 6:58 PM ET

Uber Knows Too Much About You

The kind of data that Uber has access to—even if it's not, say, the actual contents of your email or the actual conversations you're having on your phone—is extremely invasive.

Sarah Jeong
May 27 2016, 5:34pm

https://twitter.com/alanhangover/status/466813236520964097

Alan Garner
@AlanHangover

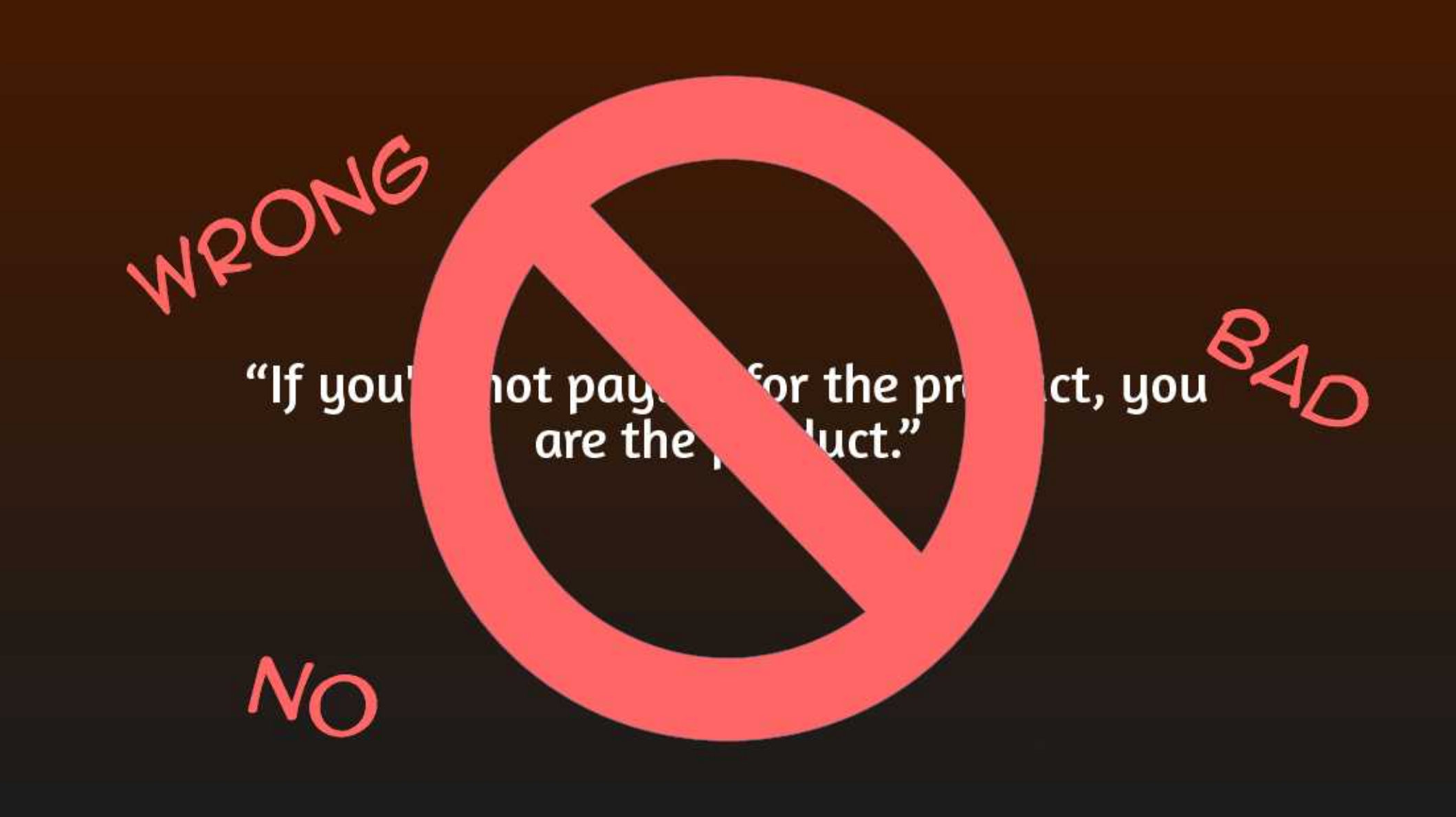
Isn't it great to live in the 21st century? Where deleting history has become more important than making it.

6:32 am - 15 May 2014

86 Retweets **63** Likes

4 86 63

“If you're not paying for the product, you are the product.”

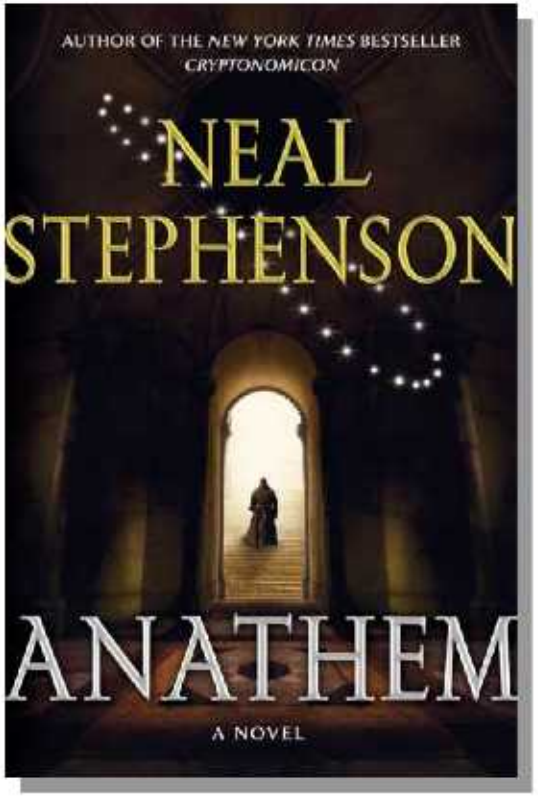

WRONG
BAD
NO

"There is no correlation between how much money users pay and how well they're treated."


http://www.af.mil/News/Photos.aspx?igphoto=2000588958


MITSUBISHI
NATIONAL

creepy


AUTHOR OF THE NEW YORK TIMES BESTSELLER
CRYPTONOMICON
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STEPHENSON
ANATHEM
A NOVEL

aggregation


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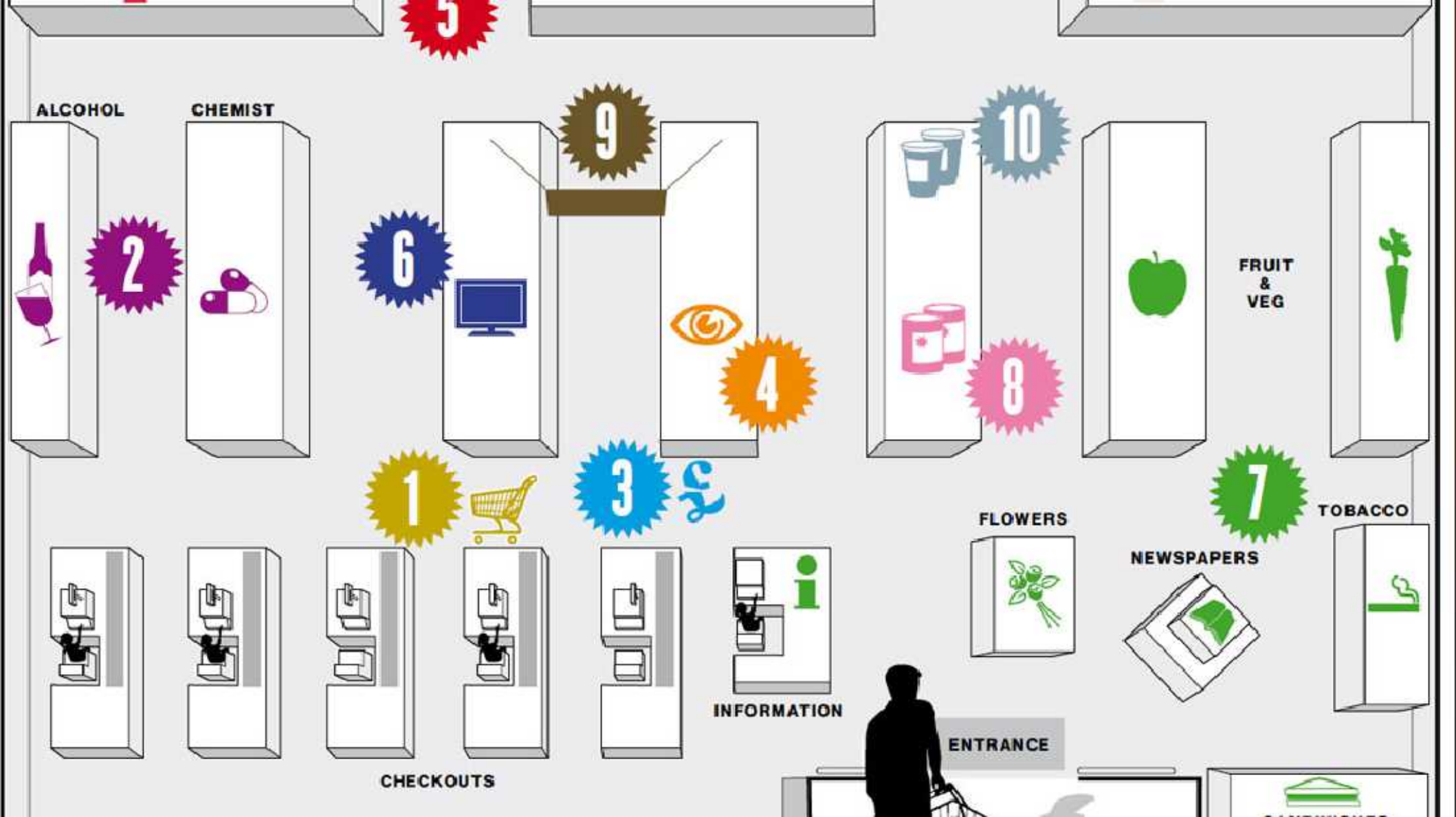
“Amazing”

Your data collection is creepy
when you use it to deduce things
you weren't told and shouldn't know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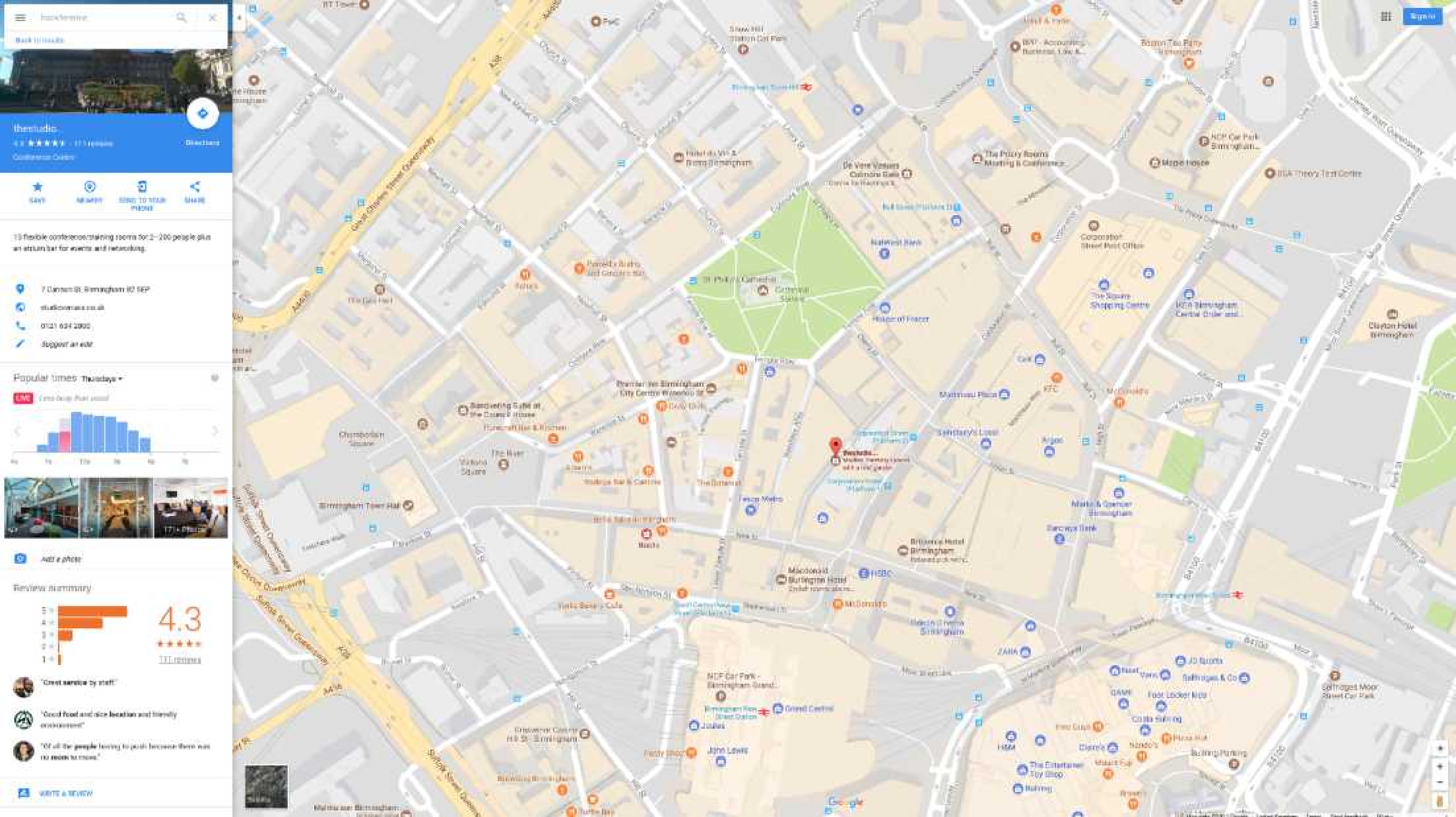
“Every aspect of a store’s layout is designed to stimulate shopping serendipity”

trapped

you can’t opt out

unrealistic



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KFC
Argos
Tesco Metro
House of Fraser
NatWest Bank
Barclays Bank
ZARA
John Lewis
Grand Central
Selfridges & Co
Bullring Parking
The Priory Rooms Meeting & Conference...
Maple House
Corporation Street Post Office
Google


I
QUIT
SMOKING

“If you leave your phone behind, it’s like missing limb syndrome”

you can’t regulate it away

THE TIMES OF INDIA
INDIA

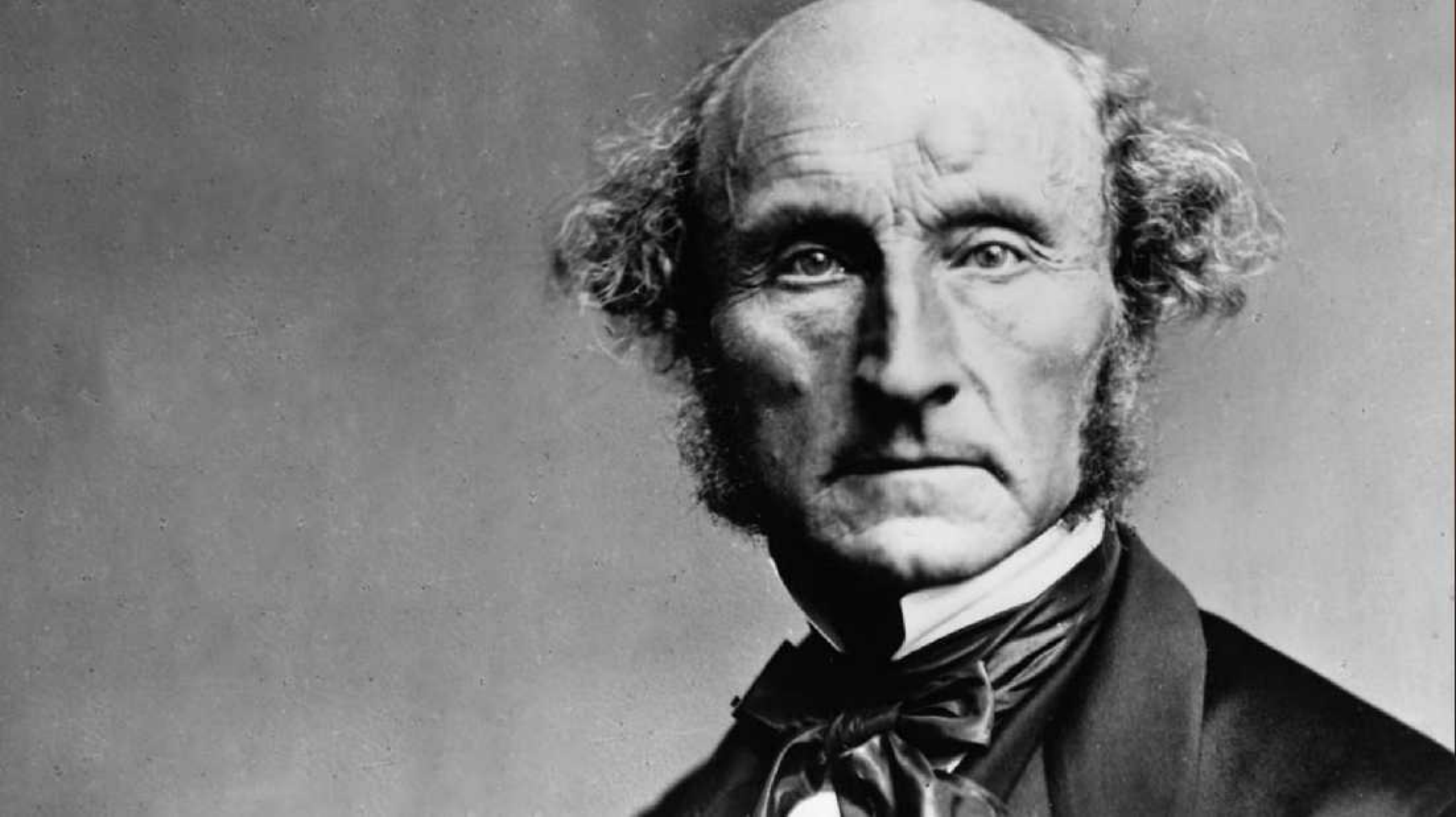
Right to Privacy is a fundamental right, it is intrinsic to right to life: Supreme Court

Dhananjay Mahapatra and Amit Anand Choudhary| TNN | Updated: Aug 24, 2017, 23:03 IST

HIGHLIGHTS

- The order affects all 134 crore Indians
- The apex court overruled previous judgments on the privacy issue
- It overruled an eight-judge bench judgment in the MP Sharma case and a six-judge bench judgment in Kharak Singh case
- Both earlier judgments ruled that privacy is not a fundamental right.

NEW DELHI: The Supreme Court (SC) on Thursday ruled that privacy is a



“laws passed by governments are about the ninetieth most important restriction on our freedom of speech”

you can’t shout

https://twitter.com/sarahmei/status/882008927516463104

Sarah Mei

@sarahmei

So....Mozilla knows, right, that "privacy" has never been an effective selling point for software? Like ever?

you can’t reboot the public

The children of the revolution were faced with the age-old problem:

it wasn't that you had the wrong kind of government, which was obvious, but that you had the wrong kind of people

More than 70% of people would reveal their password in exchange for a bar of chocolate

technology is not the fix


matrix

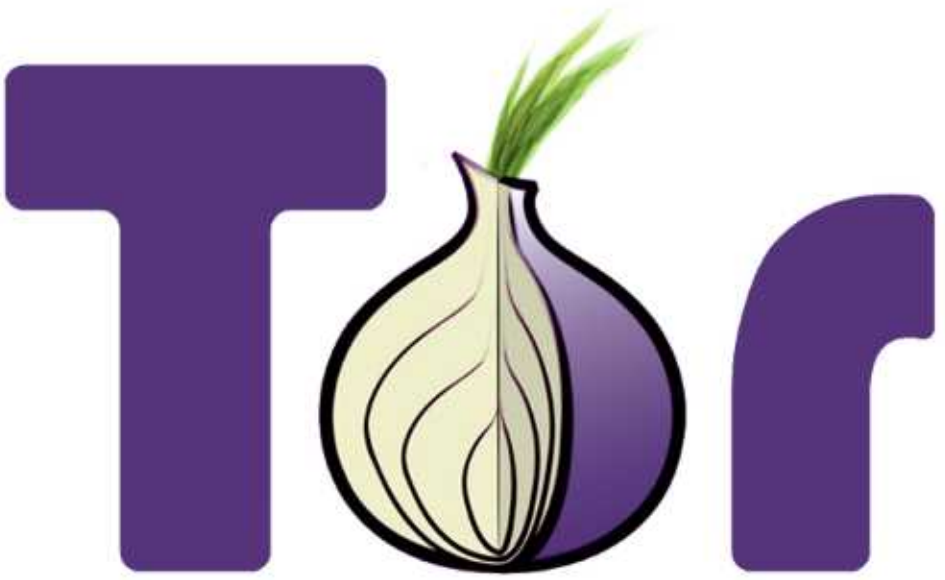

Purism

purevpn

NordVPN

ExpressVPN


LastPass ****
dashlane
1Password


Tor

“Freedoms are not being taken away;
we are just afraid to use them”


https://www.socialcooling.com/
“If you feel you are being
watched,
you change your behaviour”

no choice

the next ten years


Verizon
5:50 PM
100%
Calendar
Clock
Weather
Maps
Calculator
Notes
Reminders
Contacts
Safari
Photos
Camera
Videos
Settings
Passbook
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Phone
Messages
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Google
08:13
7:35 PM


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who you know

82% of people are not comfortable with the sale of their data to third-parties in exchange for speed or convenience or product range

Half of all people have avoided doing some basic stuff online because they have concerns about how their data will be used

disrupt


VICTOR
®

+

=

4,400

The way you overcome an incumbent business is by doing battle on a field that they can't compete on

a weapon which only hurts bad people

thedailymash

Privacy experts too paranoid even for lunch

29-08-14

The UK's top authorities on privacy law

how?

¯_(ツ)_/¯

differential privacy

Alice

Bob

Cantrice

Darsh

$4\sqrt[3]{12\epsilon^2 2^{-d}}$, for at least a $1-\alpha$ fraction of the pairs (r, b). The bit b is unimportant here since it only switches D_r and its complement $\bar{D}_r$. The distance between $Z(D_r)$ and $Z(D)$ is exactly the same as the distance between $Z(\bar{D}_r)$ and $Z(D)$, since $Z(D)$ is the mid-point between the two. Thus, the statement holds even over pairs of the form $(r, 0)$. This proves Lemma 2.

Proof (Proof of Claim 1). Let p^* be the minimum over x of $p(z|x)$. Let $q_x = p(z|x) - p^*$ and $\bar{q} = p(z) - p^*$. The variance of $\hat{p}(z)$ is the same as the variance of $\hat{p}(z) - p^*$. We can write $\hat{p}(z) - p^*$ as $\frac{2}{2^d} \sum_x q_x \chi_0(x)$, where $\chi_0(x)$ is 1 if $x \in D_{r,b}$. The expectation of $\hat{p}(z) - p^*$ is $\bar{q}$, which we can write $\frac{1}{2^d} \sum_x q_x$.

$$\operatorname*{Var}_{r,b}[\hat{p}(z)] = \mathop{\mathbb{E}}_{r,b}\left[\left(\tfrac{2}{2^d}\sum_x q_x\chi_0(x) - \tfrac{1}{2^d}\sum_x q_x\right)^2\right] = \mathop{\mathbb{E}}_{r,b}\left[\left(\tfrac{1}{2^d}\sum_x q_x\big(2\chi_0(x)-1\big)\right)^2\right] \tag{6}$$

Now $\big(2\chi_0(x) - 1\big) = (-1)^{r \odot x \oplus b}$. This has expectation 0. Moreover, for $x \neq y$, the expectation of $\big(2\chi_0(x) - 1\big)\big(2\chi_0(y) - 1\big)$ is exactly $1/2^d$ (if we chose r with

data science

help understand

It’s not OK that you’re made to feel uncomfortable

false dilemma

it’s us

change the story

UX

explain


the seesaw tips

Talk about how we change the story.

@sil