

W3C Workshop on Privacy and Linked Data Data Privacy Controls and Vocabularies Vienna

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The Model

- Internet has become a surveillance domain
- Enabled by vast collecting, sharing and analysis of personal information
- It looks 'free' but its not: personal information is the currency that pays for 'free' services
- Monetisation of the internet – the advertising business model drives the misuse of personal informationm
- Internet services designed as an addiction: social engineering and persuasive design
- Failures of core regulatory concepts – consent, purpose, anonymity, 'reasonable steps,' security, contractual terms

Consequences

- Covert manipulation of attitudes and opinions
- Threats to democracy
- 'Free flow of information' de-legitimizes public interest in proportionate and necessary regulation
- Uncontrolled abuse of monopoly power
- Unaccountable, non-transparent use of information power

Saying one thing, doing another

- We say that privacy is important but act as if it isn't. Why?
- Lack of knowledge?
- Information for ads seems an acceptable trade-off?
- It looks benign?
- Convenience?
- Law as obstacle?

How can linked data support regulatory policy in the public interest?

- We cannot do it directly: we need to “anchor” privacy and data regulations into institutions (“anchoring institutions”) to create a sustainable identity legal ecosystem
- There is a need for “hybrid” regulatory models able to handle rights and duties from both sides (machine/human interaction)
- However... law and normative models are not enough to cope with risks to privacy
- We also need responsible AI, and flexible standards and protocols embedding ethical values

What next? Where to from here?

- “Transparent Personal Data Processing” entails personalization, empowering end-users.... and this entails empowering citizens and community-based institutions (fostering e.g. collective decisions, reasoning, and argumentation)
- Thus, democracy from the grassroots: linked democracy, democracy through linked data
- (Very likely) this is changing the concept of power, jurisdictions, and “national state law” inherited from the 20. c.

Thank you