

The Fall and Rise of Individual Autonomy

**How Privacy Enhancing Technologies and Protocols can
reclaim the web for Alice and Bob**

18th Reboot Privacy and Security Conference

Say Hello to your typical web user, circa 1993



New Yorker, July 15, 1993
Peter Steiner

Alice & Bob



Alice & Bob exchange keys



Alice & Bob securely exchange data –
and Bob shares it with third parties



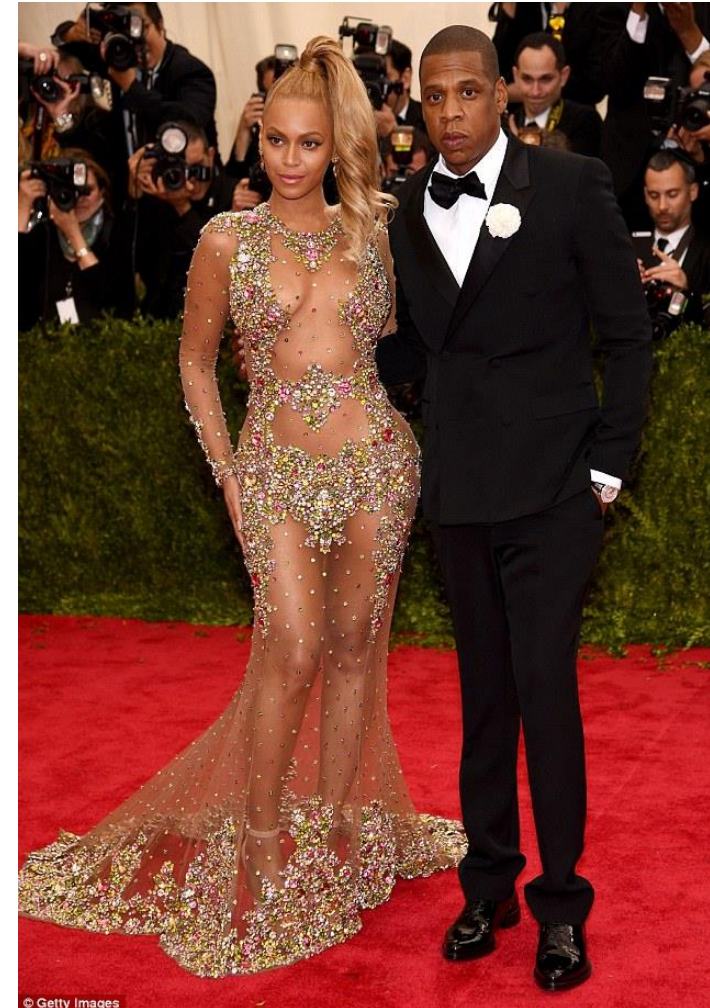
So now....



"Remember when, on the Internet, nobody knew who you were?"

Personal Autonomy & Privacy


Alan Westin's definition of privacy is "*..the ability to know or control how information about you is collected, used or disclosed by the state or organizations*". It has nothing to do with secrecy. If you think about celebrities like Kim Kardashian or the public life of Beyonce and how they are all about control over their images and information about them. This is their 'privacy by design' because it works for them.



But for most people....

What options to 'normal' people have to exert control over their own data?



I have ***not*** read the Terms & Conditions 
many times but often agree to them anyway.

There must be a better way!

I confess - and protest! *

<http://www.biggestlie.com/>



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“I have read and agree to the Terms” is the biggest lie on the web. We aim to fix that.

<https://tosdr.org/>

Contracts of Adhesion

ROGERS LTE 3:08 PM soln-sr1815.solutionip.com VictoriaConference

< > Log In Cancel

Free Access Sites English

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Freeman Audio Visual Canada is pleased that you have decided to use our industry leading high-speed Internet access solution.

Before you get to work with your Internet connection, you must first register for this service by selecting one of the options in the pull down menu to the right. You do require either an Access Code, provided by Freeman AV Canada or a Credit Card to proceed. You will then be automatically registered and will have access to the Internet to send and receive your Internet email, surf the Web or use any VPN applications that do not require the use of a dial-up phone line.

We hope you find this exciting new service of value.

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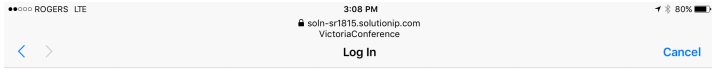
☐ I accept the terms and conditions

Connect Me >

For assistance please call: 250-361-1095

SolutionIP flex

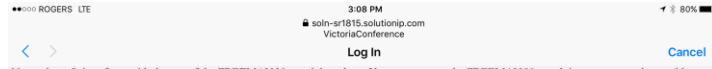
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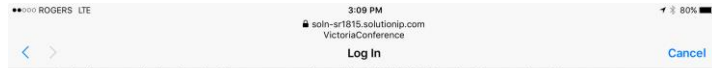
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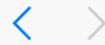
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Is this realistic?

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agree:...

But people are OK to trade privacy for convenience and services, right?

This is an answer to the privacy paradox. Why do people claim to care for privacy but keep acting like they don't

THE TRADEOFF FALLACY

How Marketers Are Misrepresenting American Consumers And Opening Them Up to Exploitation

“Our findings... support a new explanation: a majority of Americans are resigned to giving up their data—and that is why many appear to be engaged in tradeoffs.”

(See page 3)

Joseph Turow

Annenberg School for Communication
University of Pennsylvania

Michael Hennessy

Annenberg Public Policy Center
University of Pennsylvania

Nora Draper

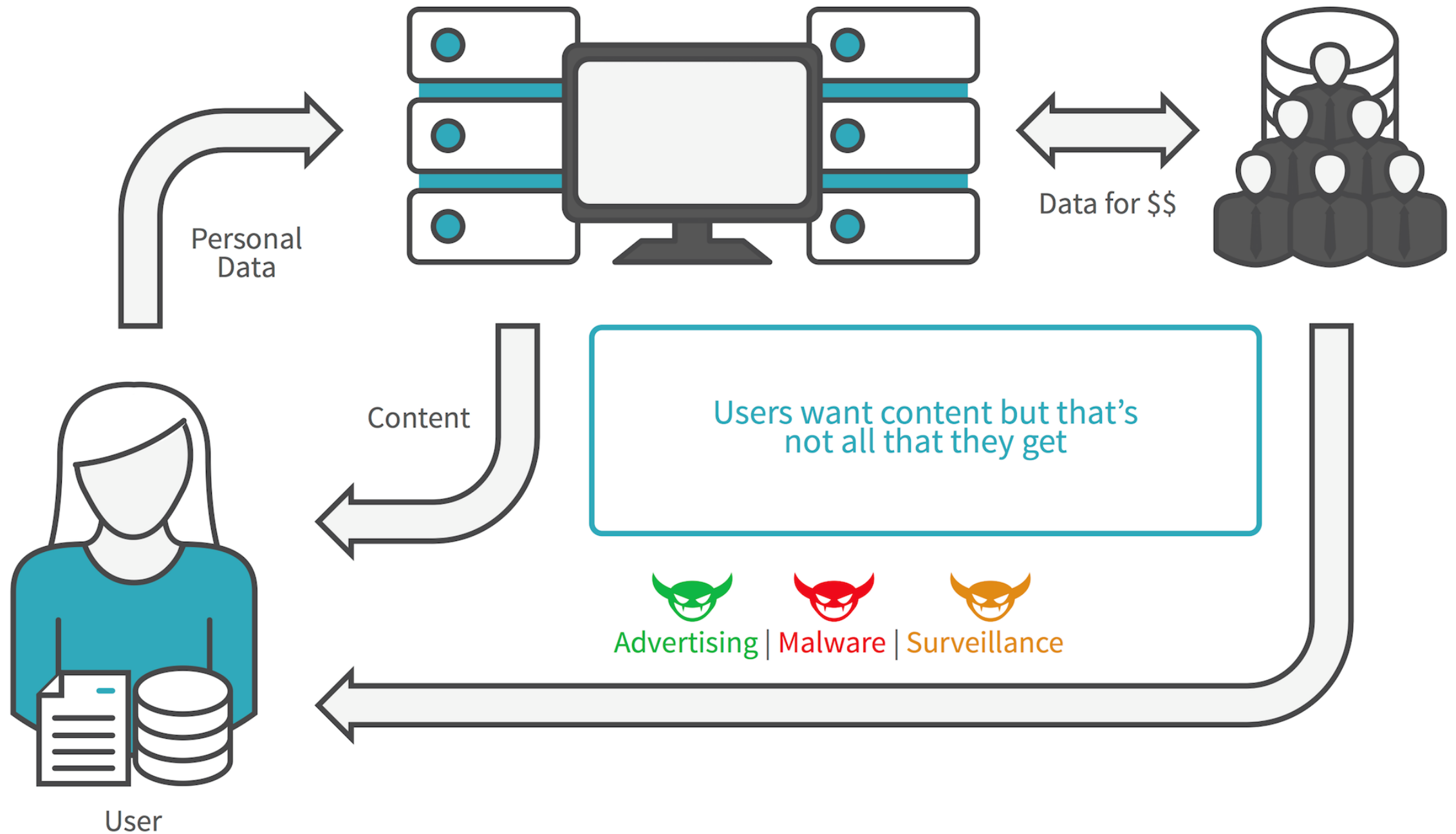
Department of Communication
University of New Hampshire

Wasted ad money?

“We serve ads to consumers through a non-transparent media supply chain with spotty compliance to common standards, unreliable measurement, hidden rebates and new inventions like bot and methbot fraud,”

Procter & Gamble chief brand officer Marc Pritchard

<https://www.marketingweek.com/2017/01/31/mark-ritson-marc-pritchard-viewability-fraud-speech/>



Alice, the user, has no autonomy = Alice has no privacy

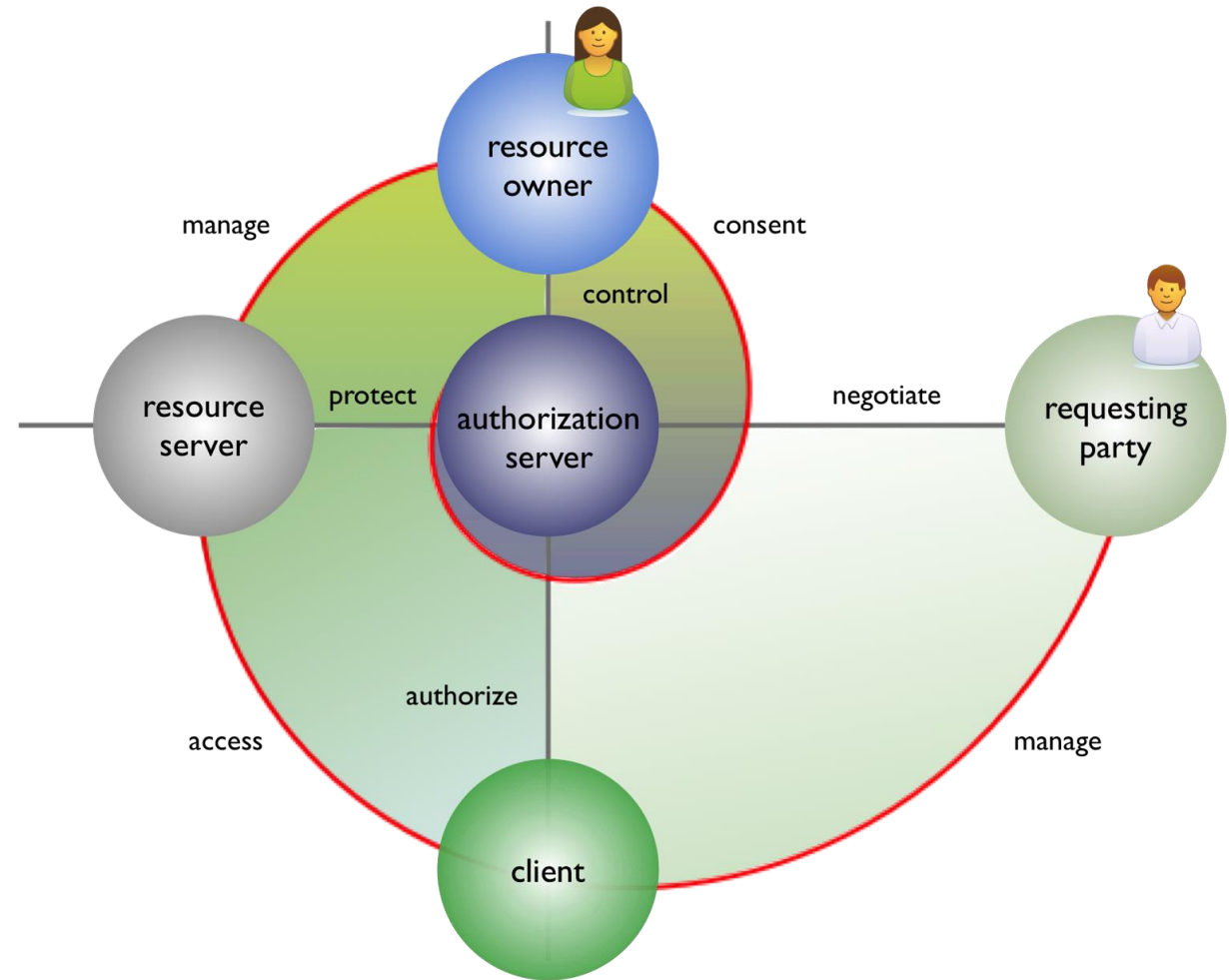
But wait, Alice wants her autonomy...

Call now and you may find that there are options to equip Alice with the tools she needs to establish information equity.

User Managed Access

The marvelous spiral of controlled personal data sharing,

<http://tinyurl.com/umawg>



Sign up

Welcome to CopMonkey!

Our relationship management services protect your data – wherever it lives.

Step 1 Create your account

➔ Step 2 Select your contract and policy defaults

This will apply to all of your [information resources](#) from now on. You can also [customize](#) these details for each resource, each resource-hosting site, and each site that requests resource access.

Select a default resource-sharing contract

- ☒ NoSelling-NoCaching-Indemnity-V1.0
- ☐ NoSelling-Indemnity-V1.1
- ☐ NoSelling-V1.0
- ☐ OpenUsage-V1.0
- ☐ Commercial-V1.3

[Payment details...](#)



Which contract is right for you?

The ContractFolx offer a [wizard](#) to help you decide.

Choose how long to allow access

- ☒ Indefinitely (you can always [stop it](#))
- ☐ Ending on [Today](#) |
- ☐ Once (unlimited tries till success)

Choose automatic vs. manual sharing

- ☒ Share automatically
- ☐ Contact me for consent first
 - When? ☒ Initially ☐ Every time
 - How? ☒ Email ☒ SMS

[Set defaults](#)

Or, [return to your account page.](#)

User Submitted Terms

"NO STALKING" TERM: Icon format and structure

Parties:

Duration:

Purpose:

Tracking:

Sharing:

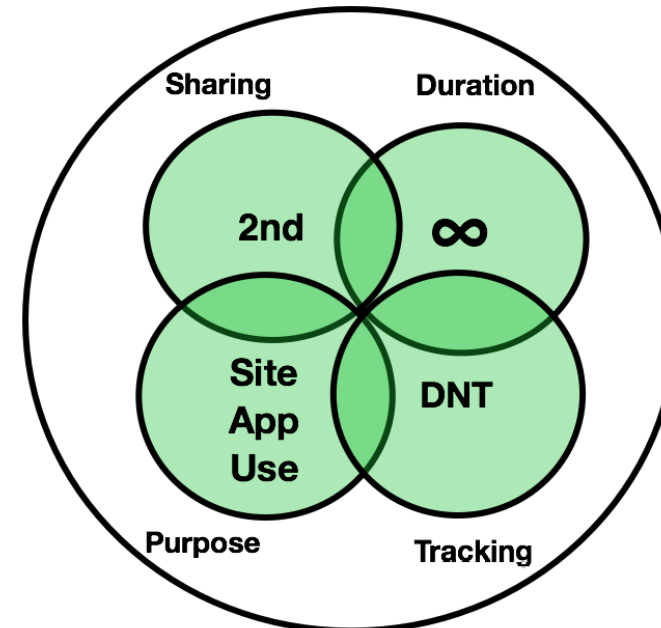
**Only:
1st-2nd,
As long as I say,
For service use,
No 3rd party tracking,
leaking or other
sharing, no buying or
selling
my data.**



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NOTE: I'm the first party.

My term is: 2nd-∞-SU-DNT



Updating Legal Terms for the Internet

Common Accord

CommonAccord is an initiative to create global codes of legal transacting by codifying and automating legal documents, including contracts, permits, organizational documents, and consents.

RSO-ASO.Role-Establishment.Title	{Resource_Server_Operator}-{Authorization_Server_Operator} role establishment
RSO-ASO.Role-Establishment.Condition	For the period that the {Resource_Server_Operator} and {Authorization_Server_Operator} have mutually agreed to serve in these respective roles for each other
RSO-ASO.Role-Establishment.	[GH/KantaraInitiative/UMA-Text/Z/Clause_0.md]
RSO-AuthzP.Role-Establishment.Title	{Resource_Server_Operator}-{Authorizing_Party} role establishment
RSO-AuthzP.Role-Establishment.Condition	For the period that the {Resource_Server_Operator} and {Authorizing_Party} have mutually agreed to serve in these respective roles for each other
RSO-AuthzP.Role-Establishment.	[GH/KantaraInitiative/UMA-Text/Z/Clause_0.md]
ASO-AuthzP.Role-Establishment.Title	{Authorization_Server_Operator}-{Authorizing_Party} role establishment
ASO-AuthzP.Role-Establishment.Condition	For the period that the {Authorization_Server_Operator} and {Authorizing_Party} have mutually agreed to serve in these respective roles for each other
ASO-AuthzP.Role-Establishment.	[GH/KantaraInitiative/UMA-Text/Z/Clause_0.md]
RO-RSO.RSO-Accepts-RO-Choice-Of-ASO.Title	{Authorization_Server_Operator} choice acceptable to {Resource_Server_Operator}
RO-RSO.RSO-Accepts-RO-Choice-Of-ASO.Condition	When more than one choice of an {Authorization_Server_Operator} is acceptable to a {Resource_Server_Operator}
RO-RSO.RSO-Accepts-RO-Choice-Of-ASO.	[GH/KantaraInitiative/UMA-Text/Z/Clause_0.md]
RO-RS.No-Default-AS.Title	{Resource_Server} nondefault {Authorization_Server} choice interface
RO-RS.No-Default-AS.Condition	When the {Resource_Server} has presented an interface to the {Resource_Owner} that does not default to an automatic choice of an {Authorization_Server}
RO-RS.No-Default-AS.	[GH/KantaraInitiative/UMA-Text/Z/Clause_0.md]
ASO-RSO.RSO-Satisfies-ASO-Credentials-Requirements.Title	{Resource_Server_Operator} meets {Authorization_Server_Operator} client credentials requirements

<http://www.commonaccord.org/>

Consent Receipts

When Bob has collected information from Alice, shouldn't she get a receipt of the personal data transaction, setting out what data has been collected about her, under what terms and setting out how it will be used or shared?

Standard currently being voted on for both the human readable and for the JSON specification for a receipt as data




Receipt for Personally Identifiable Information

Service: Digital Subscription and News Alerts

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 Your ID: Bowden Jeffries

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The purposes for collection of your personal information^s.

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Your contact information
You and your contacts email and social media
Your financial information for payments^s

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News web site and alerts (Contracted Service)
Personalized Experience
Marketing^o
Meeting Legal Obligations

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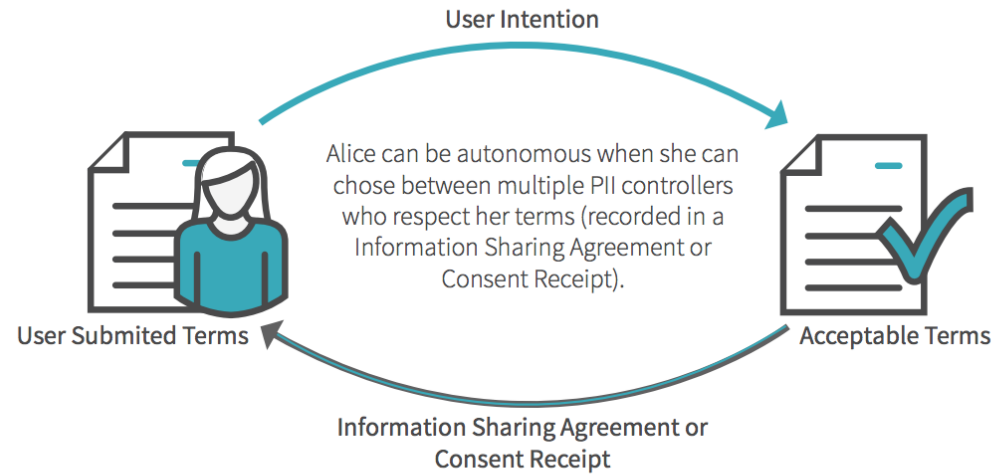
Our Contact Information	The Ankh-Morpork Times Gleam Street, Ankh-Morpork, Discworld
Privacy Contact	William de Worde, Chief Editor and Privacy Officer william@times.ankh-morpork.xyz (555) 555-DISC (3429) x 7748229 (Privacy)
Privacy Policy	https://times.ankh-morpork.xyz/privacy

Receipt #: dcd55b2d-fbb8-4cf9-b183-80f31af7edbf

Date: Tue Sep 6 10:00:00 2016

^s Information marked with a superscript s may be treated as "Sensitive Personal Information"

^o Purposes marked with a superscript o indicated an optional consent.



Solving Alice (& Bob's) Problem



Alice (Data Subject)



Personally Identifiable Information

If Alice and Bob Company want to have a secure record of their agreement, or a receipt, they can cryptographically sign a hash of the agreement and record it on a distributed ledger.

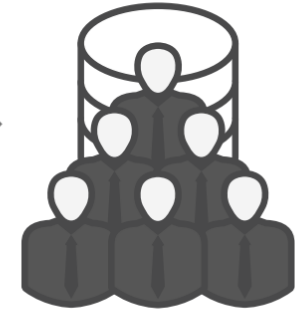


Bob Company (Data Controller)

Bob Company shares data as set out in the Information Sharing Agreement or Consent Receipt.



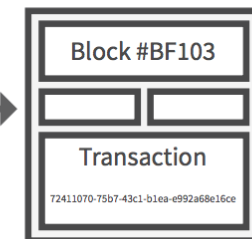
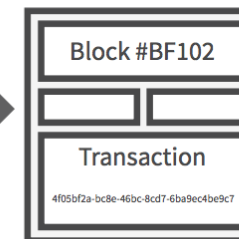
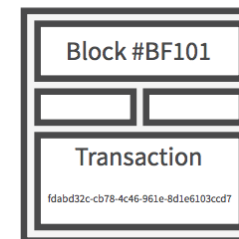
Customer Personal Data



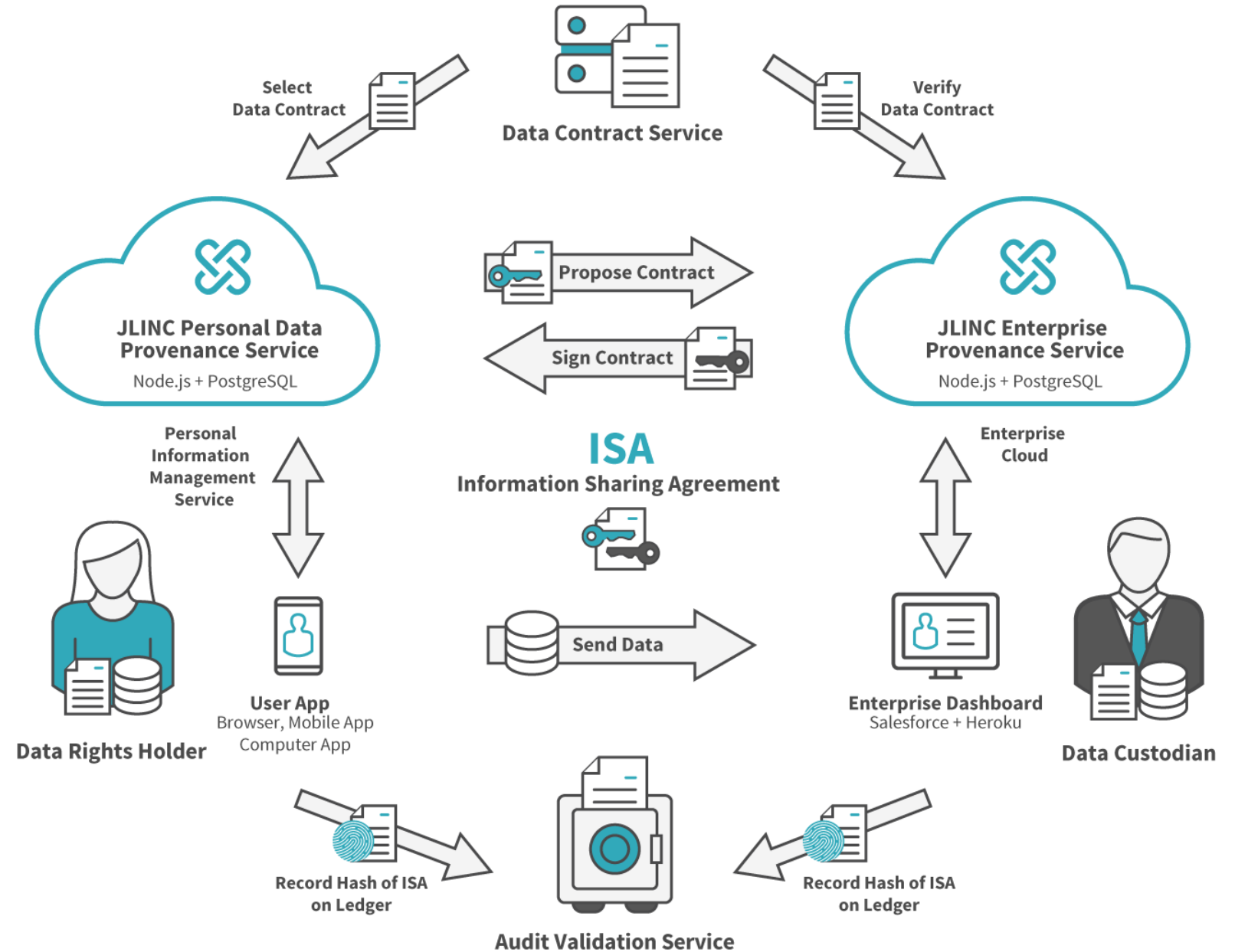
Downstream Processors

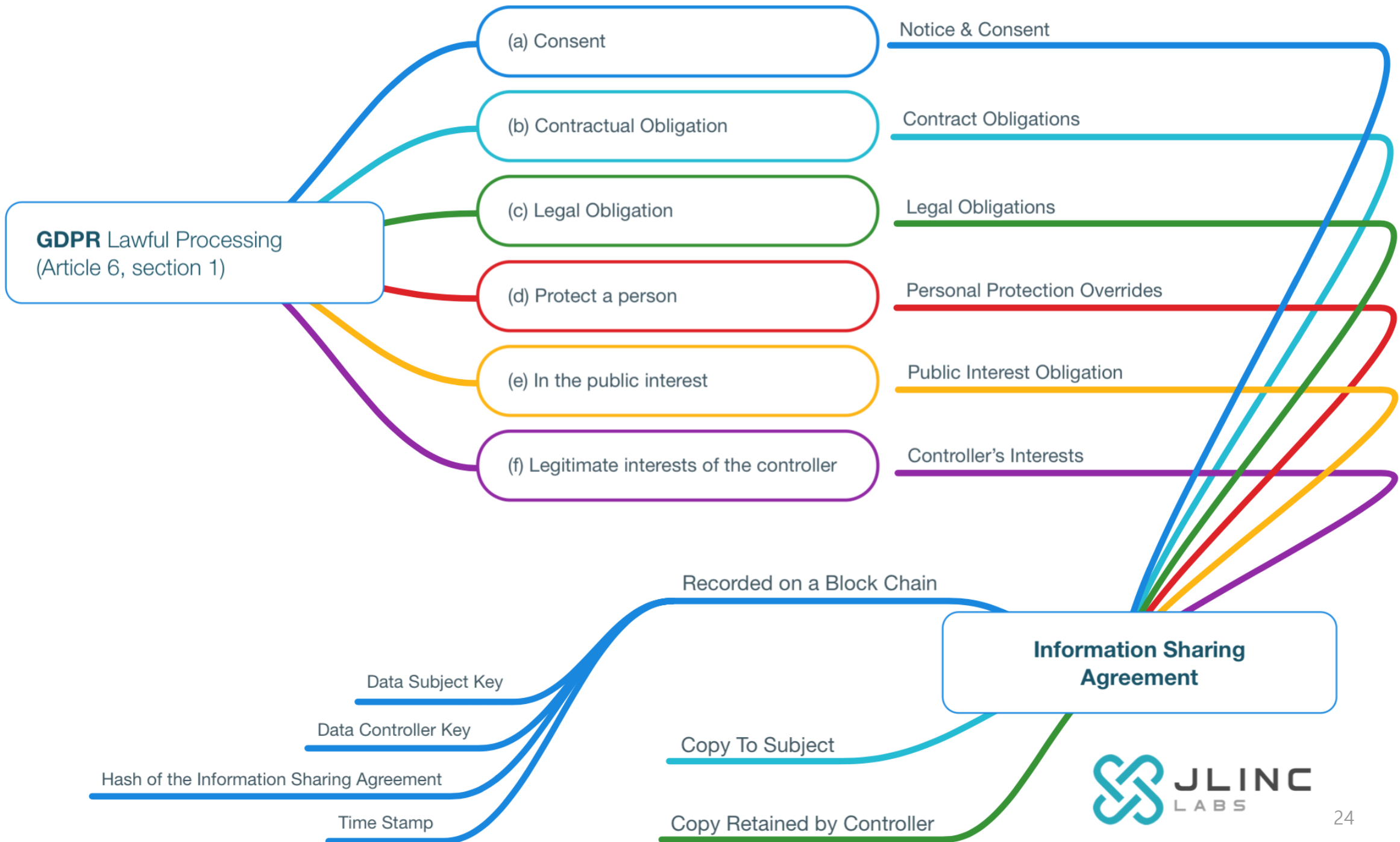
Each subsequent data controller or processor writes a record of their transaction to the distributed ledger so that Alice may know what is happening to her data.

Record transactions on a distributed ledger



JLINC Protocol & Services



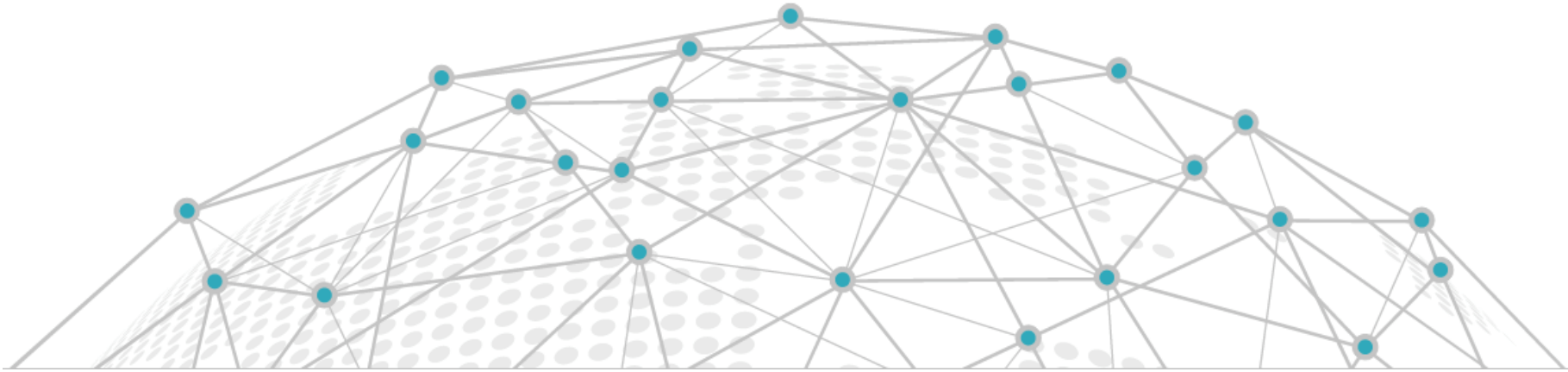


Data Provenance as a Service



JLINC Labs DPaaS is an open system platform for managing the virtual chain of custody for digital objects.

[Read the white paper by Craig Burton](#)



Questions?

For more information see <http://www.jlinclabs.com>

Or email john@jlinclabs.com