We Don’t Want Your Data!
Privacy 1.0 – The Cookie Monster
Consumer Attitudes to Privacy

• 75% of UK consumers are concerned about online privacy
• 78% believe that businesses get the best deal from data exchange
• 65% feel they have a lack of control to prevent companies collecting information about them
• 34% claim they are more likely to exchange their personal information in return for personalised products and services

Consumers have become aware, and more wary of what happens to their data...

Source: DMA/Acxiom, 2018
What happens on your iPhone, stays on your iPhone.

apple.com/privacy
We must keep fighting for the kind of world we want to live in. On this #DataPrivacyDay let us all insist on action and reform for vital privacy protections. The dangers are real and the consequences are too important.
I just tested the FaceTime bug with @juliacarriew. It’s real. You can call someone on FaceTime and listen to their phone’s mic if they don’t pick up. In some cases, you can even observe them through the camera without their knowledge. You can go to settings and turn off FaceTime.

On this #DataPrivacyDay let us all insist on action and reform for vital privacy protections. The dangers are real and the consequences are too important.
BREAKING TECHY HABITS

YEAH... I'M GONNA NEED MORE DATA

THAT WOULD BE GREAT
Blockchain – a Virtuous Circle
End-to-End Security – Lifecycle Protection

Visible to Alice

Hi Bob,
Here is my little secret

Alice.

Bob’s public key

Visible to Bob

Hi Bob,
Here is my little secret

Bob.

Anyone could see

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Bob’s private key

Encrypt

Decrypt

Encryption
Consistency - Key Management is Hard!
Applying PbD Principles as Technologists

1. Be proactive
2. Use the right defaults
3. Part of design process
4. Avoid tradeoffs, find ways of doing PbD and making it work
5. Data life cycle is part of design
6. Transparent, don’t lie about what you are doing
7. Good UX design

Allow at least 50% more Time – it’s a Marathon!
A New Channel for Data Rights Dialogue

- Live app launch Jan ’19
- 2,400 requests sent from users to companies
- 650 engaged users
- Average 4 requests per user
- Average 7 requests per user that ‘connect’ their Google account
- 1,400 companies in database seeded by users
- 90 companies engaged and created accounts
Thank you for your recent enquiry.

In order for us to progress with your request, please tell us:

- *Which brands, if not all, your request relates to (i.e. MoneySuperMarket, MoneySavingExpert, TravelSuperMarket)*
- *Which products, if not all, your request relates to (for example, motor insurance, energy, etc.)*
- *Is there anything specific you would like us to include? For example, a specific quotation*

We also need the following necessary personal details so that we can locate your information:

- *Full name*
- *Date of Birth*
- *Postal Address (including postcode)*
- *Preferred contact number*
- *Email Address*
- *Any other email addresses you have used when visiting a MoneySuperMarket Group brand (please note: we can only give you information associated with the email addresses you give us)*

**Please note:** If your request relates to TravelSuperMarket only, you are not required to provide any other information than your email address.

Finally, in order for us to confirm your identity we require you to provide a form of ID. You can refer to the attached guidance document for valid forms of identification. Please attach these when replying this email.

Under the General Data Protection Regulation (GDPR), we legally have one calendar month to process your request. We will start processing your request when we receive all of the **required information**. Whilst we endeavour to process your request in advance of this deadline, we cannot guarantee this will be the case, as any missing information will cause a delay.


Kind Regards,
Self-Sovereign ID – the missing piece?