



Privacy is Dead

by George Hotten

Group 75, recording 2

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About Me

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Introduction

- Privacy is not taken seriously by big companies.
- Companies do not make it easy to understand what data is collected and what they use it for.
- The way companies collect data is often unethical and privacy invading.
- More should and can be done by companies to ensure collected data is necessary for their services.

What is Privacy?

- “Privacy is the right to be let alone, or freedom from interference or intrusion.”
- “Information privacy is the right to have some control over how your personal information is collected and used.”
- (International Association of Privacy Professionals, 2024)

Your Rights

- Your privacy rights are protected under the Data Protection Act 2018.
- This ensures your data is (Data Protection, no date):
 - used fairly, lawfully and transparently
 - used for specified, explicit purposes
 - used in a way that is adequate, relevant and limited to only what is necessary
 - handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage

Online Reality

- Privacy Policies are long, and most users do not read them. Companies exploit this to collect as much data as they can on you, usually without you knowing.
- What if companies collect information on you that you don't want people to know? What if they have a data breach?
- In 2022, Statista Research Department (2023) found that 67.2% of all advertising was done online, with this figure expecting to rise to 74% by 2028.
- Digital advertisements are heavily targeted based on your personal data, which is often sold from big companies.
- Google Ads is one of the largest digital advertisement agencies, where do they get your data from?
- To achieve effective ad targeting, Google harvests usage data from their platforms and third-parties.

Why is this bad?

- Shady practices
- Data breaches and fraud
- Not all companies will inform you of data breach (privacyspy.org, 2021)

PrivacySpy





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Google




Google is an American technology and advertising company known for its search engine and cloud services.

This policy also applies to: [DoubleClick](#), [Gmail](#), [Google Ads](#), [Google Analytics](#), [Google Tag Manager](#), [YouTube](#)

Handling

▼ 	Does the policy allow personally-targeted or behavioral marketing? Yes, but you may opt-out	4/10
▼ 	Does the service allow you to permanently delete your personal data? Yes, using an automated mechanism	5/5
▼ 	Does the service allow third-party access to private personal data? Yes	0/10
▼ 	When does the policy allow law enforcement access to personal data? When reasonably requested	3/5

Transparency

▼ 	Does the policy outline the service's general security practices? Yes, including audits	2/3
▼ 	Is the policy's history made available? Yes, with revisions or a changelog	5/5
▼ 	Does the policy require users to be notified in case of a data breach?	0/7







4.9/10
[How we calculate ratings →](#)

Last Updated
December 17, 2021

Sources
[Source #1 ↗](#)

Contributors
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Affected Products

-  DoubleClick
-  Gmail
-  Google Ads
-  Google Analytics
-  Google Tag Manager
-  YouTube

Apple



Data Linked to You

The following data may be collected and linked to your identity:

- Financial Info
- Location
- Contact Info
- Contacts
- User Content
- Search History
- Browsing History
- Identifiers
- Usage Data
- Diagnostics
- Other Data



Data Not Linked to You

The following data may be collected but it is not linked to your identity:

- User Content
- Diagnostics

Example: does Google listen to you?

- There is no definitive proof to suggest that Google does in fact listen to you, however how plausible could this be?
- Smartphone voice assistances
- Google Home
- What if they listen to your private and sensitive conversations?
- Despite Google denying claims they process your conversations; BBC Journalist Zoe Kleinman has reported just this.

Zoe Kleinman's Experience

- Zoe Kleinman (2016) reported that her mum informed her that a family friend was in a motorcycle accident in Thailand and that later when she used her phone, "Motorbike accident, Thailand" was in the suggested search terms.
- Zoe also reports that her and a friend were having a discussion on taxes, and then the next day she started receiving tax support adverts.

Is this data collection really needed?

- The short answer is no.
- But it is more complicated than this.
- Revenue, personalization and experience.
- Would this heavy data collection be more acceptable with more transparency?
- Should users be able to choose what data is collected about them?

Recommendations to Users

- Utilize privacy policy summary services.
- Request your data and see what a company has on you. If you're uncomfortable, request a deletion.
- Know your rights

Recommendations to Companies

- Provide summaries to privacy policies and make them easier to understand.
- Consider the impact that collecting data can have on individuals, especially in the event of a data breach.
- Consider alternate ways of collecting data and providing services via allowing users to opt-out of certain tracking and data collection.

Conclusion

- The way data is collected needs to change.
- Companies often collect lots of unnecessary information.
- Users need more choice in what is collected about them and the ways this data is collected.

References

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