# Privacy is Dead

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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

PrivacySpy

Search (press /)

Directory Extension Contribute About

**4.9**/10

How we calculate ratings  $\rightarrow$ 

### Google G

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

 $\mathbf{v}$ 

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

#### Transparency

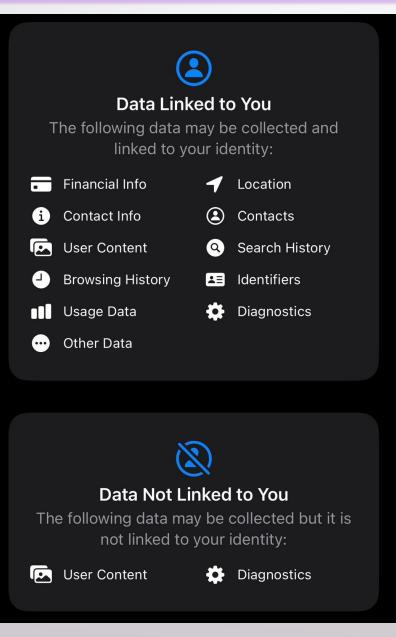
- Does the policy outline the service's general security practices? Yes,  $\mathbf{v}$ 2/3 including audits
- Is the policy's history made available? Yes, with revisions or a  $\mathbf{\sim}$ changelog
- Does the policy require users to be notified in case of a data breach? 0/7  $\mathbf{v}$

### December 17, 2021 Source #1 7 ibarakaiev DoubleClick M Gmail \rm Google Ads Google Analytics Soogle Tag Manager YouTube

5/5

### privacyspy.org (2021)

## Apple



### 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 optout 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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