

IN4ACT WEBINAR SERIES

ADDRESSING KEY CHALLENGES OF PRIVACY AND CITIZEN EMPOWERMENT IN THE PLATFORM ECONOMY AND THE INFOSPHERE

FEBRUARY 5th, 1pm



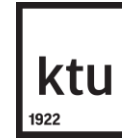
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Presenter:
Dr. Peiman Alipour Sarvari
IN4ACT Researcher



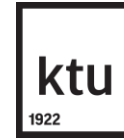
Discussant:
Andrius Grybauskas
IN4ACT Researcher



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THROUGH THIS WEBINAR WE WILL WALK OVER

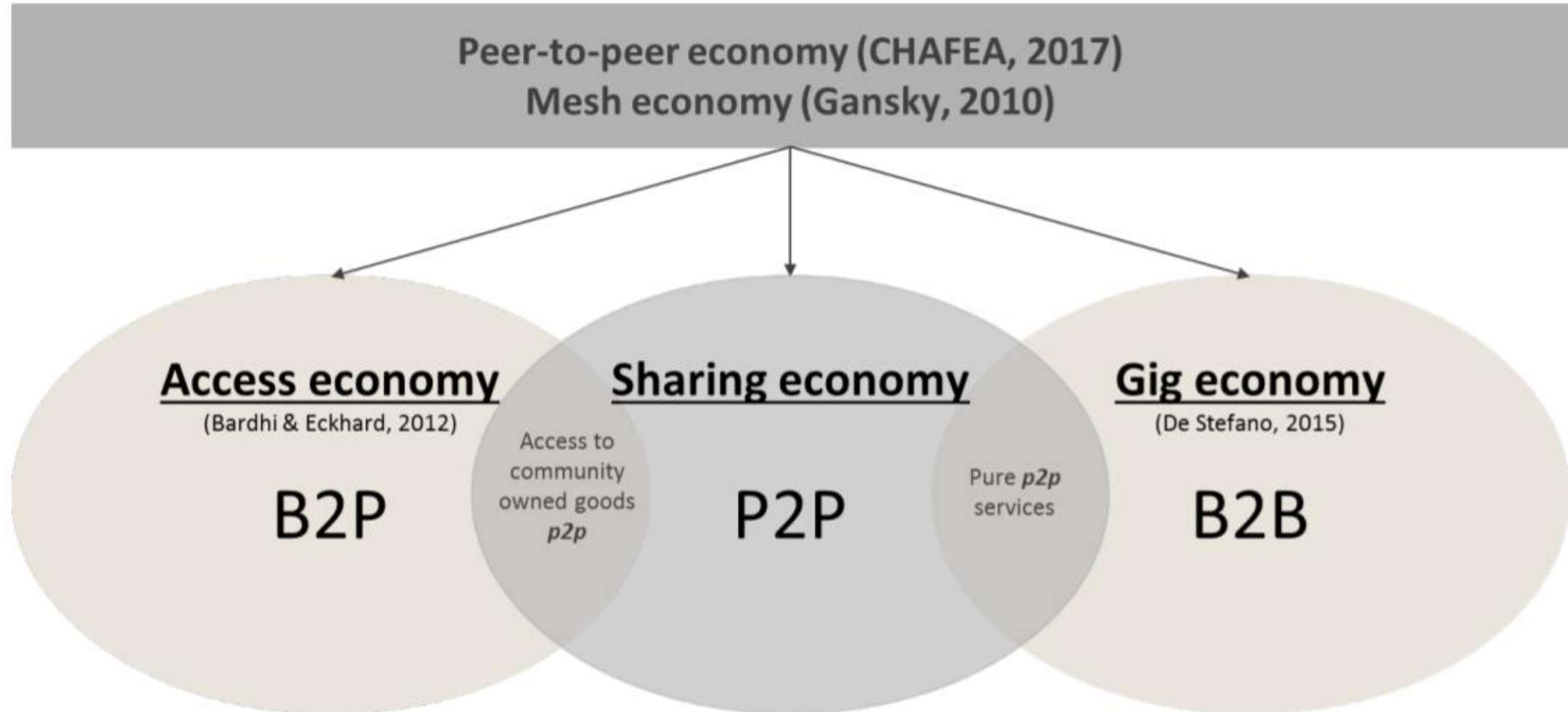
- What is platform economy?
- Why do we need that?
- The role of data in the platform economy!
- Trust shaking incidents!
- Public & Platform owners' concerns!
- How to improve platform's trustworthiness?
- Related research questions



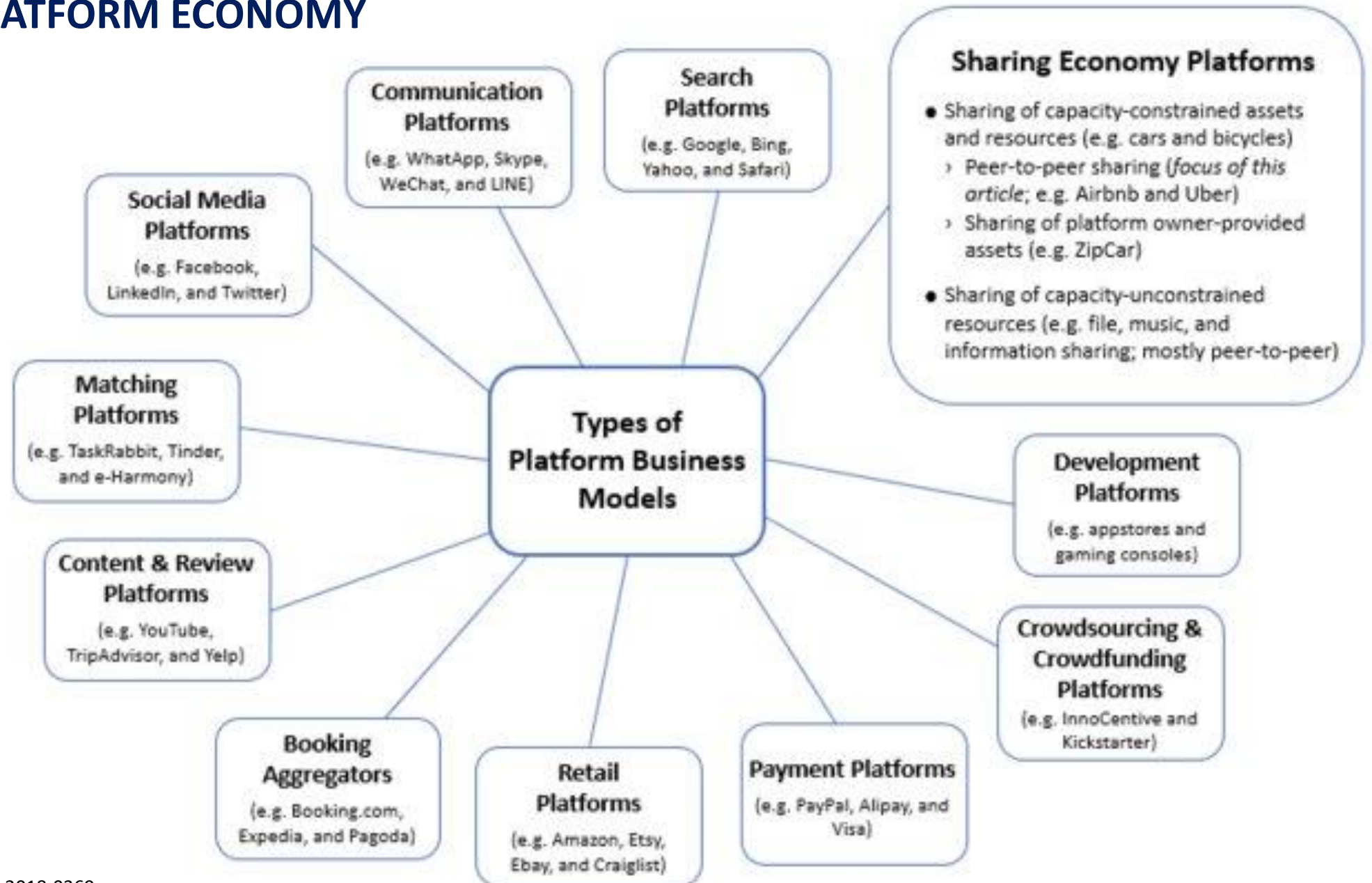
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PLATFORM ECONOMY?

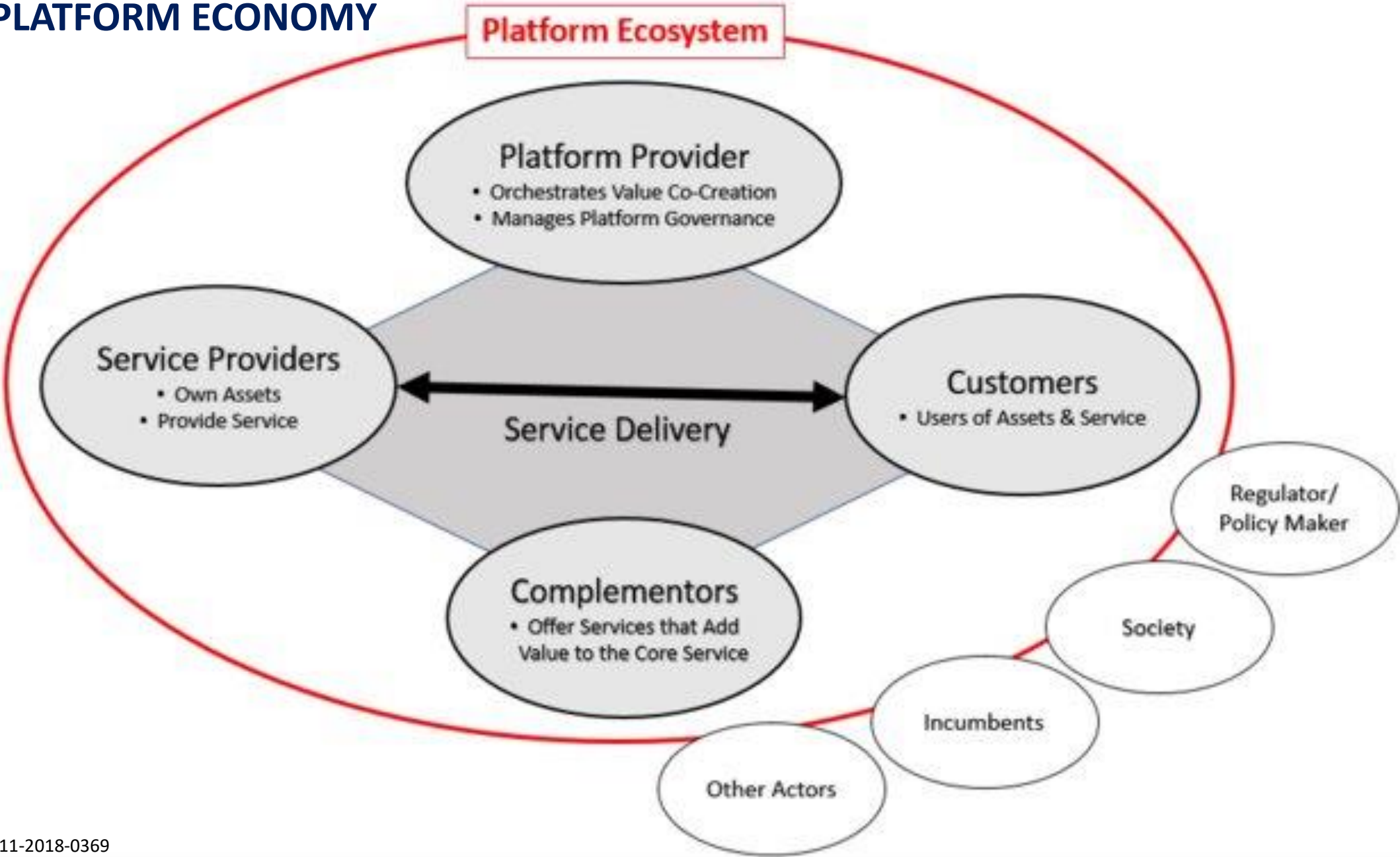
OVERVIEW OF SHARING ECONOMY TERMS AND THEIR RELATIONSHIP



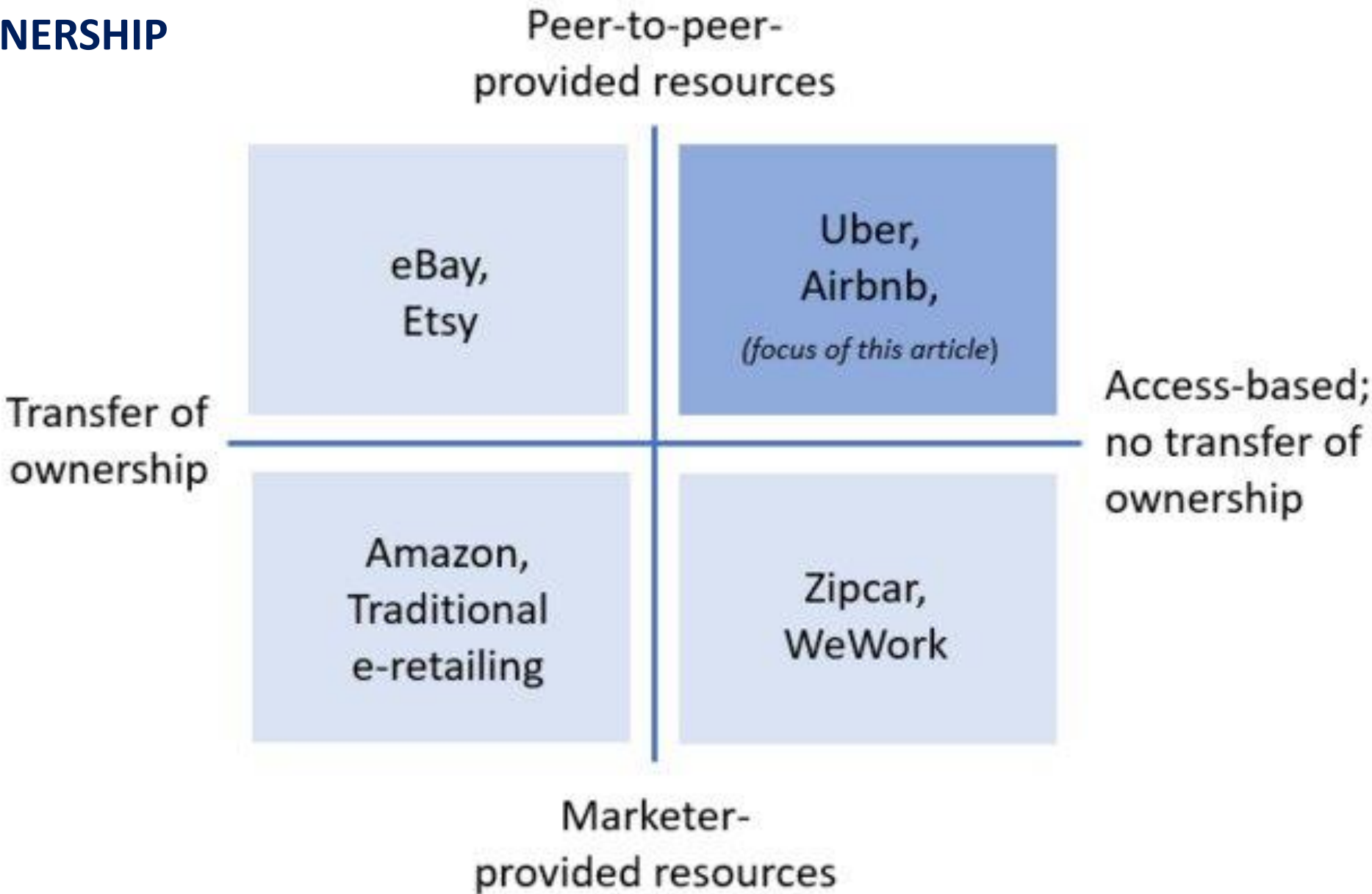
TYPES OF PLATFORM ECONOMY



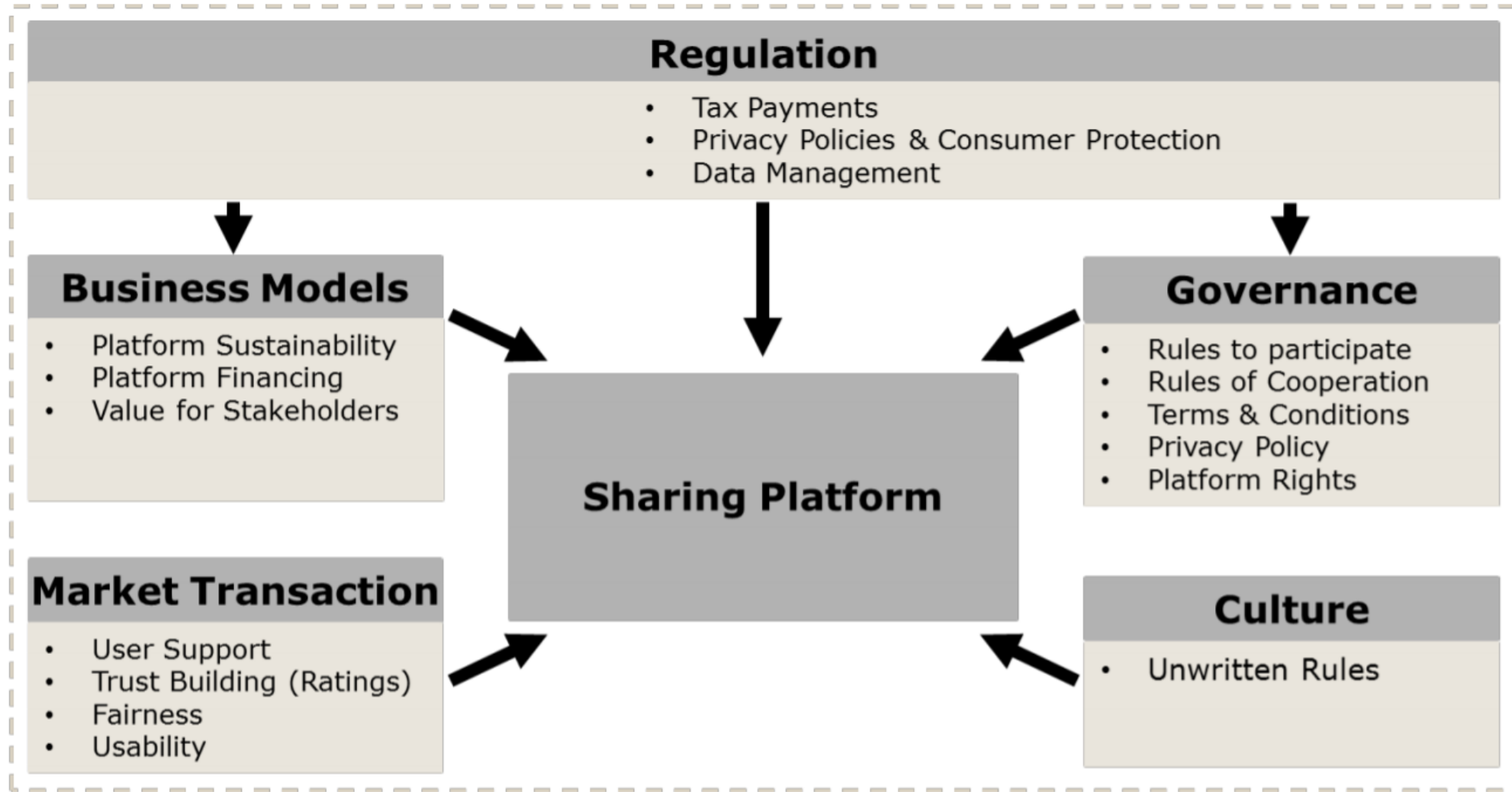
ACTORS IN PLATFORM ECONOMY



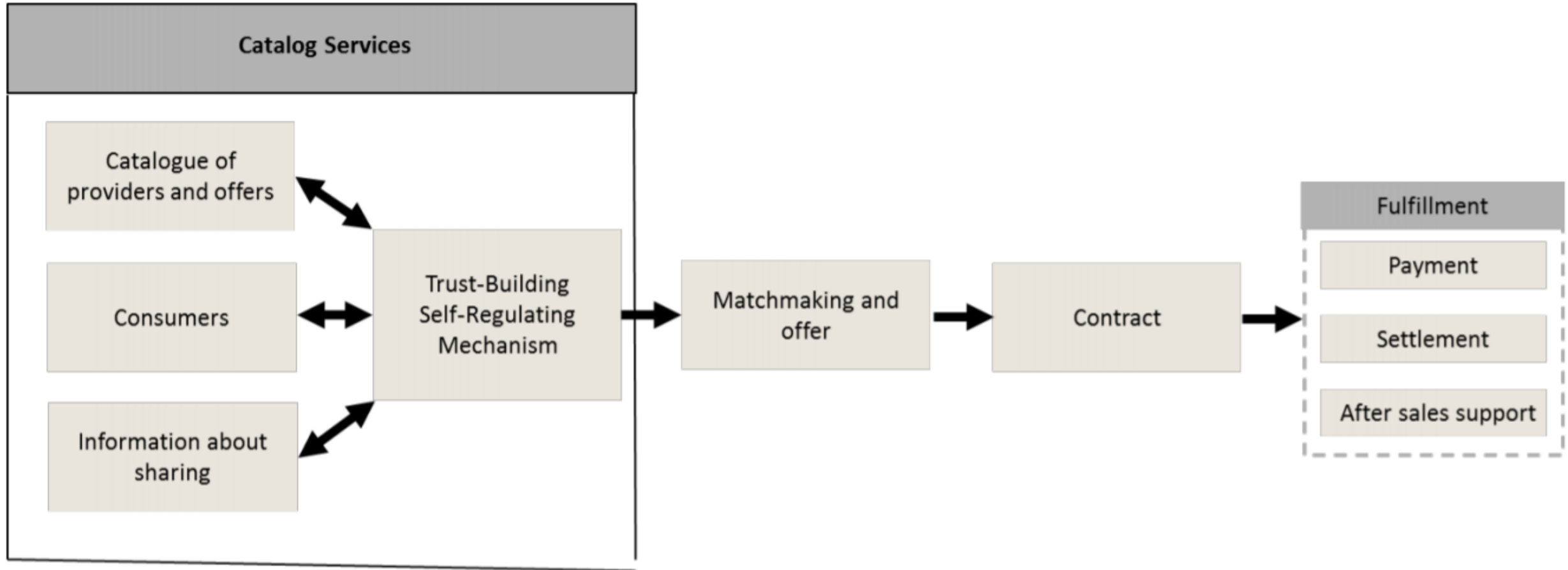
PLATFORMS AND OWNERSHIP

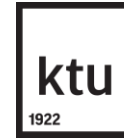


OVERVIEW OF DESIGN ASPECTS OF A PLATFORM



OVERVIEW OF THE COMPONENTS OF A MARKET TRANSACTION ON A PLATFORM





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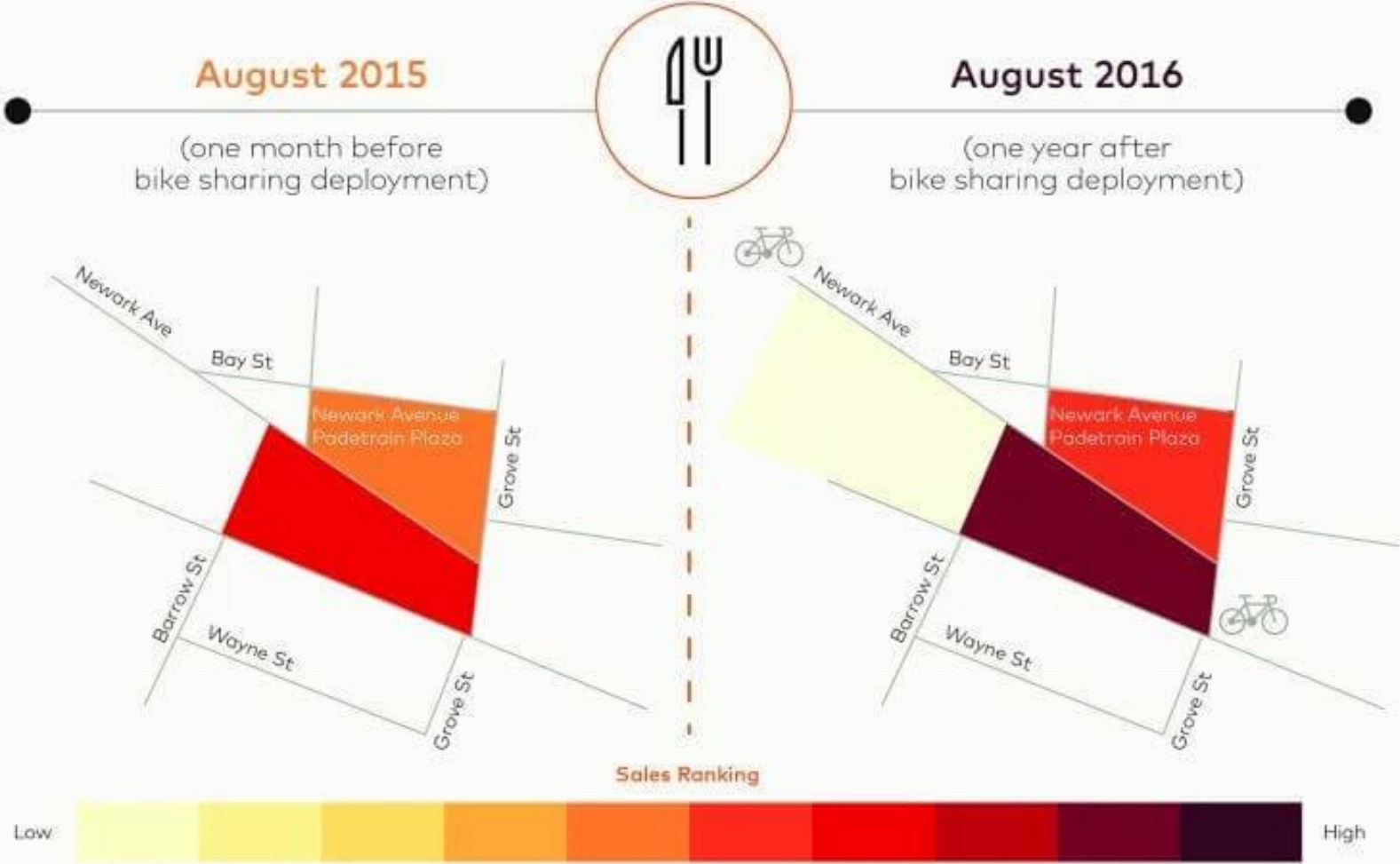
WHY DO WE NEED SHARING ECONOMY PLATFORMS?

ADD VALUE OF SHARING ECONOMY PLATFORMS

- **Input side**
 - Product/service shared
 - Asset ownership / service sourcing models
- **Value creation**
 - Economic or social benefits
 - Asset/service operation & management models
 - Core transaction types
 - Search and transaction costs
 - Indirect network effects
 - Trust, Quality, Safety, Security
 - Big data
- **Output side**
 - The actors and participants
 - Asset distribution models and service delivery models
 - Customer experience
- **Purpose and profits**
 - Purpose
 - Funding & scalability
 - Price control & revenue share

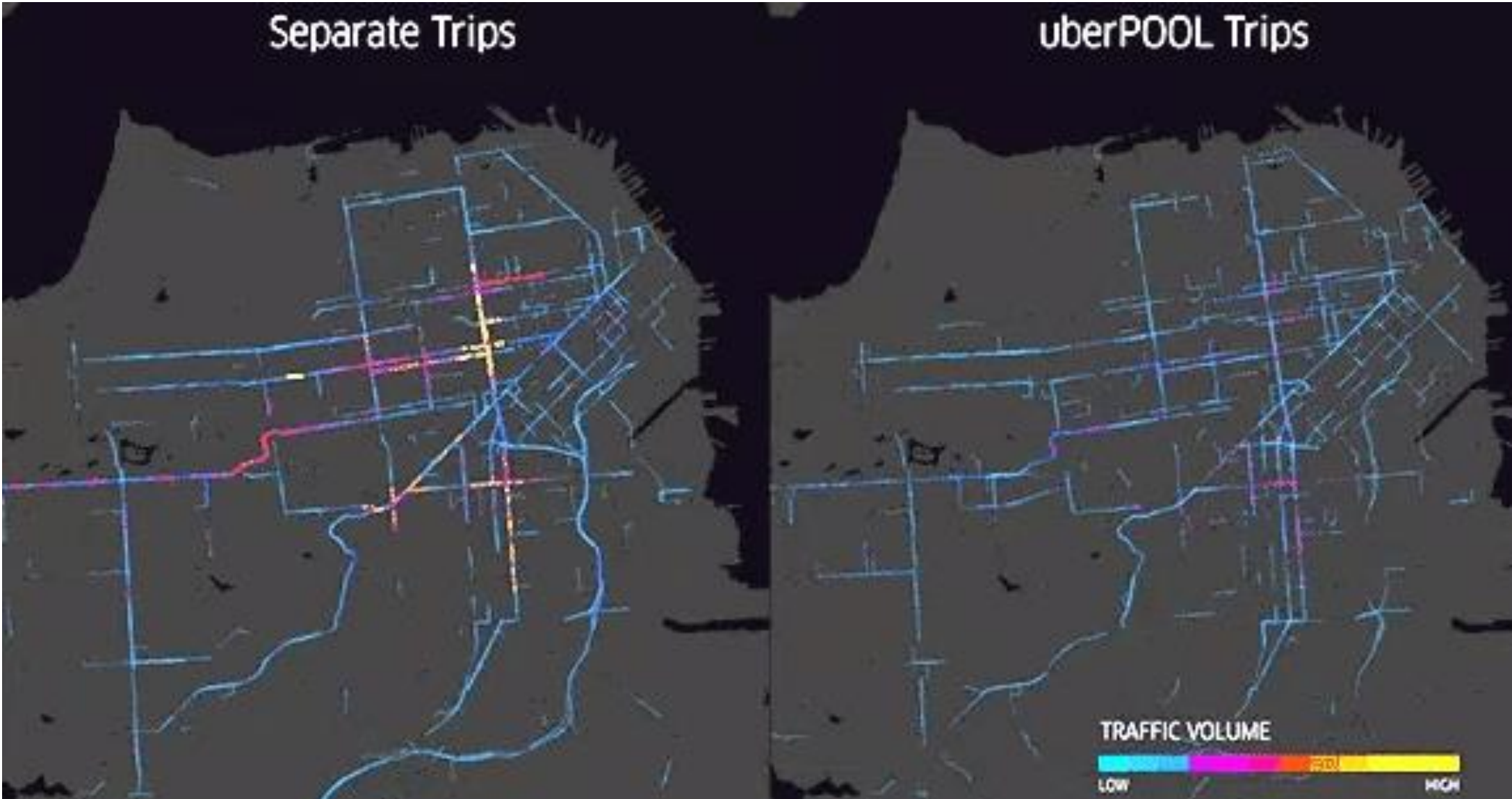
ECONOMIC IMPACT: POSITIVE EXTERNALITIES

Bike sharing's impact on restaurants near Grove Street in Jersey City, NJ

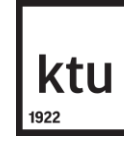


Source: Mastercard Retail Location Insights

ENVIRONMENTAL IMPACT



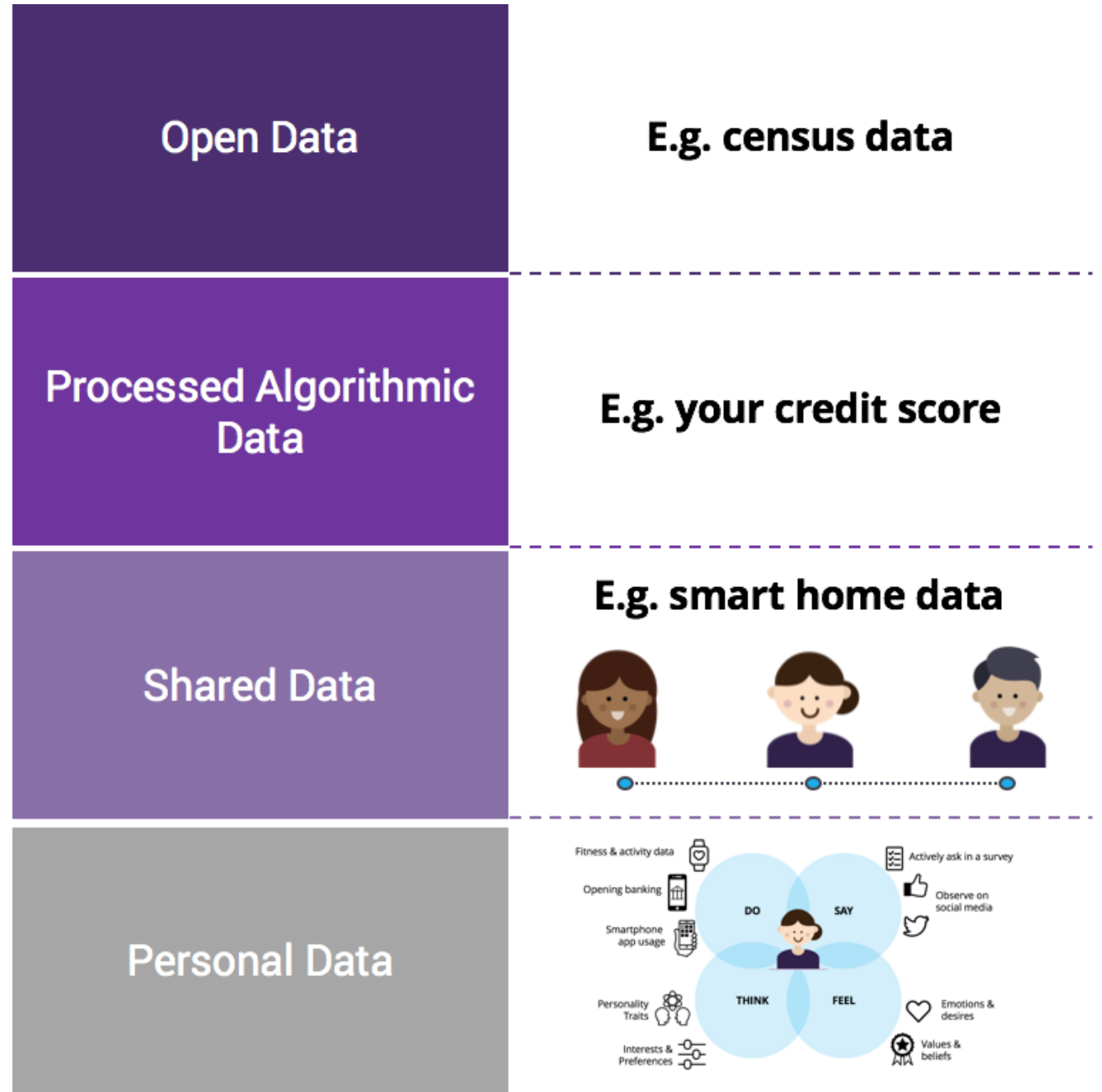
UberPool data compared to individual trips shows lower traffic volumes on high traffic roads (San Francisco)



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DATA? NEW OIL, NEW GOLD AND SYSTEM'S BLOOD, ETC.

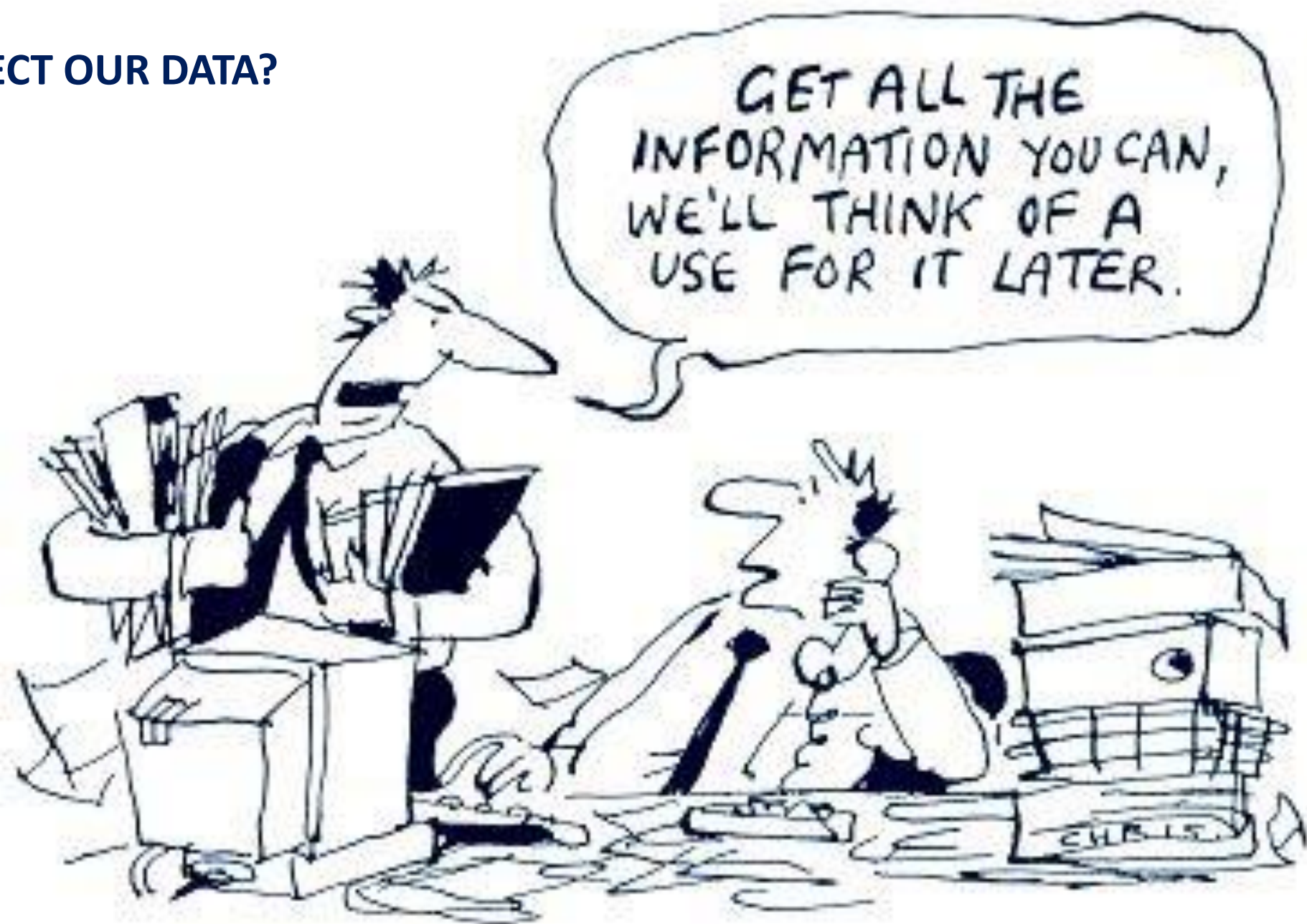
HUMAN-RELATED DATA ON PLATFORMS (HUMAN DATA STACK)?



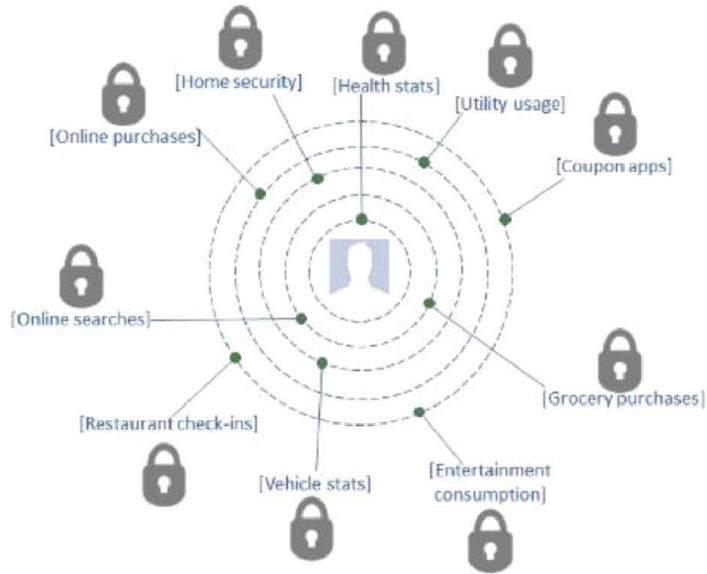
PERSONAL DATA



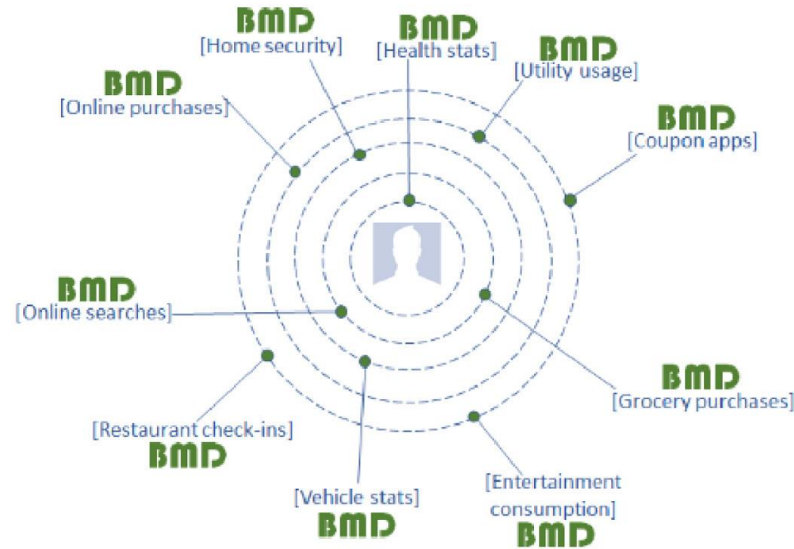
WHY THEY COLLECT OUR DATA?



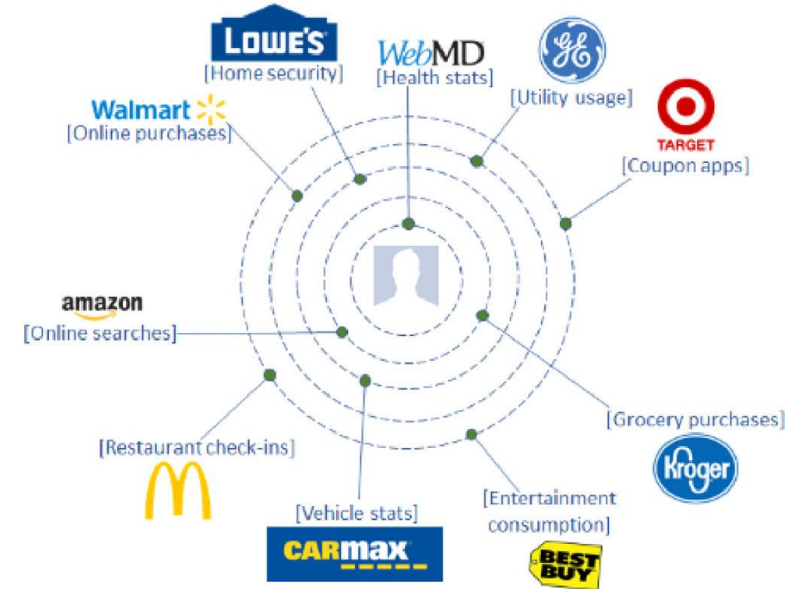
VISUALIZATION EXAMPLES OF VARYING LEVELS OF IOT INFORMATION EXPOSURE



No sharing



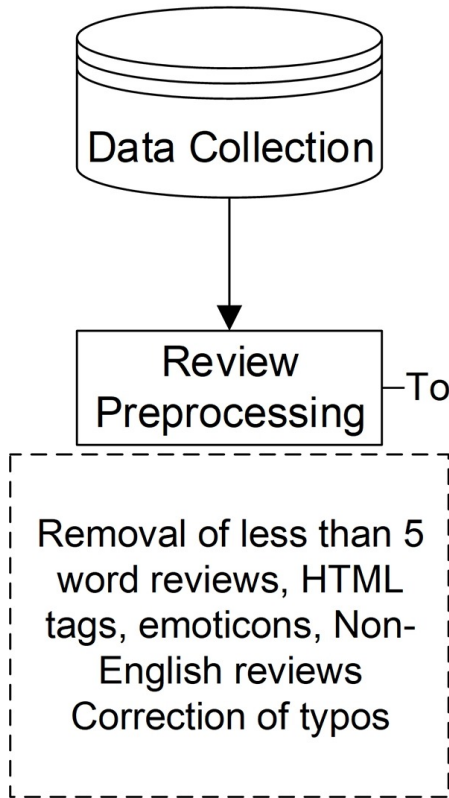
Shared with app developer



Shared with third parties

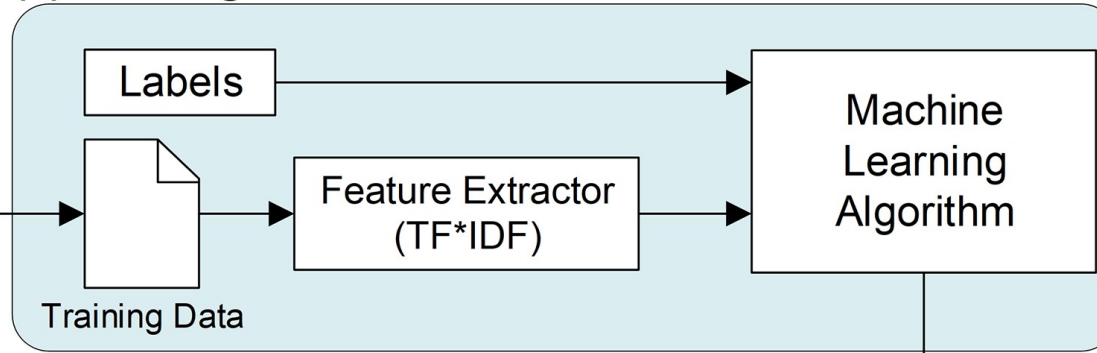
CLASSIFICATION PROCESS OF USER REVIEWS

(1)

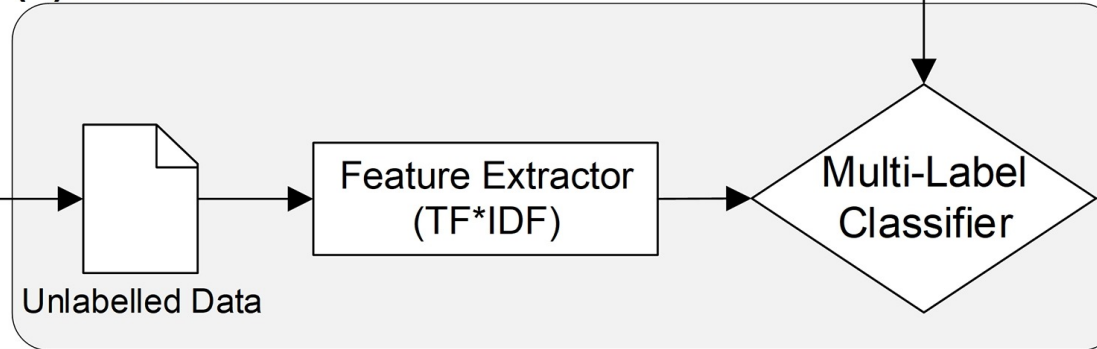


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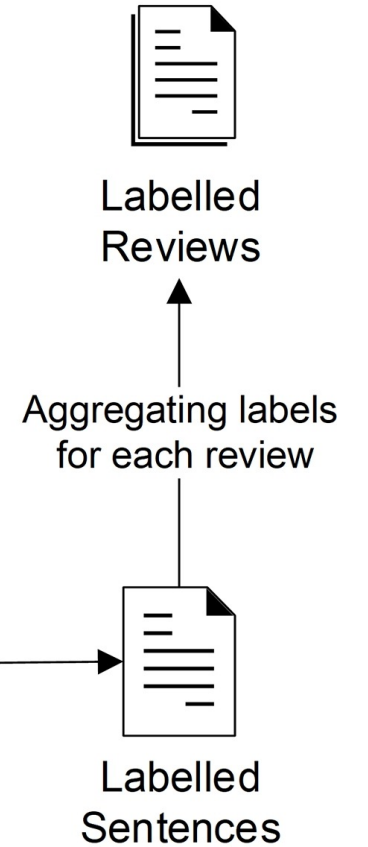
(a) Training

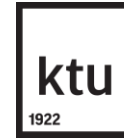


(b) Prediction



(3)





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TRUST SHAKING INCIDENTS!

WHY YOU CAN'T TRUST COMPANIES TO PROTECT YOUR PRIVATE DATA

The New York Times

Uber Settles Data Breach Investigation for \$148 Million




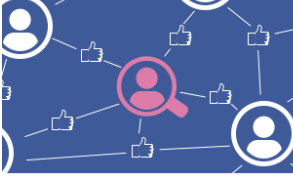




The Google+ Bug Is More About The Cover-Up Than The Crime

BY BENNETT CYPHERS AND GENNIE GEBHART | OCTOBER 11, 2018



NETFLIX CAMBRIDGE ANALYTICA FILM: SOCIAL MEDIA IS 'LIKE A CRIME SCENE'

How was Facebook users' data misused?

- 1** In 2014 a Facebook quiz invited users to find out their personality type 
- 2** The app collected the data of those taking the quiz, but also recorded the public data of their friends 
- 3** About 305,000 people installed the app, but it gathered information on up to 87 million people, according to Facebook 
- 4** It is claimed at least some of the data was sold to Cambridge Analytica (CA) which used it to psychologically profile voters in the US 
- 5** CA denies it broke any laws and says it did not use the data in the US presidential election 
- 6** Facebook sends notices to users telling them whether their data was breached 

CA denies any wrongdoing. Facebook has apologised to users and says a "breach of trust" has occurred.

Facebook to contact 87 million users affected by data breach

Message will reveal which users had personal information was harvested by Cambridge Analytica

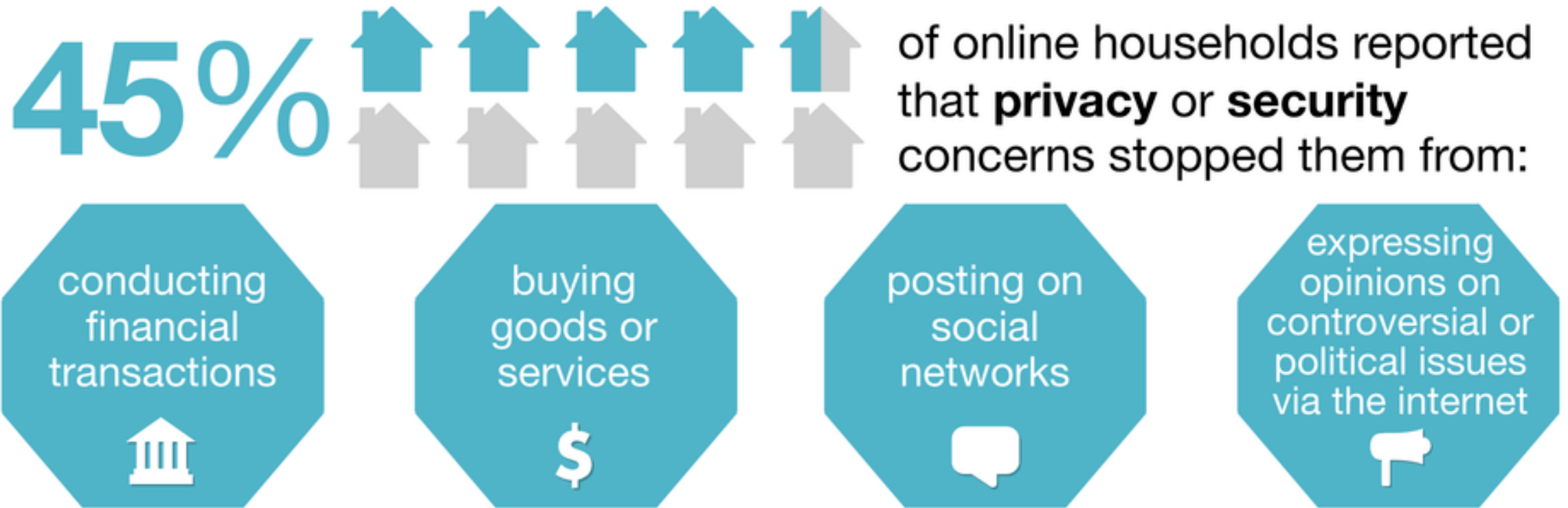


▲ Mark Zuckerberg, the CEO of Facebook, has admitted he made a huge mistake in responsibilities. Photograph: Nam Y Huh/AP



Facebook was this week fined a record \$5bn (£4bn) over the Cambridge Analytica scandal

NEGATIVE IMPACTS ON PLATFORMS!

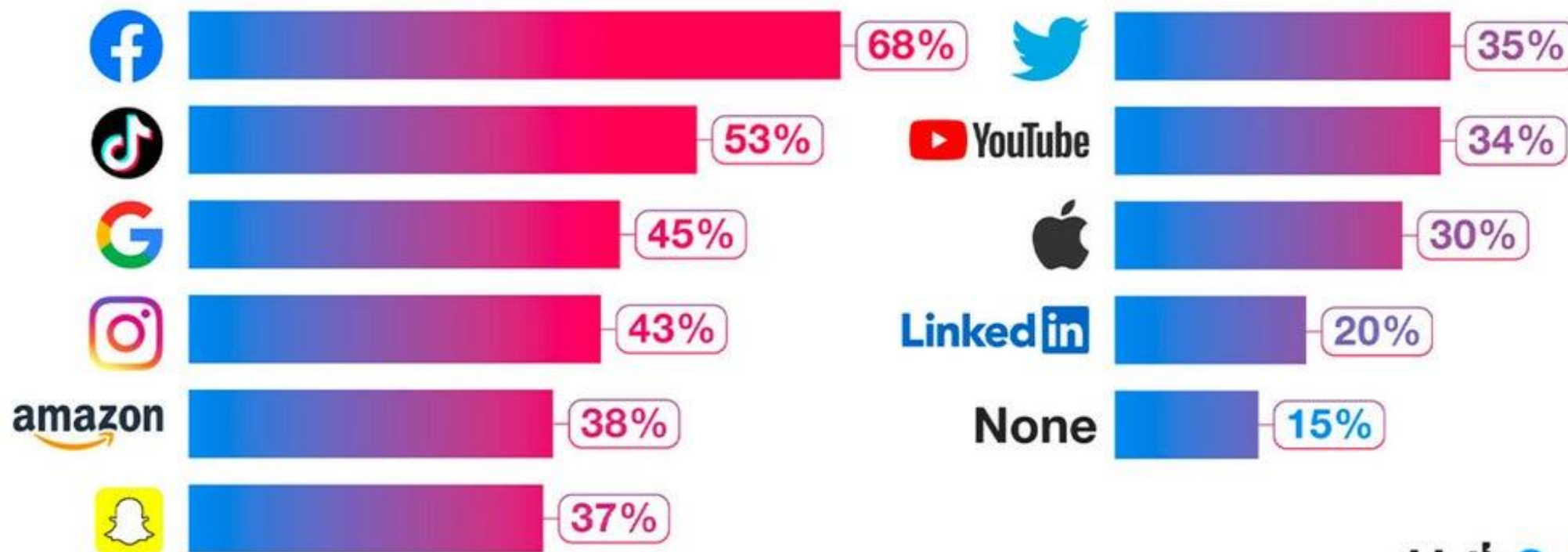


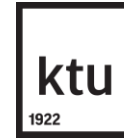
NEGATIVE IMPACTS ON PLATFORMS!



WHO'S SPYING ON ME?

What percentage of Americans believe these companies **spy** on their users?





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CONCERNS?

WHAT IF THEY DON'T ASK FOR OUR DATA?

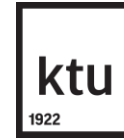


LEGISLATIVE EFFORTS AIM TO ADDRESS CONCERNS AMID COVID-19



“If contact tracing is used for a higher purpose such as my health and my community’s safety, the risk of privacy breaches is bearable.”

John X. Jiang, PhD

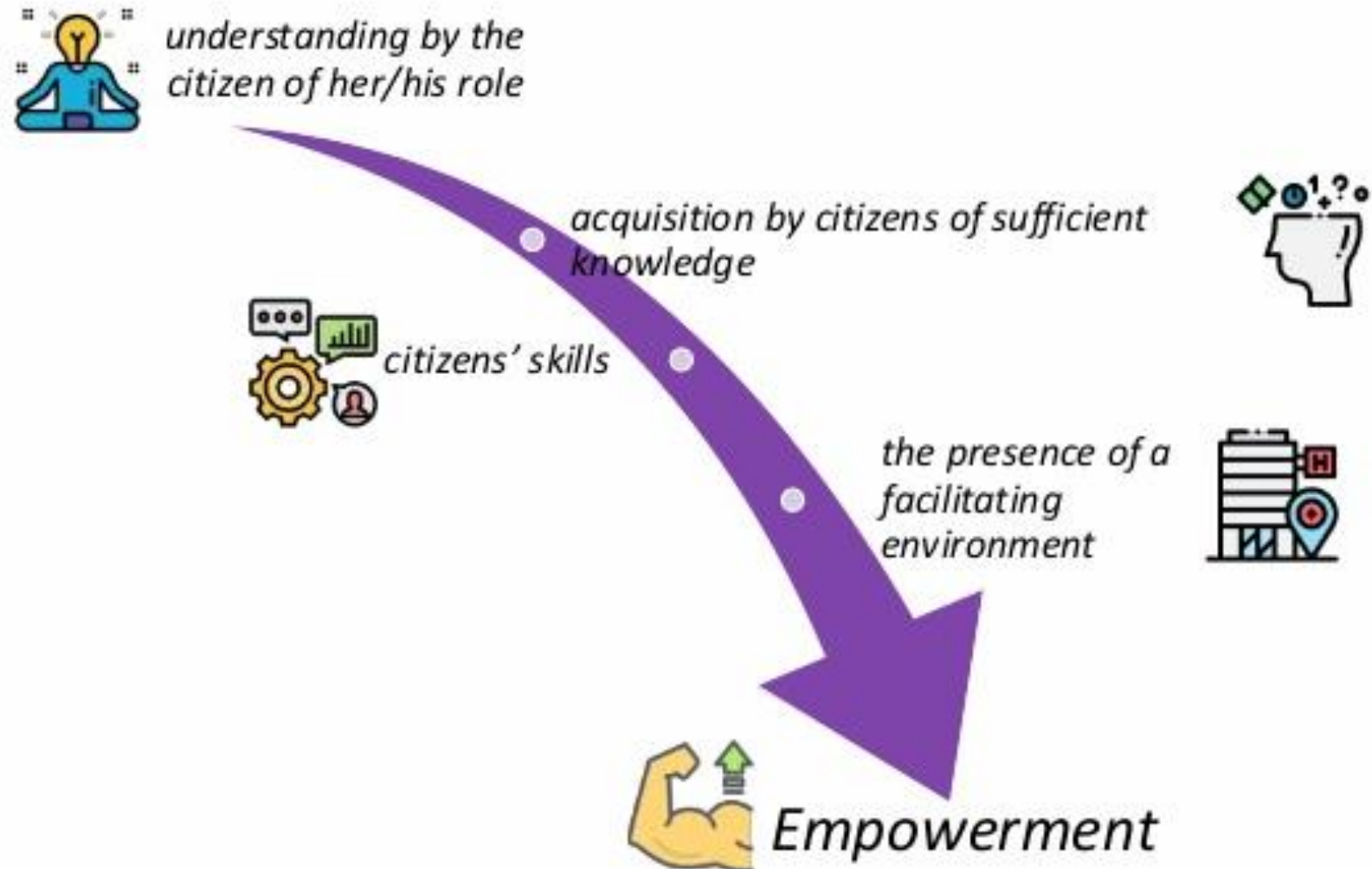


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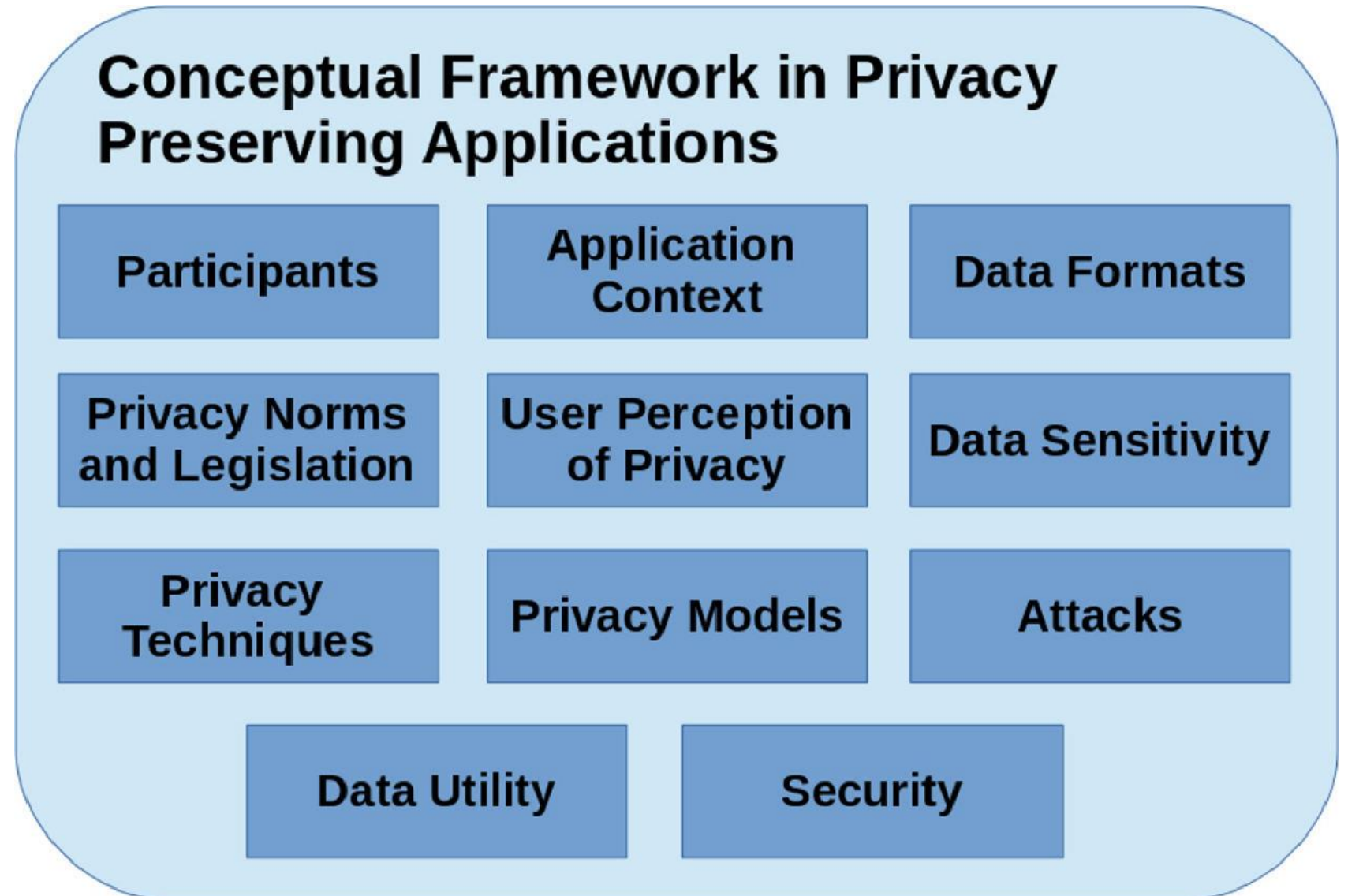
HOW TO IMPROVE PLATFORM'S TRUSTWORTHINESS?

CITIZEN EMPOWERMENT

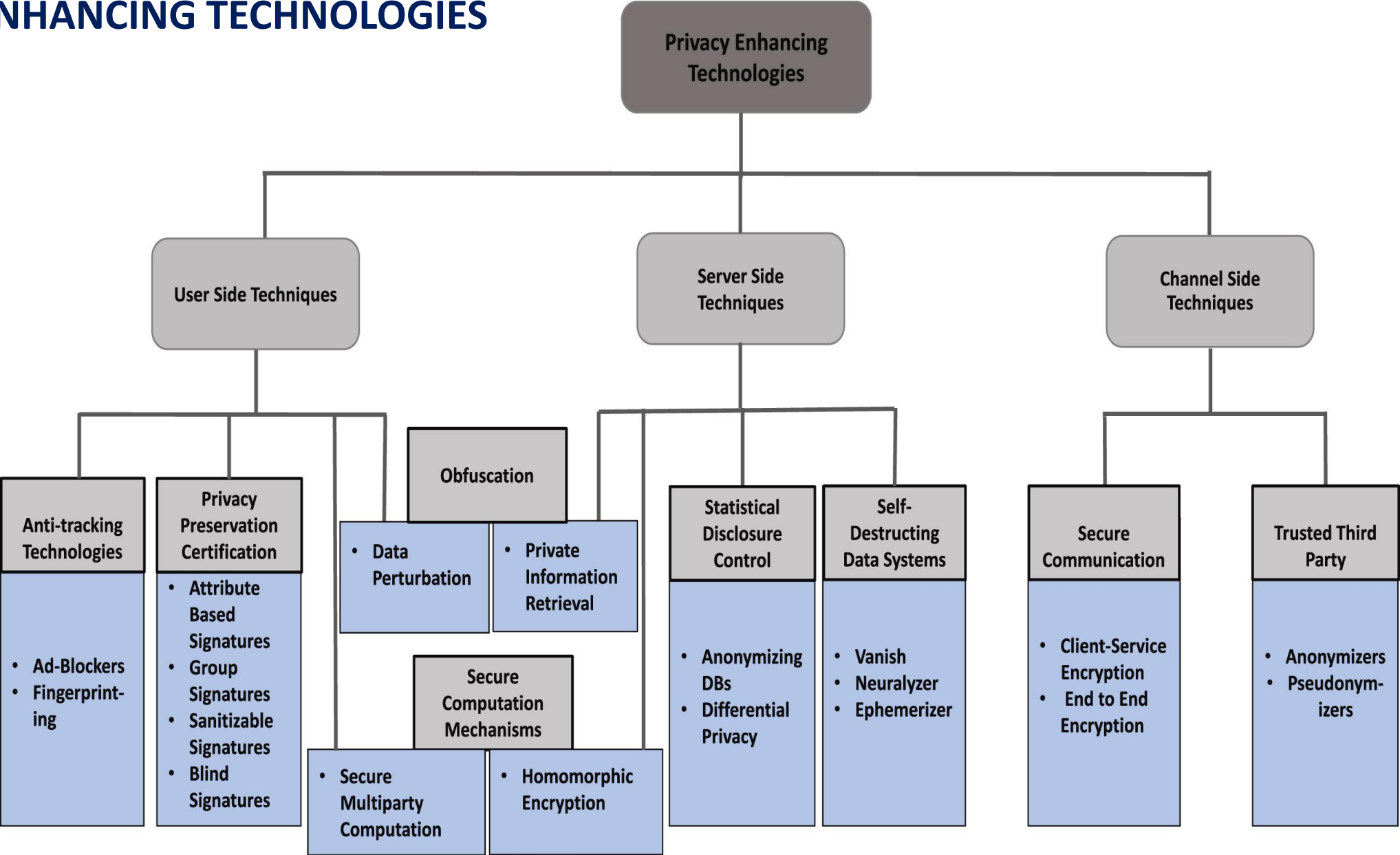
The Goal



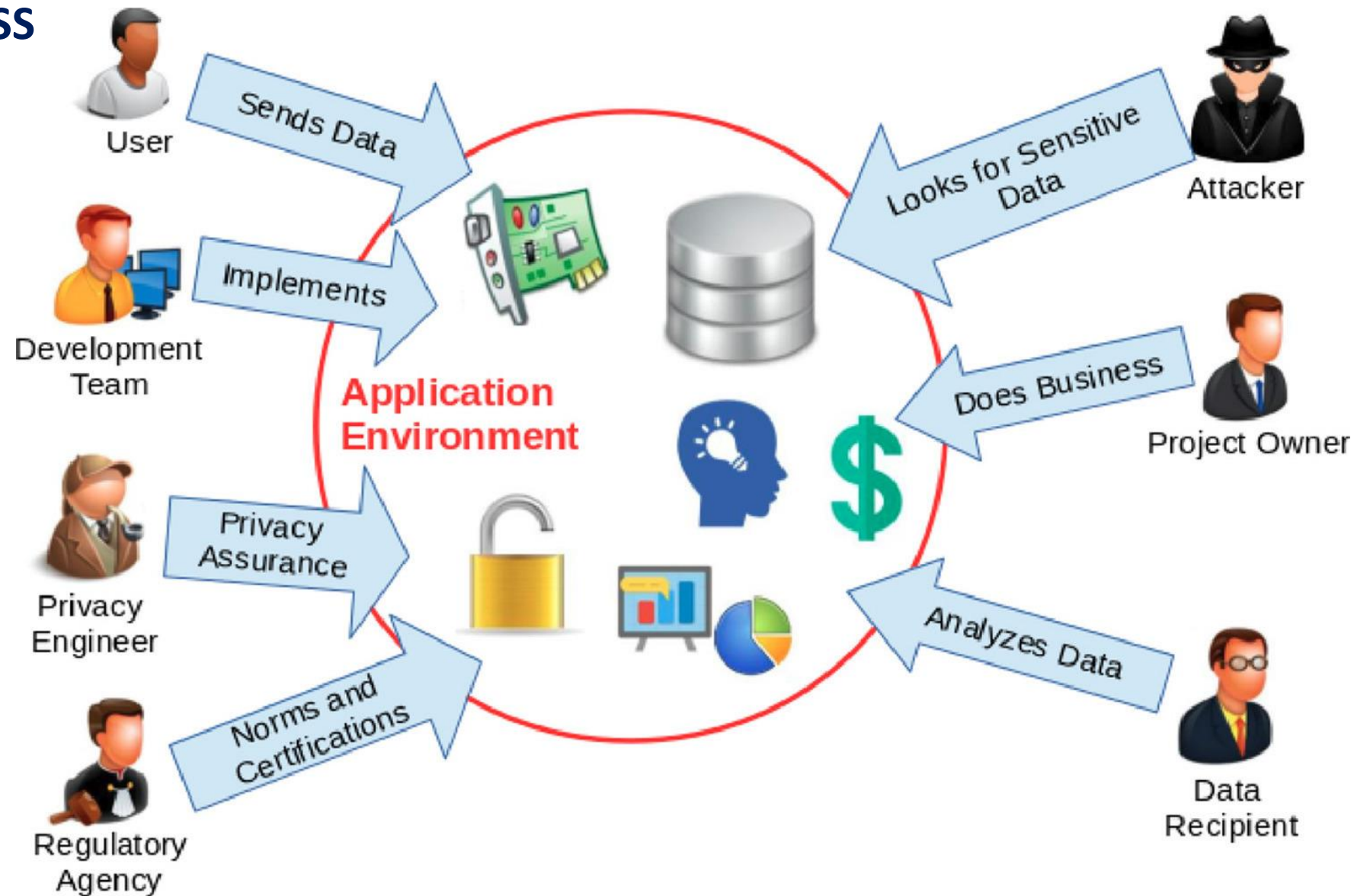
KEY CONCEPTS WHEN DEALING WITH PRIVACY



PRIVACY ENHANCING TECHNOLOGIES

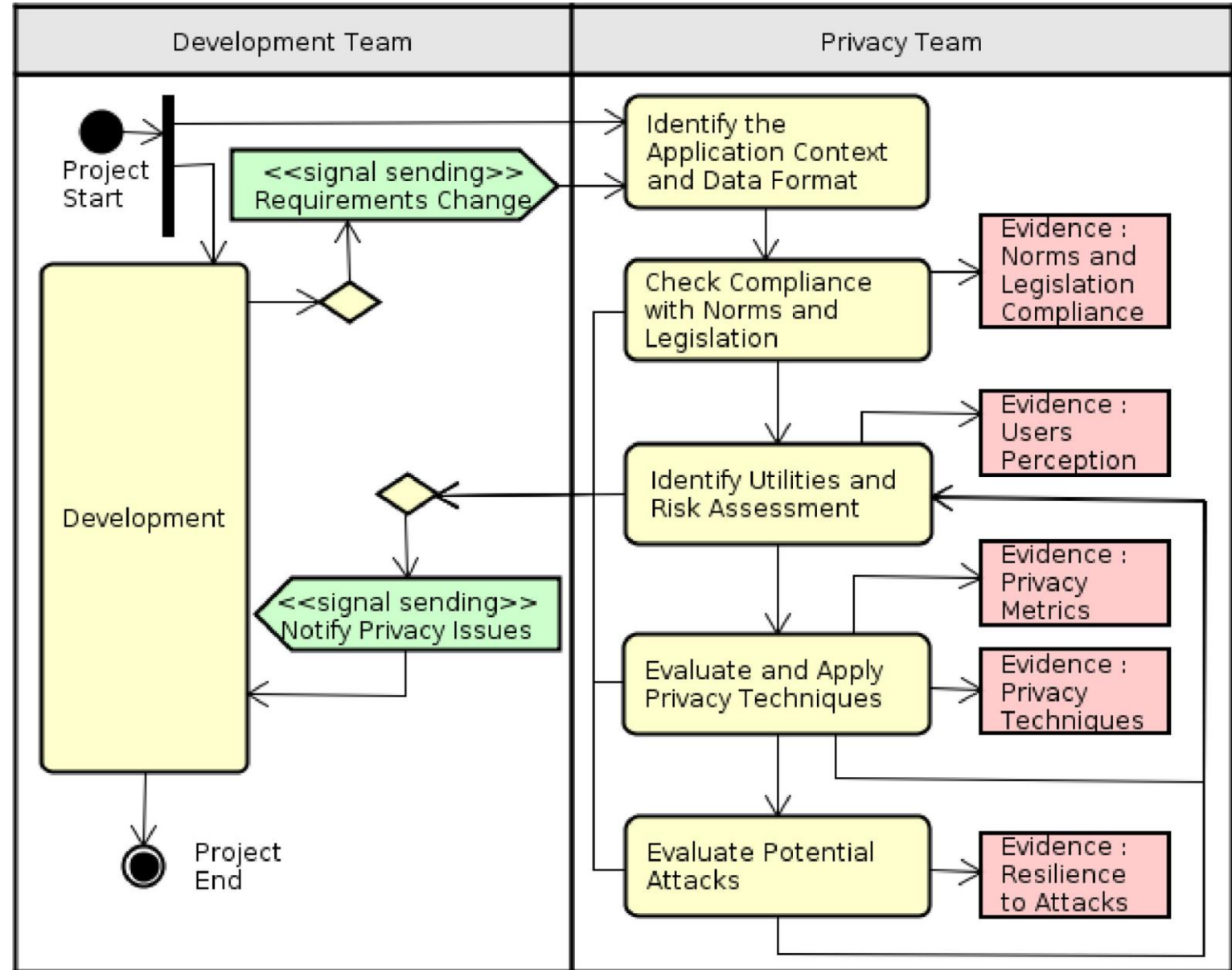


PRIVACY-FRIENDLINESS

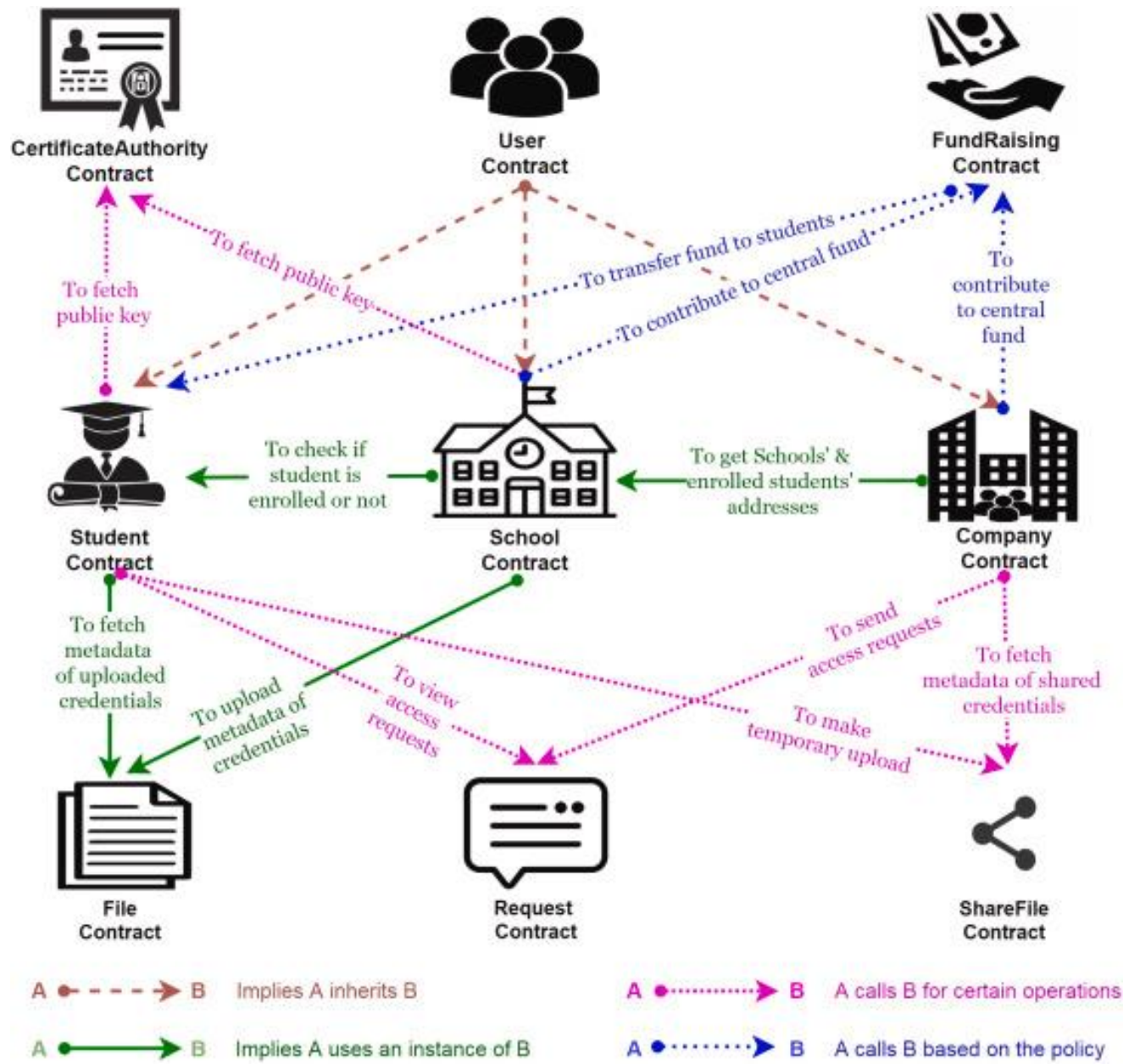


Possible participants when developing a privacy-friendly application

THE ACTIVITIES OF PRIVACY BY EVIDENCE, A SOFTWARE DEVELOPMENT METHODOLOGY TO PROVIDE PRIVACY-AWARENESS.

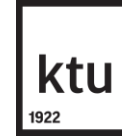


INTERACTION BETWEEN VARIOUS SMART CONTRACTS



CONCLUSION

- GDPR
- A mechanism to allow companies to build the trust.
- A systematic to entail companies to adapt existing organizational process and/or implement new ones.
- GDPR process-related risks.
- GDPR Process Model
- Method and methodological tools for Process Risk Determination



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Thank You

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