



Privacy meets ICT practice

The case of Social Network Sites (SNS)

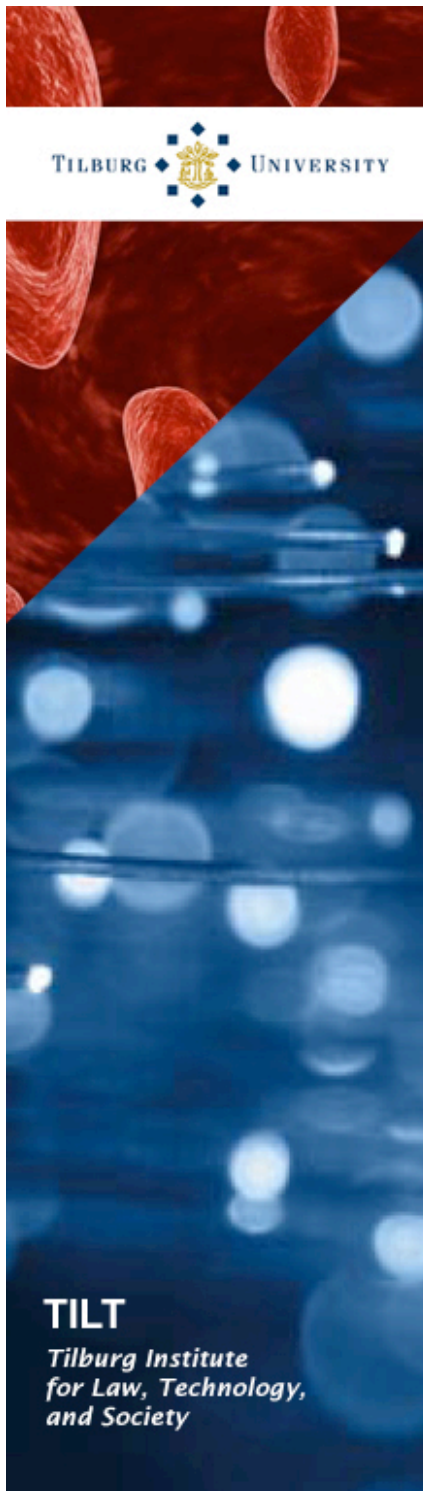
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PrimeLife: Privacy in Life

PrimeLife background

- Continuation of the EU PRIME programme
- Strong focus on security and cryptography
- Usability aspects also relevant

But what is TILT doing there?





Who is TILT and what do they do?

Mission

understand regulatory and ethical issues
at the intersection of
innovative technologies and society

.... which translates into ...

- risks and regulation of ICT, biotechnology, and nanotechnology
- privacy, identity management, biometrics
- cybercrime, security
- intellectual property rights (copyright, patents)
- ethical and legal implications of health technologies (human enhancement, ambient intelligence, LBS)
- technology, globalisation, and right to development

SNS research in PrimeLife

Social network sites

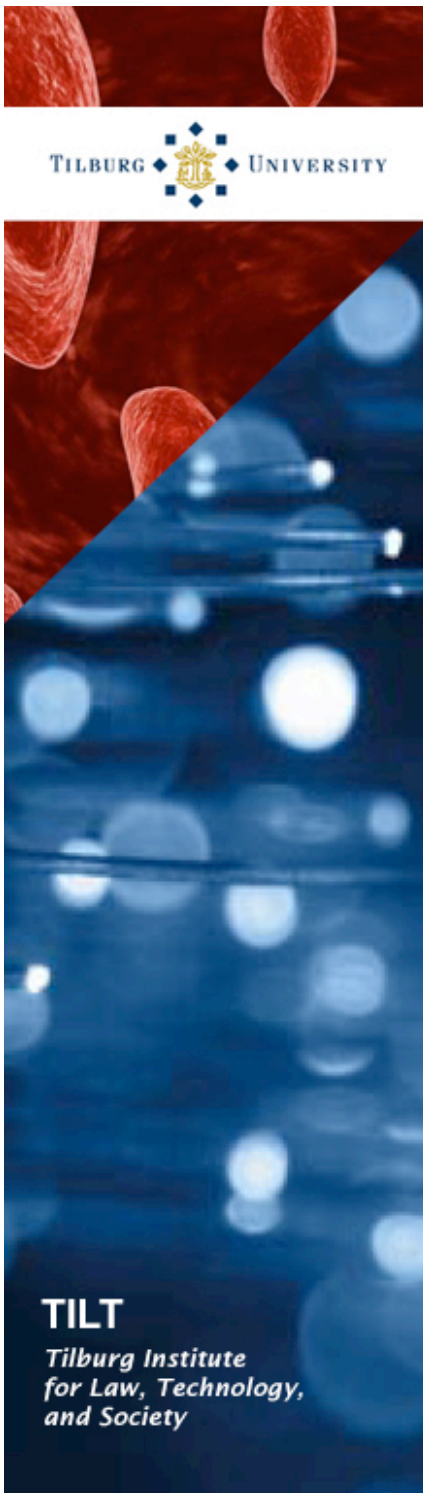
- what is new about them?
- what drives their immense popularity?

How can selective access control be implemented?

- using existing or new SNS environments?
- using privacy-enhancing technologies?

How do users perceive these solutions?

- prototypes
- experiments



SNS research (1): findings to date

- Social aspects of SNS more powerful than any other
 - security measures are ignored or circumvented
 - legal protection is not effective
- Central role of platform provider is privacy ‘white spot’
 - no insight into provider activities behind the scenes
 - what is the value of personal information?



SNS research (2): next steps

- Research alleys to be explored:
 1. open source SNSs / P2P SNSs
 2. raising awareness during SNS use
 3. integrate non-obtrusive privacy-enhancing technologies (PETs)

... and more ...



Thank you for your attention!