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!