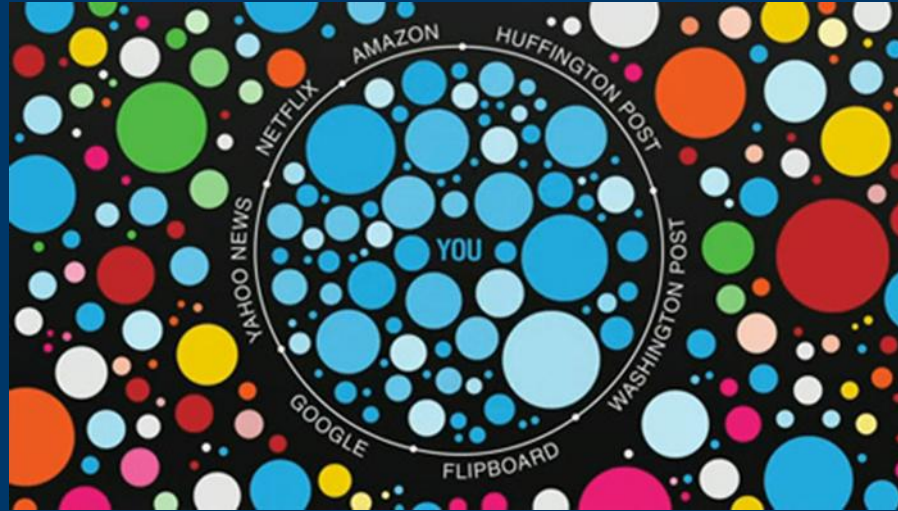


Are you ready for a 3.0 life?



34th International Conference of Data Protection and Privacy
Commissioners, Uruguay October 2012

Steve Wood, Head of Policy Delivery, UK Information Commissioner's
Office

Context – what is web 3.0?

Web 1.0

“the mostly read only web”

45 million global users (1996)

focused on companies

home pages

owning content

Britannica Online

HTML, portals

web forms

directories (taxonomy)

Netscape

pages views

advertising

Web 2.0

“the wildly read-write web”

1 billion+ global users (2006)

focused on communities

blogs

sharing content

Wikipedia

XML, RSS

web applications

tagging (“folksonomy”)

Google

cost per click

word of mouth

Web 3.0

“the portable personal web”

focused on the individual

lifestream

consolidating dynamic content

the semantic web

widgets, drag & drop mashups

user behavior (“me-onomy”)

iGoogle, NetVibes

user engagement

advertainment

<http://www.labnol.org/internet/web-3-concepts-explained/8908/>

Web 3.0 in action

- Big data – open data – linked data – data mining
- Smart phones - geolocation
- Search engines – filtering and personalisation
- Cookies and targeted advertising

New Privacy risks

- Hidden personalisation, not controlled by data subject
- Hidden or intrusive data linkage
- Identification from anonymised datasets
- Life spanning digital footprints users cannot control



What do the public think? Breakdown of British Population by Views on Privacy

Segment A: *Eternal Sceptics*

22%, 10.41 million adults

Segment B: *Information is free*

5%, 2.37 million adults

Segment C: *Technology enthusiasts*

8%, 3.78 million adults

Segment D: *Convenience first*

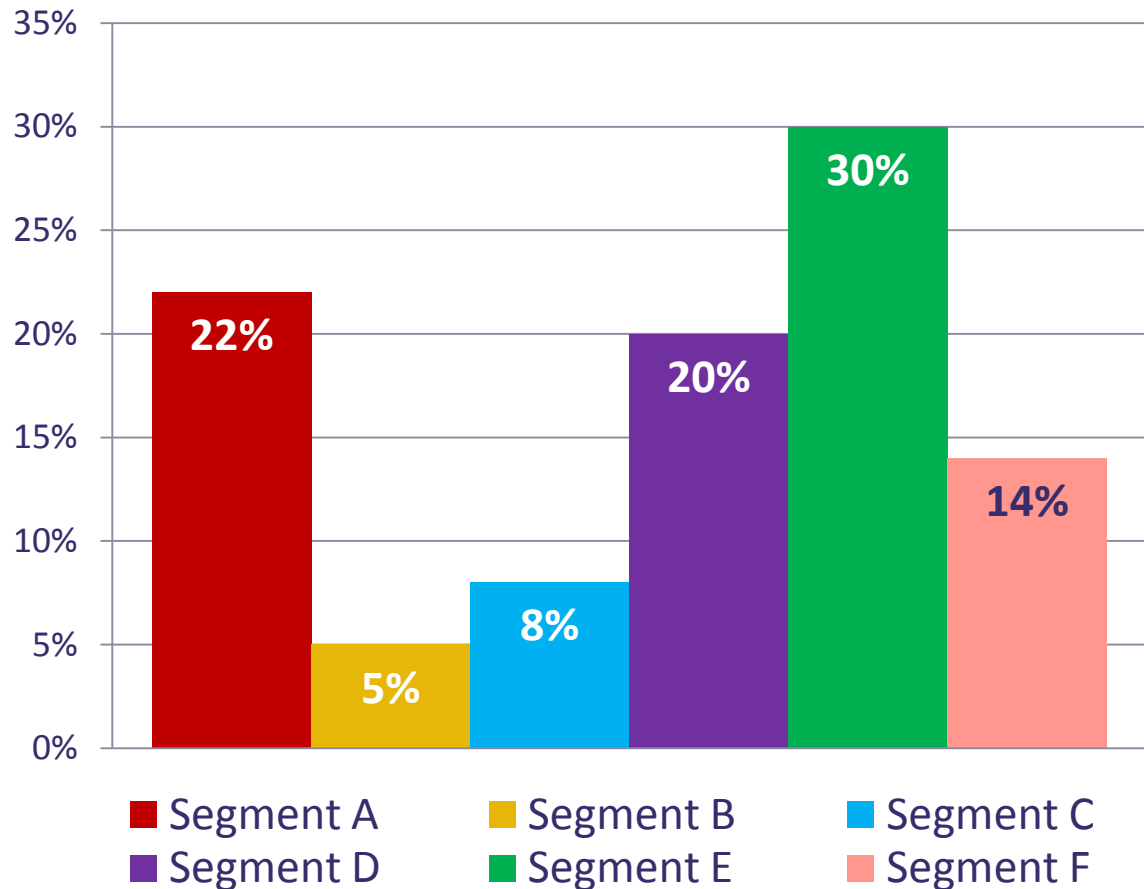
20%, 9.46 million adults

Segment E: *Unsubscribers*

30%, 14.19 million adults

Segment F: *Make me an offer*

14%, 6.62 million adults



Based on ONS GB population estimates: 47.3 million adults

Data Protection challenges

- Meaningful transparency - the challenge of providing privacy notices in web 3.0
- Explaining the business benefits of privacy by design or embedded privacy
- Getting privacy considered in each inter-connected service
- Ensuring effective anonymisation

Possible solutions

- Continue to press for “privacy by default” in user settings
- “Mydata” - new business models for identity management and control of data
- Privacy Seals and Trustmark – nudging the bar higher
- User interface design – the how, when and where of privacy choices and information
- Supporting the science of anonymisation
- Encourage testing and piloting of PETs – examples -
 - “Fading data” and image expiry
 - Differential privacy

The future generation.....

- ICO project to embed information rights in the education curriculum
- Research commissioned 2011
- Teaching toolkit Materials commissioned 2012-2013

“Educators have a critical role when it comes to helping youth navigate social media. You can help them understand how to make sense of what they're seeing. We can call this "media literacy" or "digital literacy" or simply learning to live in a modern society. Youth need to know more than just how to use the tools - they need to understand the structures around them.”

Danah Boyd, 2009, "Living and Learning with Social Media"

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