Beyond Privacy
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1. Data integration (entity-based search)
2. Data mining over integrated data (the next logical step)
3. Wonder if we made a mistake (the next logical step)
Definition according to Merriam-Webster

pri·va·cy noun
\ˈpri-və-sē, especially British ˈpri-\n
plural pri·va·cies

Definition of PRIVACY

1  a: the quality or state of being apart from company or observation: SECLUSION
   b: freedom from unauthorized intrusion <one's right to privacy>

2  archaic: a place of seclusion

3  a: SECRECY
   b: a private matter: SECRET

http://www.merriam-webster.com/dictionary/privacy
The McNealy Argument

You have zero privacy anyway. Get over it.

The McNealy Argument (to the state)

You have zero privacy anyway.
Get over it.
The McNealy Argument (to companies)

You have zero privacy anyway. Get over it.
Stakeholders

Individual

State

Company
Post Privacy

- “Information wants to be free”
- Utopia where all data is freely available
- Future where there is nothing to hide
Innovation Argument

- Many new services possible based on data
- To allow for innovative new services, companies should be allowed to freely make use of their customer data
- Many products and services already require users to surrender their data
- In Germany: in principle it’s not allowed to pay for service via data (and use customer data outside narrowly defined purposes)
Do we really want such a society?
Wider Issues of Data Ownership

- Protection of digital content (movies, music…)
- Licensing with proper attribution (Creative Commons)
- Business models (e.g., data marketplaces, premium access)
- Who owns results of data mining activities?
Acknowledgements

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