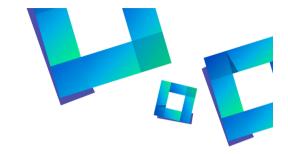# CONTEXT

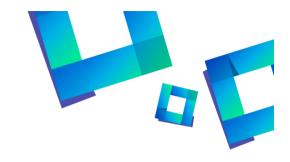«**Personal data is the new oil of the Internet
and
the new currency of the digital world**»

Meglena Kuneva, European Consumer Commissioner,
March 2009

PERSONAL DATA IS MUCH MORE:

PERSONAL DATA IS US

Isabella Corradini – Themis Research Center

PERSONAL IDENTITY IN THE DIGITAL WORLD

WHO AM I? OR "THE MAP IS NOT THE TERRITORY"

PERSONAL IDENTITY

- Actual self, ideal self

- Characteristics of a person are built in interaction with the social environment

- Cultural and social concept

IDENTITY

«A collection of individual attributes that describe an entity and determine the transactions in which that entity can participate»
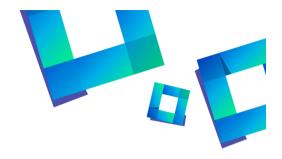
WEF, 2016

DIGITAL PERSONA

«A model of an individual's public personality based on data and maintained by transactions, and intended for use as a proxy for the individual»

R. Clarke, 1994
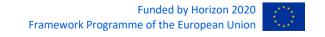
OUR IDENTITY, OUR REPUTATION

Digital representation of identity has changed
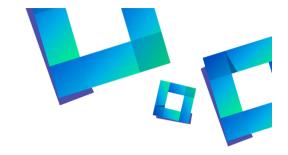
the way of building reputation and trust

What is our representation in the digital context?

What is the level of veracity of our digital representation?

What kind of control do we have on our digital representation?

Isabella Corradini – Themis Research Center

SECURITY PROBLEMS

DATA IS A KEY COMMODITY FOR CRIMINALS

- Increase of digital personal data

- Systems more and more interconnected (enlarging attack surface)

- More vulnerabilities to manage (not only technical)

- Different sources of threats (cybercrime groups, cyberterrorists, etc.)

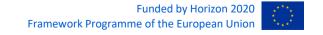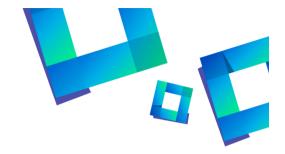- Different threats (ransomware, phishing, social engineering, etc.)

Lack of people's awareness is the critical issue

LACK OF «SENSORS»

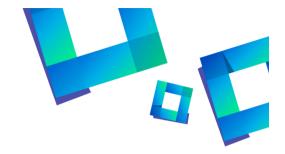People lack "adequate sensors" to confidently act in the digital world.

They are not fully aware that many actions in cyberspace affect the real world, and this produces real consequences in terms of individual's exposition to risks.

Terminology used in the digital context is important.

Corradini, Nardelli. http://www.broadband4europe.com/digital-hygiene-basic-rules-prevention/

THE PRIVACY PARADOX

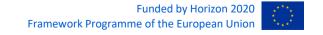## THE DICHOTOMY BETWEEN ATTITUDE AND BEHAVIOUR

While people claim to be very concerned about their privacy, their online behaviour do not show this concern (e.g. Barnes, 2006; Boyd & Hargittai, 2010).
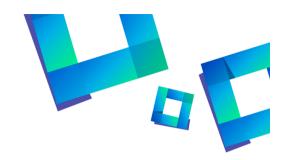
People tend to share private information, especially on social networks.

Most of people do not understand the real value of their data.

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HUMAN-CENTRED APPROACH FOR A RESPONSIBLE USE OF DIGITAL TECHNOLOGIES

EDUCATION & TRAINING

(starting from school)

COMMUNICATION

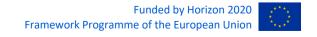(clear and complete information)
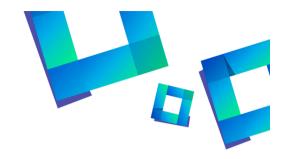
ATTITUDE AND BEHAVIOUR

(starting from people's perception)

Example of enabling factors:

Motivation
User experience

THE IMPORTANCE OF COMMUNICATION

EMOTIONAL EFFECTS AND SELF-ESTEEM

- If people are told about risks that there is no way out of them, they will probably end up gradually accepting the situation.

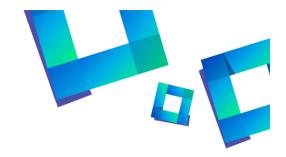- Such a climate of passive acceptance can become a major risk.

- A sort of a "desensitization" effect, able to affect people's prevention behaviour.

Corradini, http://www.broadband4europe.com/real-risk-security-privacy-desensitization-people/

PEOPLE'S TRUST AND NEW TECHNOLOGIES
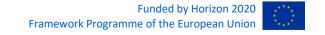
The question is:

HOW MUCH PEOPLE TRUST DIGITAL TECHNOLOGY?

Artificial Intelligence can be an extraordinary opportunity…
… only if we are able to consider all risks (e.g. privacy, security)

And to give answers to people's concerns.

This is the biggest challenge.