



Privacy 2.0

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End Of Privacy 1.0

Data Control & Privacy Transparency

Academic Research

- CCTV Notice Transparency in London actually decreased in public from 89% - 92% over 8 years
- Only 8% compliant with the data protection act

Privacy Policy & Notice Research

- 90% + of Privacy Policies are **Fake**

Why We Have Privacy Policies?

1. Transparency

2. Society is run on consent
consent

3. Tool of Self Regulation

4. Used as privacy Notice



Privacy Status

Notification of Privacy Policy Changes

Whenever we make a material change to the information collected through Brave or how we use it we'll update the policy posted here. When this policy changes, we'll announce it to let you know — or you can check back here after each update. We hope you'll find any changes agreeable, but if you're not comfortable with the info we collect or how we use it, we understand your choice to stop using

Why Privacy Policies are Privacy 1.0

- They are too long to see the changes
- Static Policy Document people can't track accurately
- Not usable for people to understand privacy in context



CCTV in London

Missing basic information

- Purpose

Contact information

- When called - not usable for privacy in context for security - Fake privacy
- Security Tool - used as deterrent



Netflix



Important Notice

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I Agree

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K

Google

Welcome to the Google Privacy Policy

An updated version of our Privacy Policy takes effect on May 25, 2018. See the [updated version](#) of the policy



Advertising identifiers for mobile apps

To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use technologies that perform similar functions to cookies. Sometimes Google links the identifier used for advertising on mobile applications to an advertising cookie on the same device in order to coordinate ads across your mobile apps and mobile browser. This can happen, for example, when you see an ad within an app that launches a web page in your mobile browser. This also helps us improve the reports we give to our advertisers on the effectiveness of their campaigns.

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To show you better ads we use data that Advertisers, app developers, and publishers provide us about your activity.



We show you better ads by using data from advertisers, app developers and publishers

We care about protecting your privacy. We don't sell your data, and we've designed our ad system so we can show you relevant and useful ads without telling advertisers who you are. To show you better ads, we use data that advertisers, app developers and publishers provide us about your activity off Facebook Company Products. This data includes your use of these partners' websites and apps and certain offline interactions with them, like purchases. You control whether we use this data to show you ads. To confirm we can use this data to decide which ads to show you, select Accept and Continue. **If you don't want us to use this data to decide which ads to show you, select Manage Data Setting.**

What's collected

[Manage Data Setting](#) [Accept and Continue](#)

Privacy 1.0 Summary

1. Inspired a global practice of providing privacy policies
2. Privacy policies are not fit for purpose of people facing privacy
3. Obscure privacy status to avoid liability
4. Written by lawyers that don't understand privacy



Privacy 2.0

What's Privacy 2.0 Really About?

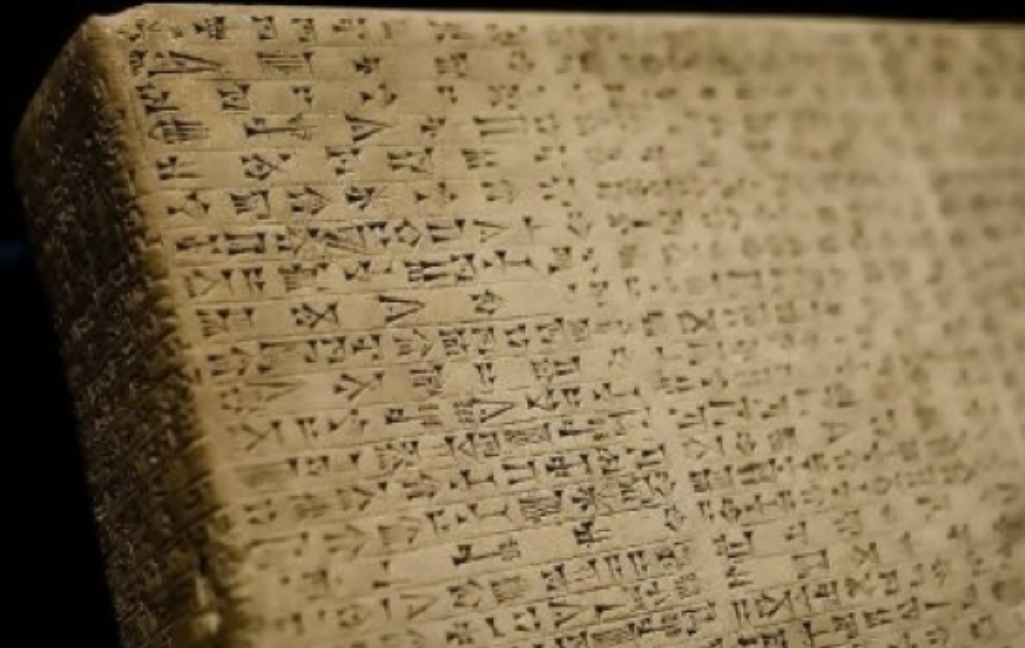
- Relationships - Require Awareness of state of Consent
- Co - Regulation: Business, Regulator & People
- Types of Consent - Authority For Processing PII
- Identity Relationship Management

Consent Across Jurisdictions



	Privacy Act of 1974	1980 OECD Guidelines	UN Guidelines Concerning Computerised Personal Data	EU Data Protection Directive	UK Data Protection Act	General Data Protection Regulation	ePrivacy Directive	Health Insurance Portability & Accountability Act (HIPAA)	Canadian Standards Association Code	US FTC Fair Information Practices	Safe Harbour Privacy	Australian Privacy Principles	Japan Personal Information Protection Act	APEC Privacy Framework
Accountability		X		X	X	X	X		X					X
Notice	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Consent	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Collection Limitation	X	X	X	X	X	X	X		X			X	X	X
Use Limitation	X	X	X	X	X	X	X	X	X		X	X	X	X
Disclosure	X				x	X	X	X	X		X	X	X	X
Access and Correction	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Security SafeGuards	X	X	X	X		X	X	X	X	X	X	X	X	X
Data Quality	X	X	X	X	X	X	X		X	X	X	X	X	X

A Receipt



A receipt is the oldest known writing in the world.

Consent Receipt



Version
Jurisdiction
Consent Timestamp
Collection Method
Consent Receipt ID
Public Key
Consent Transaction Parties
Field Name
PII Principal ID
PII Controller
joint controller
On Behalf (processor)
PII Controller Contact
Contact Details of thd DPO
PII Controller Address
PII Controller Email
PII Controller Phone
Data, collection, and use This section specifies services, personal information categories, attributes, PII confidentiality level, and PII Sensitivity.
Field Name
Privacy Policy
Service
Purpose
Purpose Category
Consent Type
PII Categories
Primary Purpose
Termination
Third Party Disclosure
Recipients
Third Party Name
Sensitive PII
Sensitive PII Category



Types of Consent

Consent Types	Consent Type: Justification and Authority to Process	Example
Explicit Consent	Consent for personal data processing	Health care or OpenBanking
Implied Consent	Contract, Legitimate Interest, Vital Interests for processing Personal Data	Video Surveillance in a Mall, with a sign on door
No Consent with Notice	Public Interest, Safety & Security	Surveillance, CCTV in public spaces
	Legal Obligation, Public Interest	Criminal Investigation, Gov

Privacy & Consent Status

- Consent Receipts enable people to compare current against the original privacy policy
- People can independently see privacy status.
- Provides Proof of Consent
- With GDPR - People can use a receipt for privacy rights, administer identity, and control data

Why Identity is Important to Privacy

- Consent Management
- Track who consented to what,
- Protect Organisations
Weaponised privacy



User Managed Access

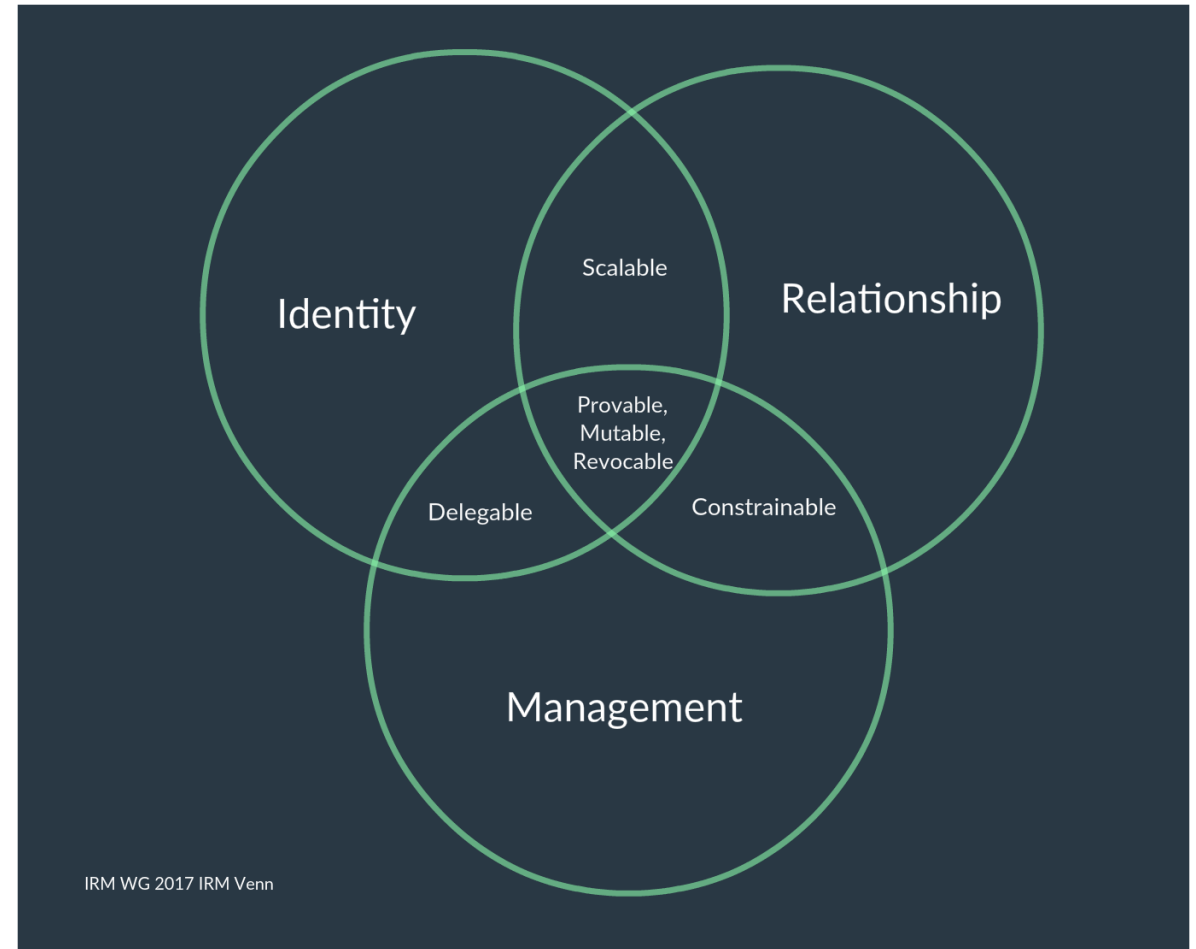
- Enable people to manage their own access
- UMA enables all types of identity architectures, with people controlling access
 - public systems where data practices are co-regulated,
 - private systems - which people own solve the pseudo privacy problem



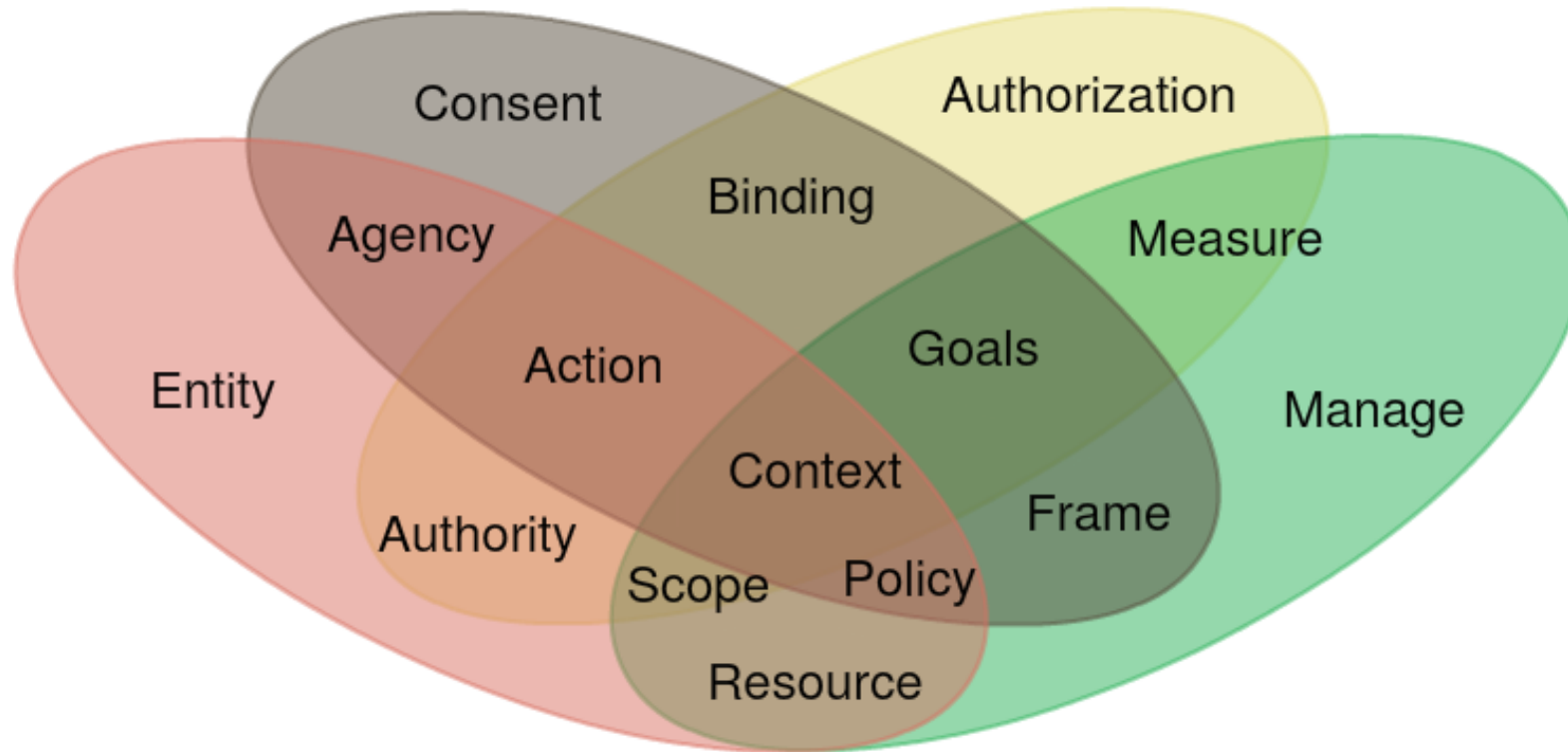
UMA Chair: Eve Maler - Chief Umanitarian

Identity Relationship Management

- For Privacy To Be Usable
 - IdM systems can be aware of the relationship in context
 - Identity Can Be Co-Managed
 - Consent Status providing critical context for IRM



Identity Relationship Management



By Kantara Chair of IRM - Sal D'Agostino



Driving standards in Identity & Privacy

- CIS: Consent & Information Sharing
- UMA: User Managed Access
- -IRM: Identity Relationship Management

Thank you

