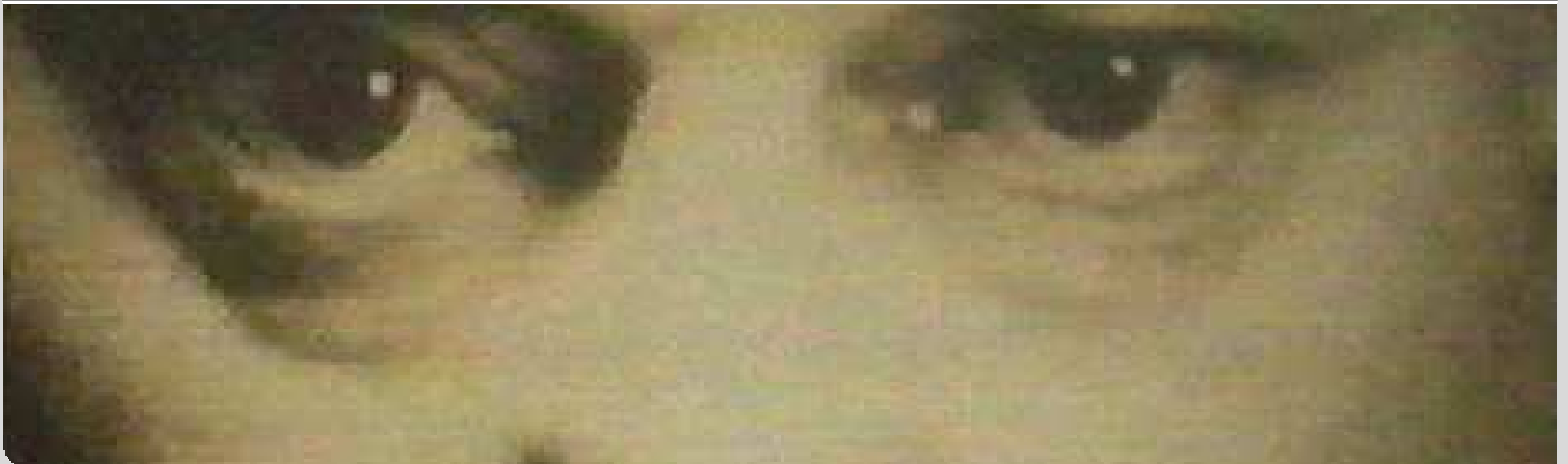


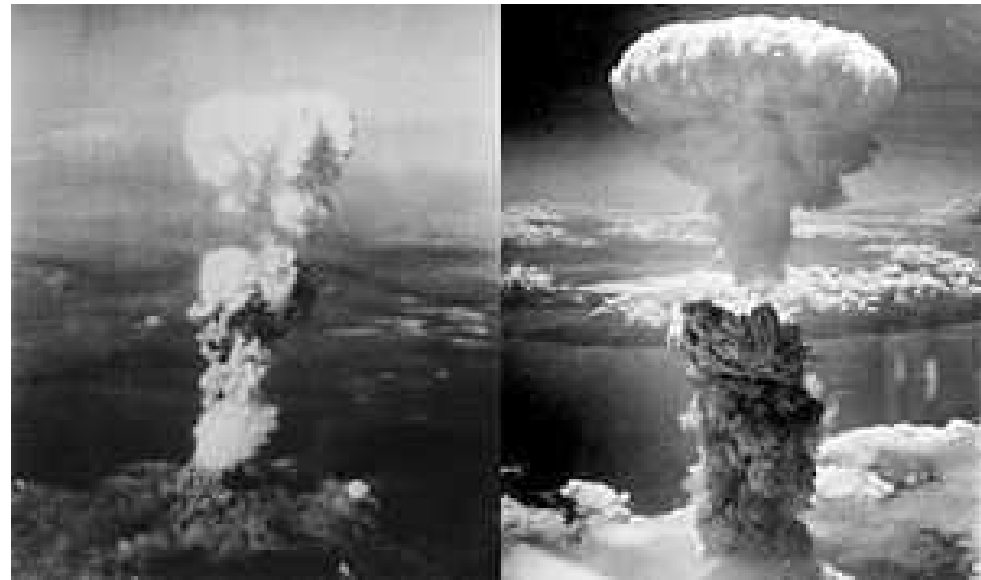
Beyond Privacy

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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*
'prī-və-sē, *especially British* 'pri-\

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.



<http://www.wired.com/politics/law/news/1999/01/17538>

The McNealy Argument (to the state)

You have zero
privacy anyway.
Get over it.

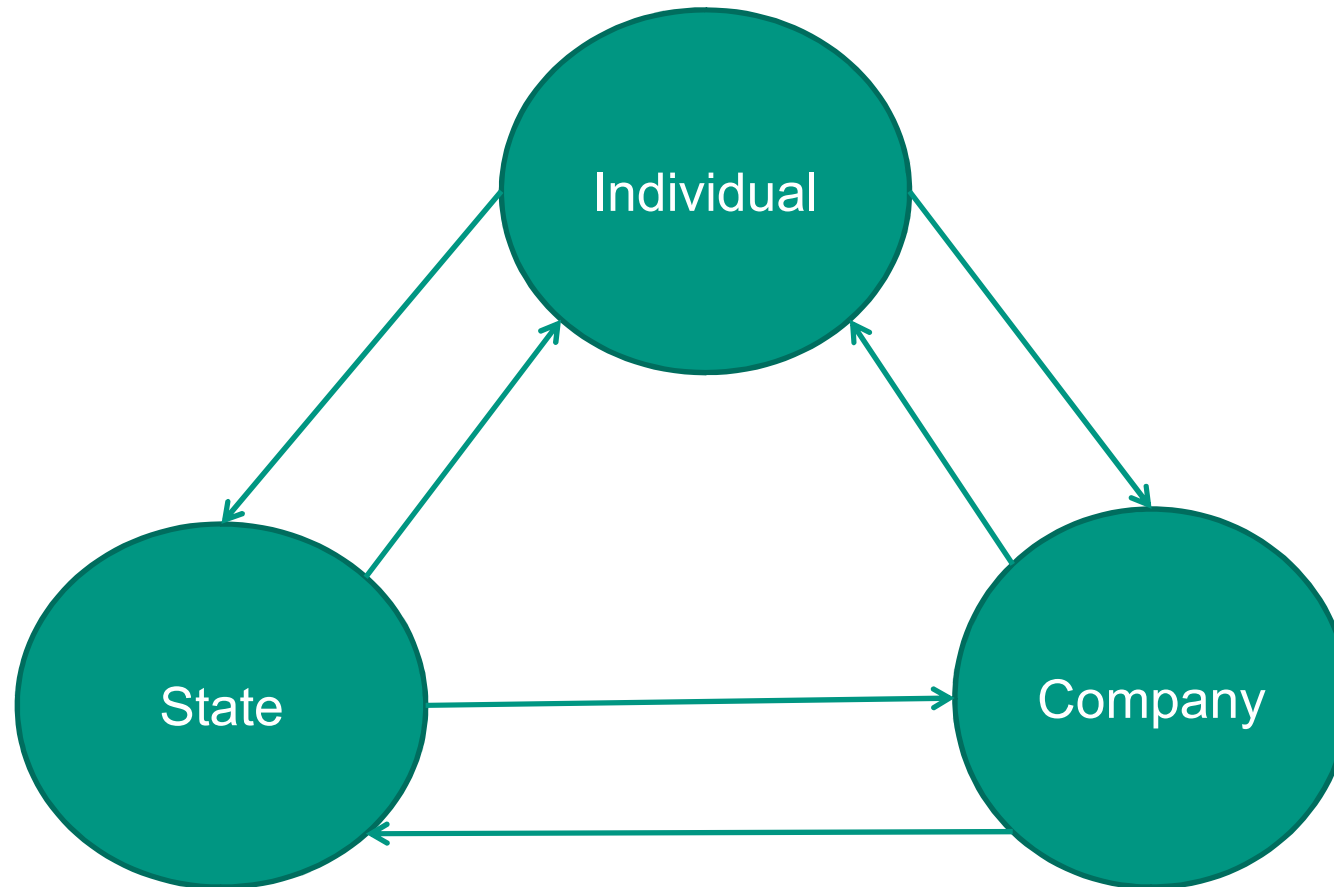


The McNealy Argument (to companies)

You have zero
privacy anyway.
Get over it.



Stakeholders



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

- Images of Julian Assange and Anonymous via Wikipedia
- Images of Thomas Roessler and Oliver Raabe from their homepages
- *The Golden Age* by Lucas Cranach the Elder via Wikipedia