# “The Internet is plagued with Trackers”*

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Director of Science, EU Horizon2020 research & innovation CSI-COP project

https://csi-cop.eu/

Focus On Open Science, Ljubljana-Online

10 November 2020

*Privacy International
https://privacyinternational.org/news-analysis/3188/taking-depression-test-online-go-ahead-theyre-listening

# Audience Participation

- Please go to Sli.do and enter the code:
  - #OS1110

Sli.do question:

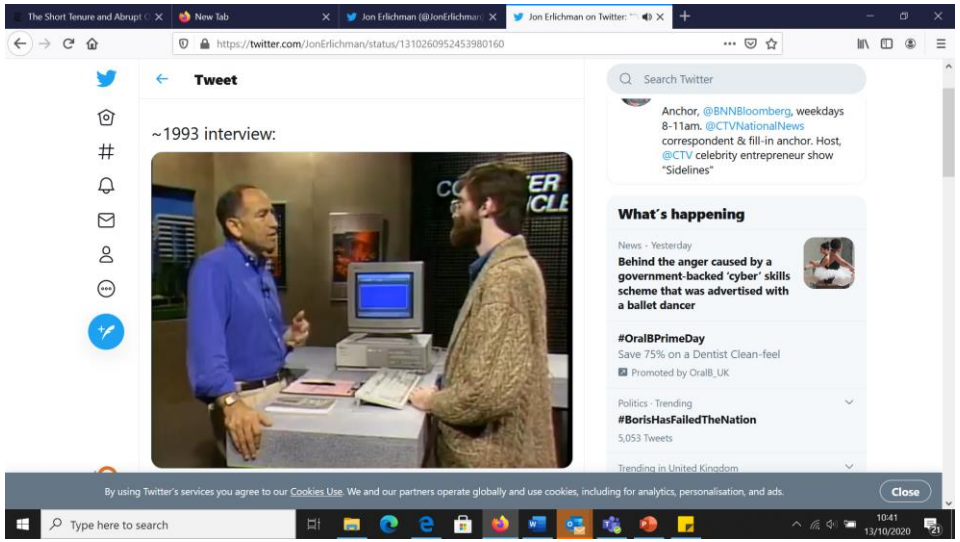
Which of these big tech companies do you feel DO NOT protect your personal data online? :

- Amazon
- Apple
- Facebook
- Google
- Microsoft
- Other?

# “What’s the big deal about Internet?”

- From Jon Erlichman: Anchor, @BNNBloomberg
  - 1993 interview:

https://twitter.com/JonErlichman/status/1310260952453980160



- “ Number of years since launch:
  - **Amazon-25 years**
  - **Google-22 years**
  - Netflix-22 years
  - iPod-19 years
  - Skype-17 years
  - **Facebook-16 years**
  - **Gmail-16 years**
  - **Twitter-14 years**
  - **iPhone-13 years**
  - **WhatsApp-11 years**
  - **Uber-11 years**
  - iPad-10 years
  - **Instagram-10 years**
  - Snapchat-9 years
  - **Zoom-8 years**
  - AirPods-4 years”

October 11, 2020
https://twitter.com/JonErlichman

# Human rights1

- Article 12 of the **1948 Universal Declaration of Human Rights** includes this statement:
  - "No one shall be subjected to arbitrary interference with his [her] privacy … [or] correspondence."

1948 Universal Declaration of Human Rights. Retrieved November 2, 2020 from here:

https://www.un.org/en/universal-declaration-human-rights/

# Human rights2

- Article 1 of the **2000 EU Charter of Fundamental Rights** states that:
  - "Human dignity is inviolable. It must be respected and protected".

EU Charter of Fundamental Rights. Retrieved November 2, 2020 from here:

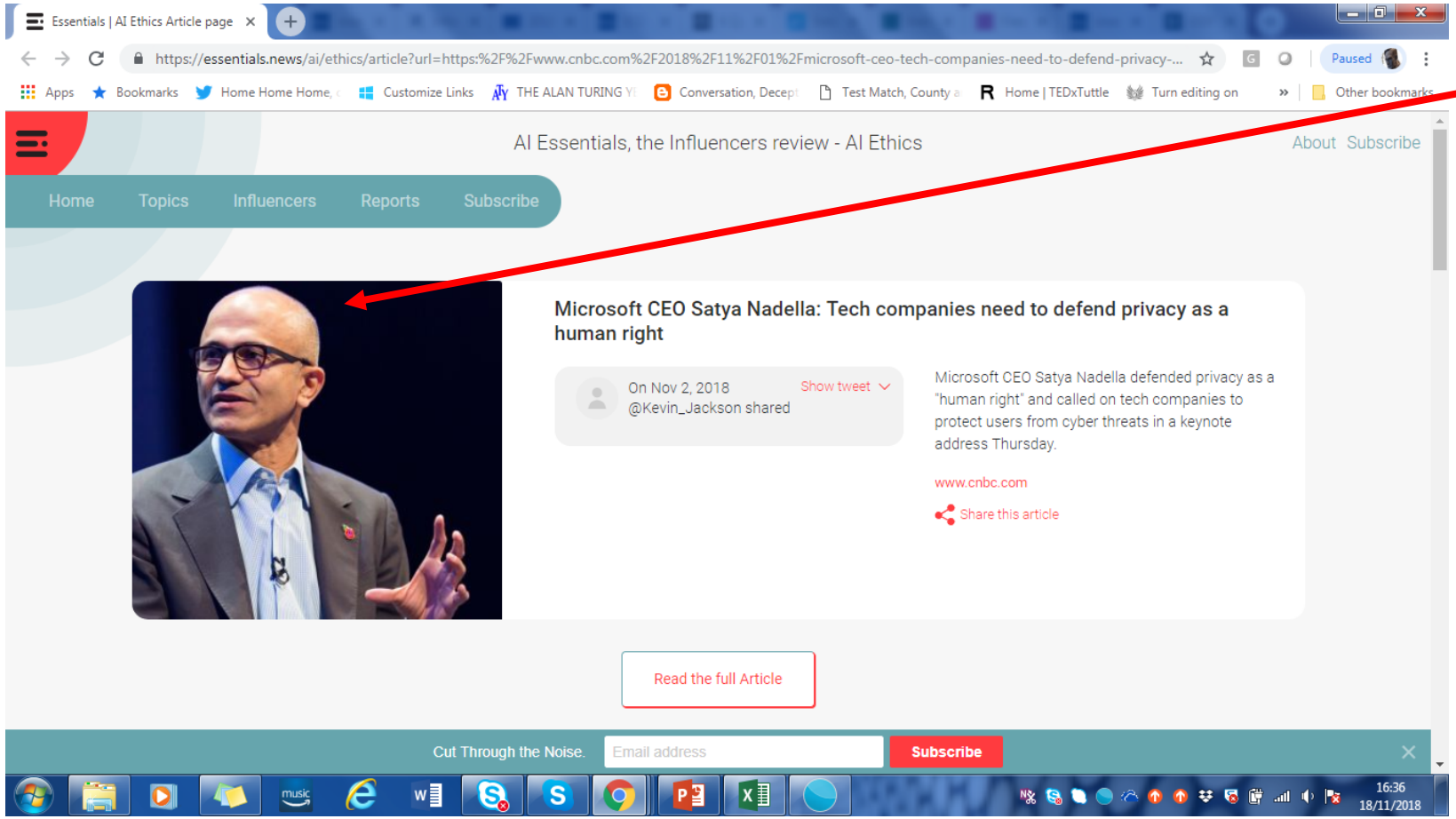
https://fra.europa.eu/en/eu-charter/article/1-human-dignity

# Human rights3

- In addition, the 2018 general data protection regulation (GDPR): “sets a high standard for consent” (ICO).
- This informed consent entails:
  - “offering individuals real choice and control”
  - “genuine consent should put individuals in charge, build trust and engagement”.

ICO. GDPR Informed Consent at a glance. Retrieved November 2, 2020 from here:

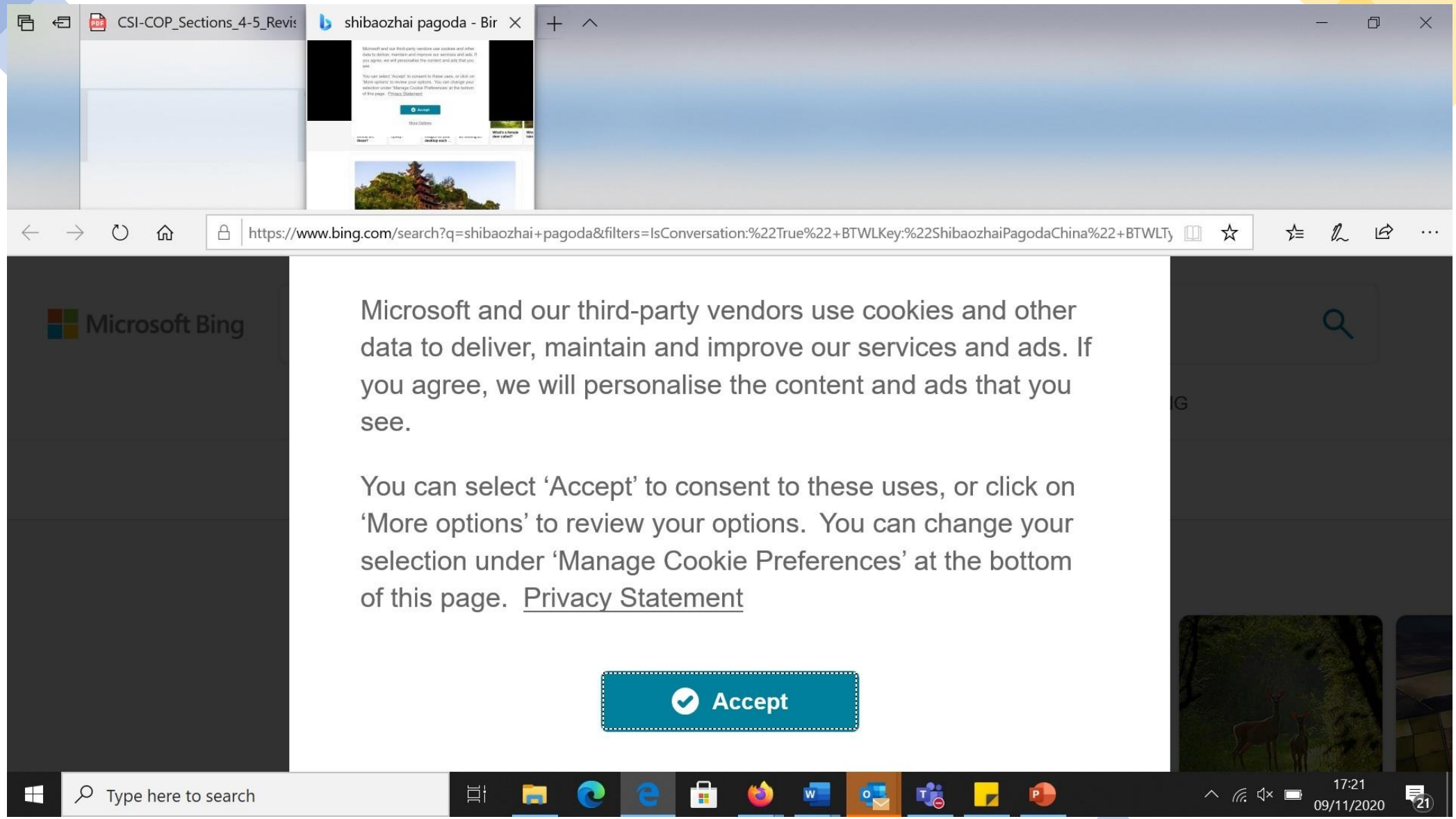
https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/consent/




**Microsoft CEO** Satya Nadella:

- "Tech companies need to defend privacy as a human right"

# But……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Microsoft Bing
Microsoft and our third-party vendors use cookies and other data to deliver, maintain and improve our services and ads. If you agree, we will personalise the content and ads that you see.
You can select 'Accept' to consent to these uses, or click on 'More options' to review your options. You can change your selection under 'Manage Cookie Preferences' at the bottom of this page. Privacy Statement
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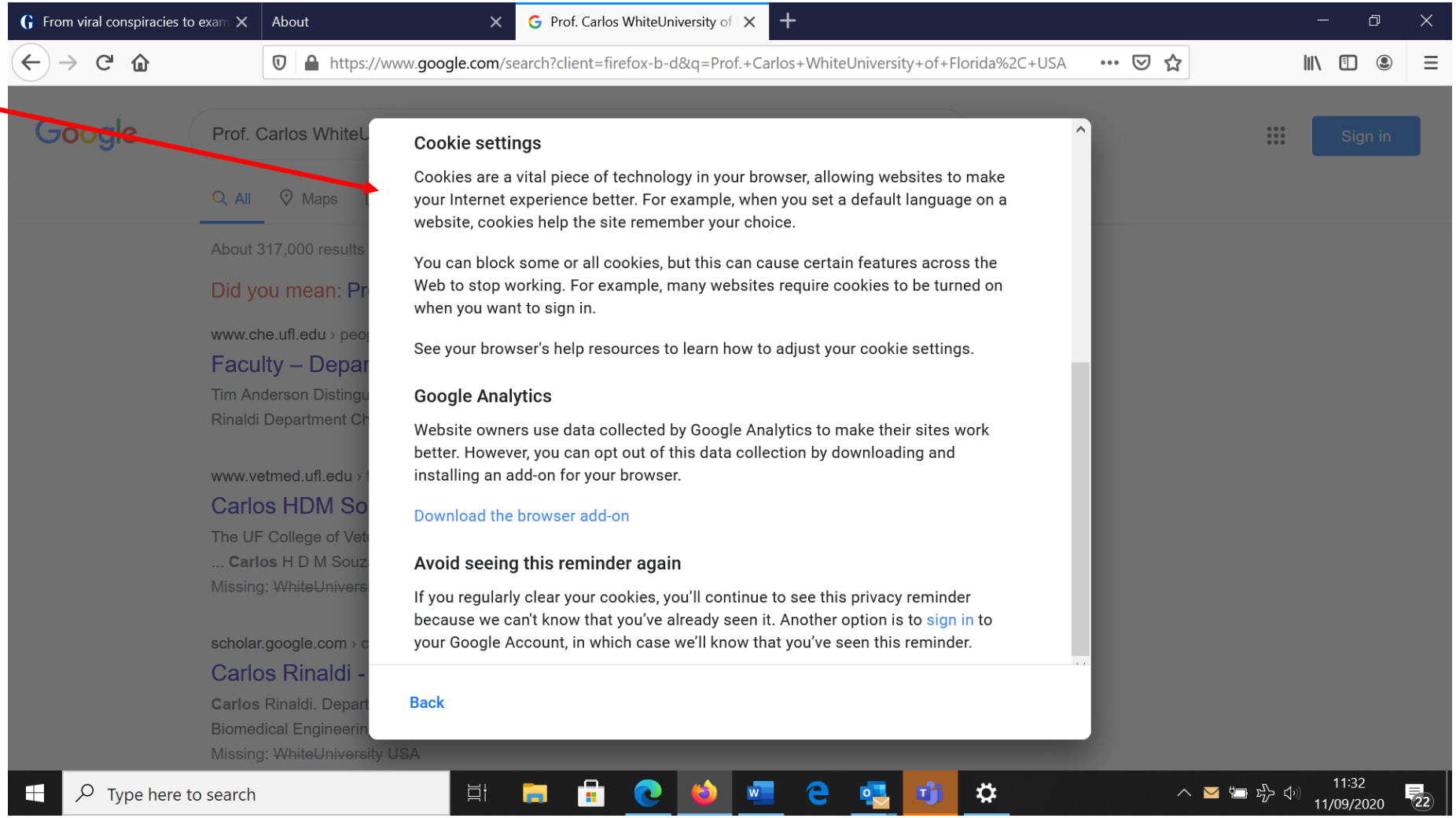
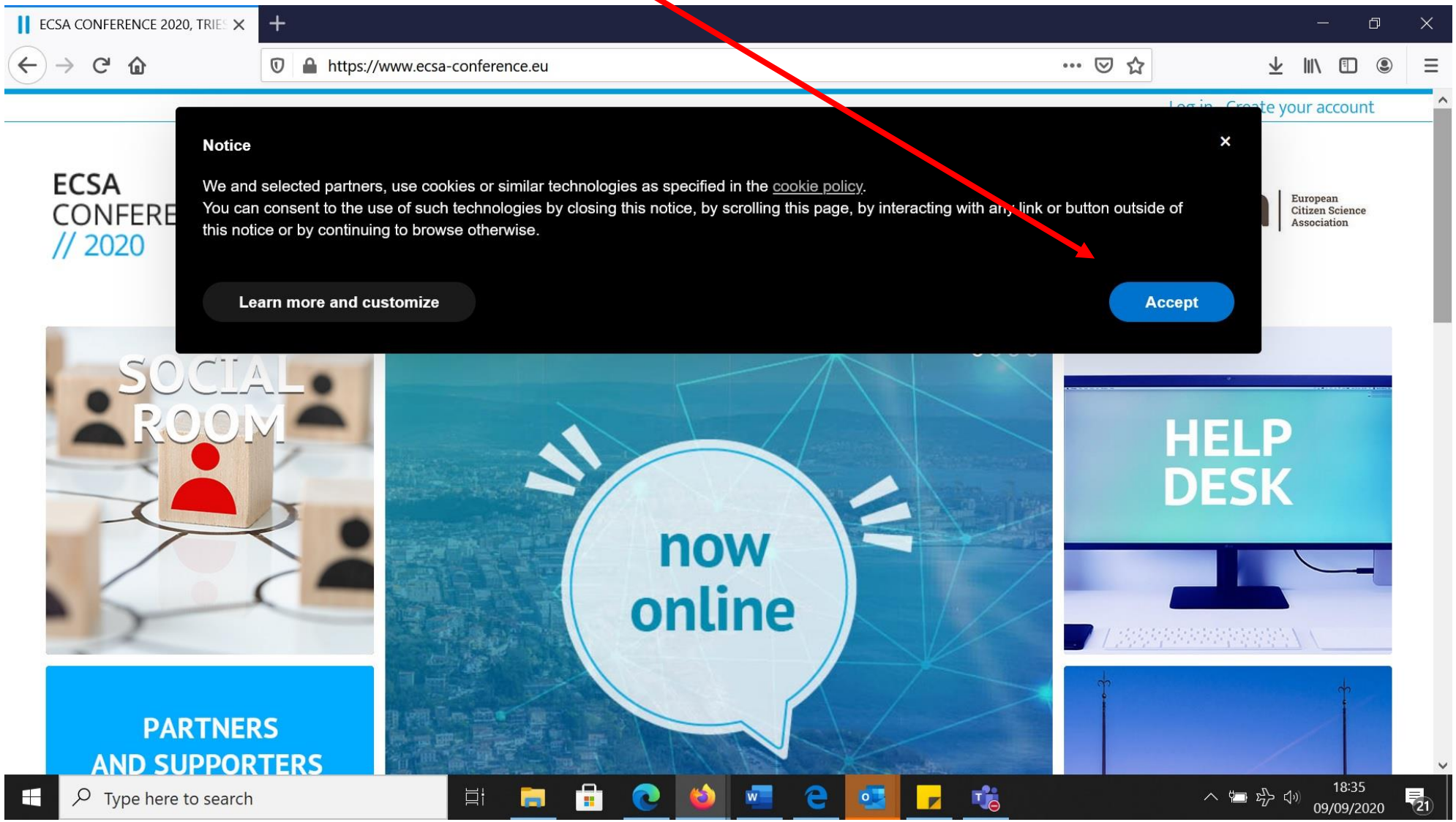
09/11/2020

# Google.com

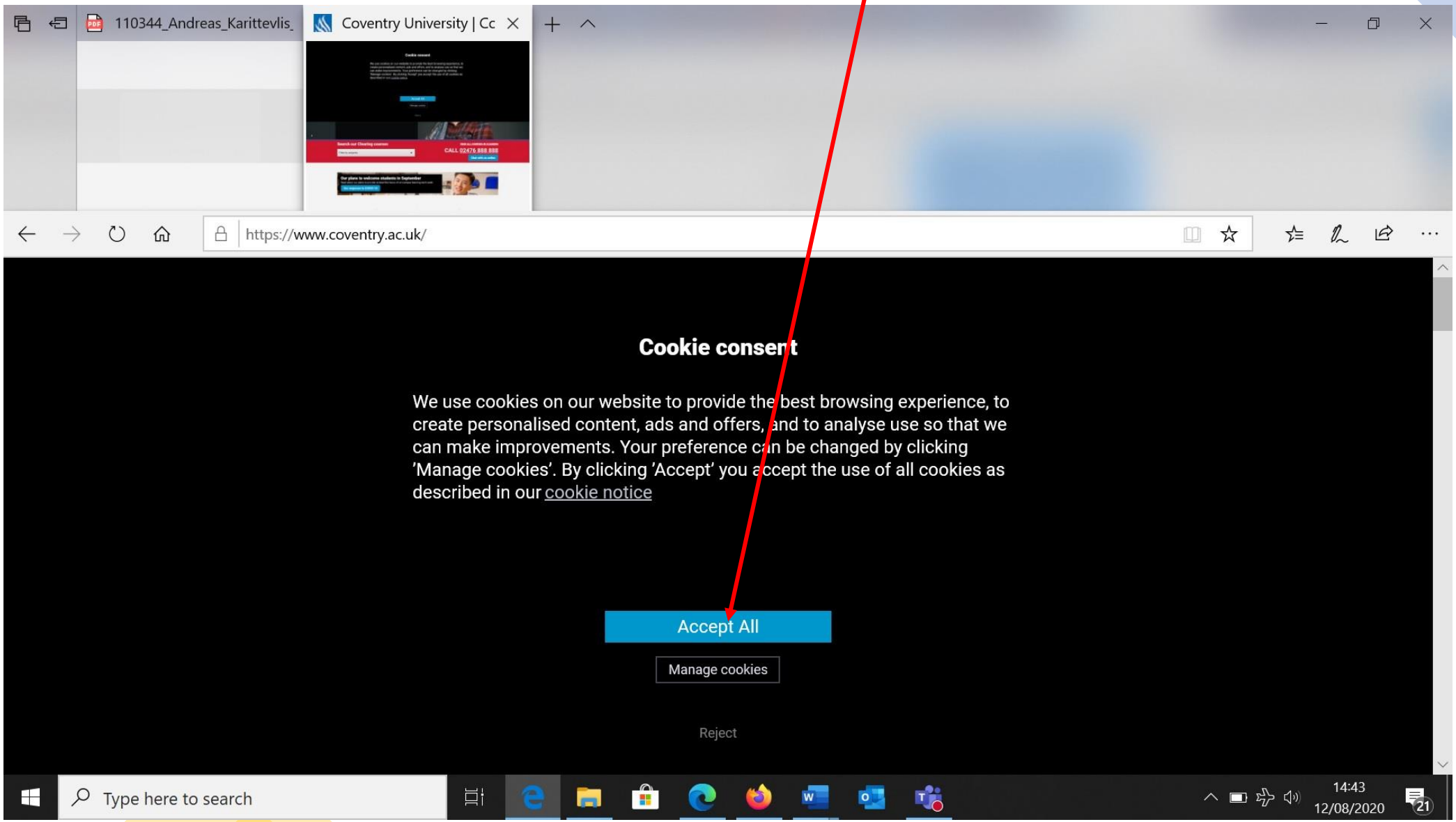
"**Cookies** are a **vital piece of technology** in your browser allowing websites to make your internet experience better"



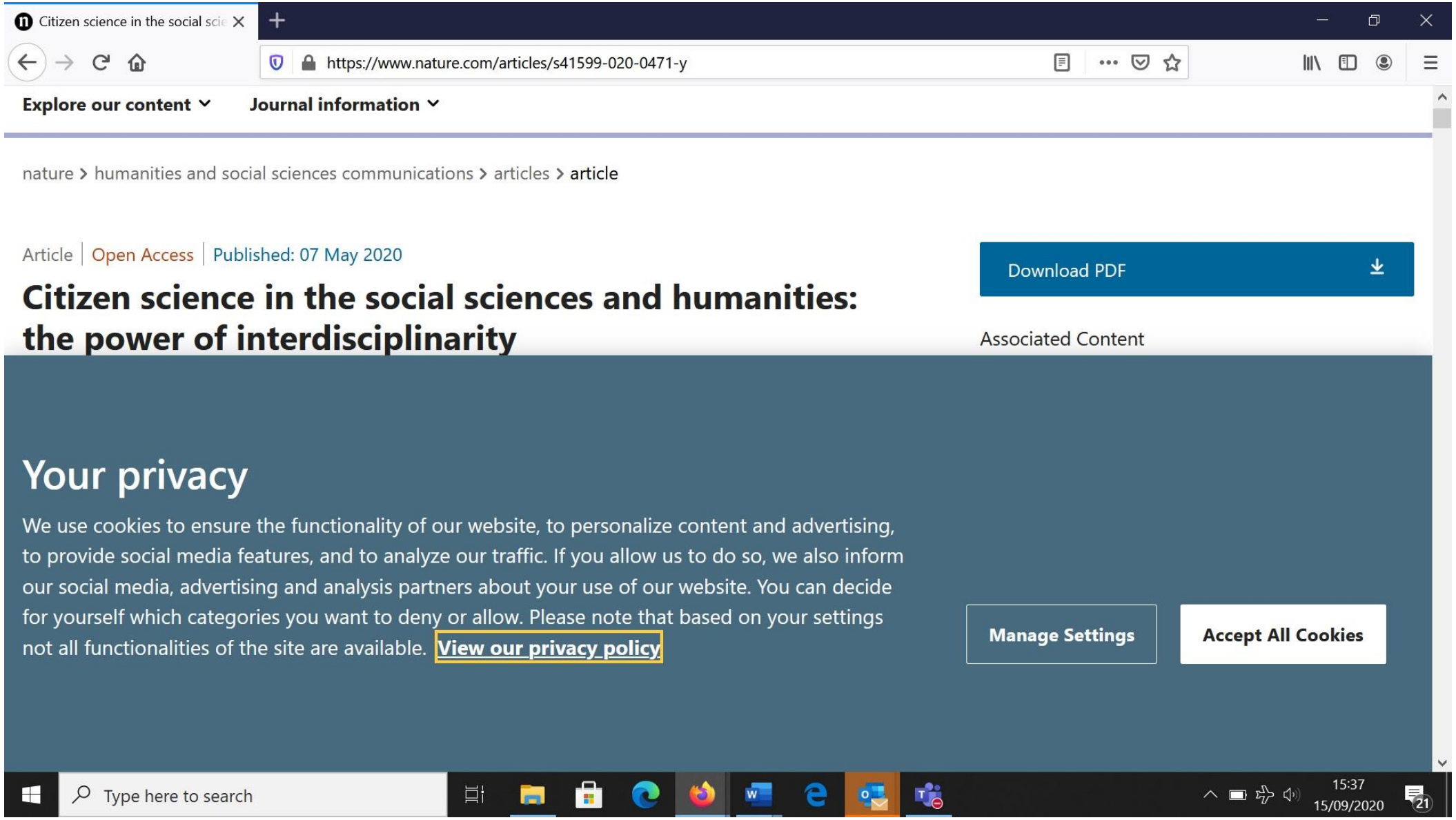
# Citizen Science ECSA Conference 2020



# Coventry University – nudges you to **Accept All**



# Nature.com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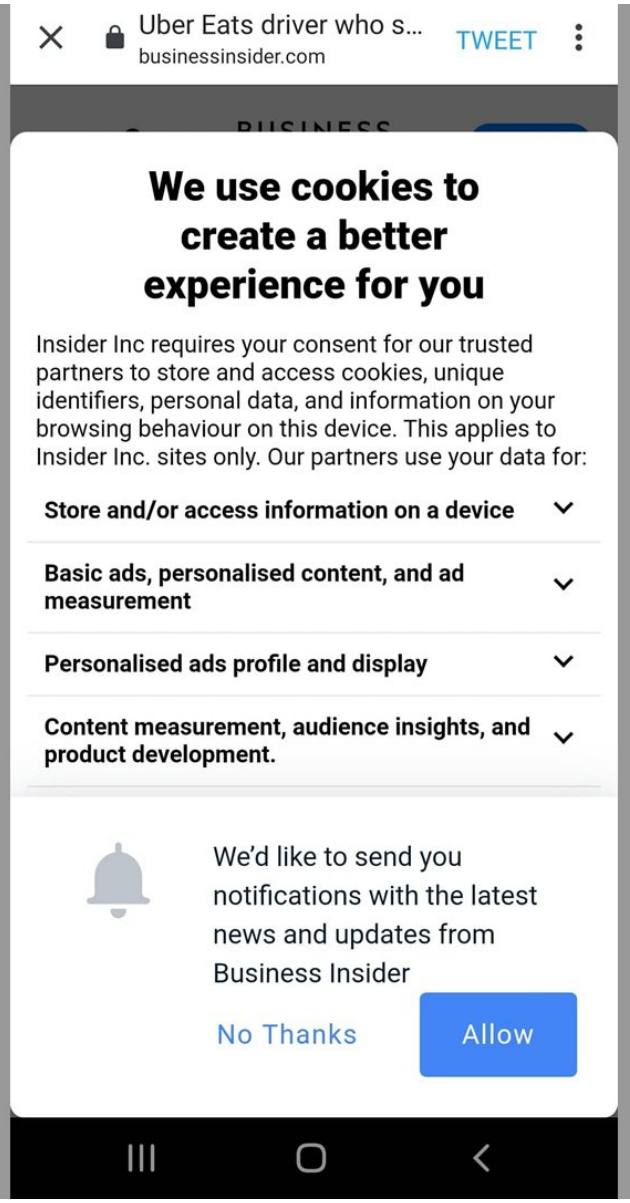
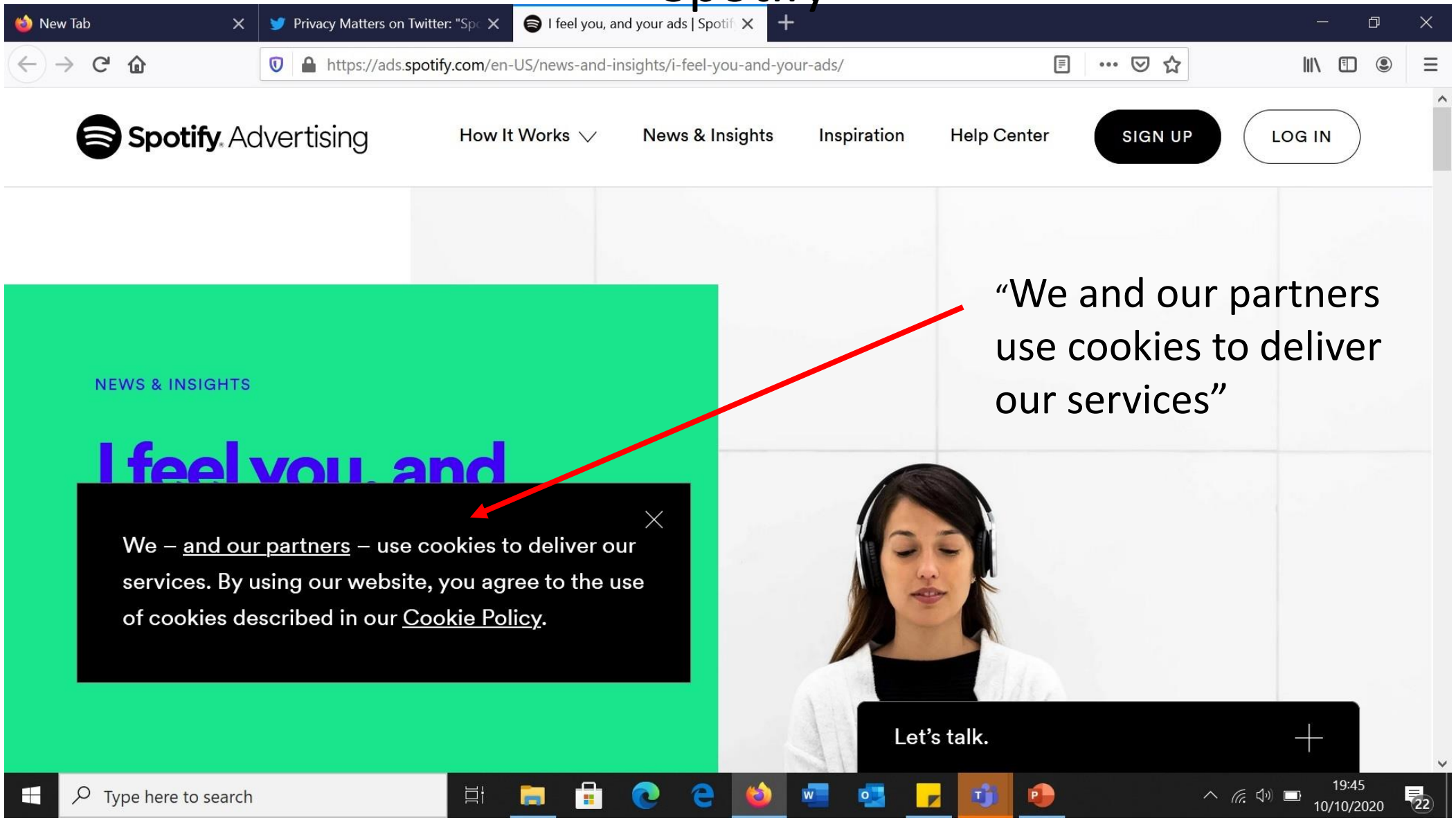
15/09/2020

# Business Insider

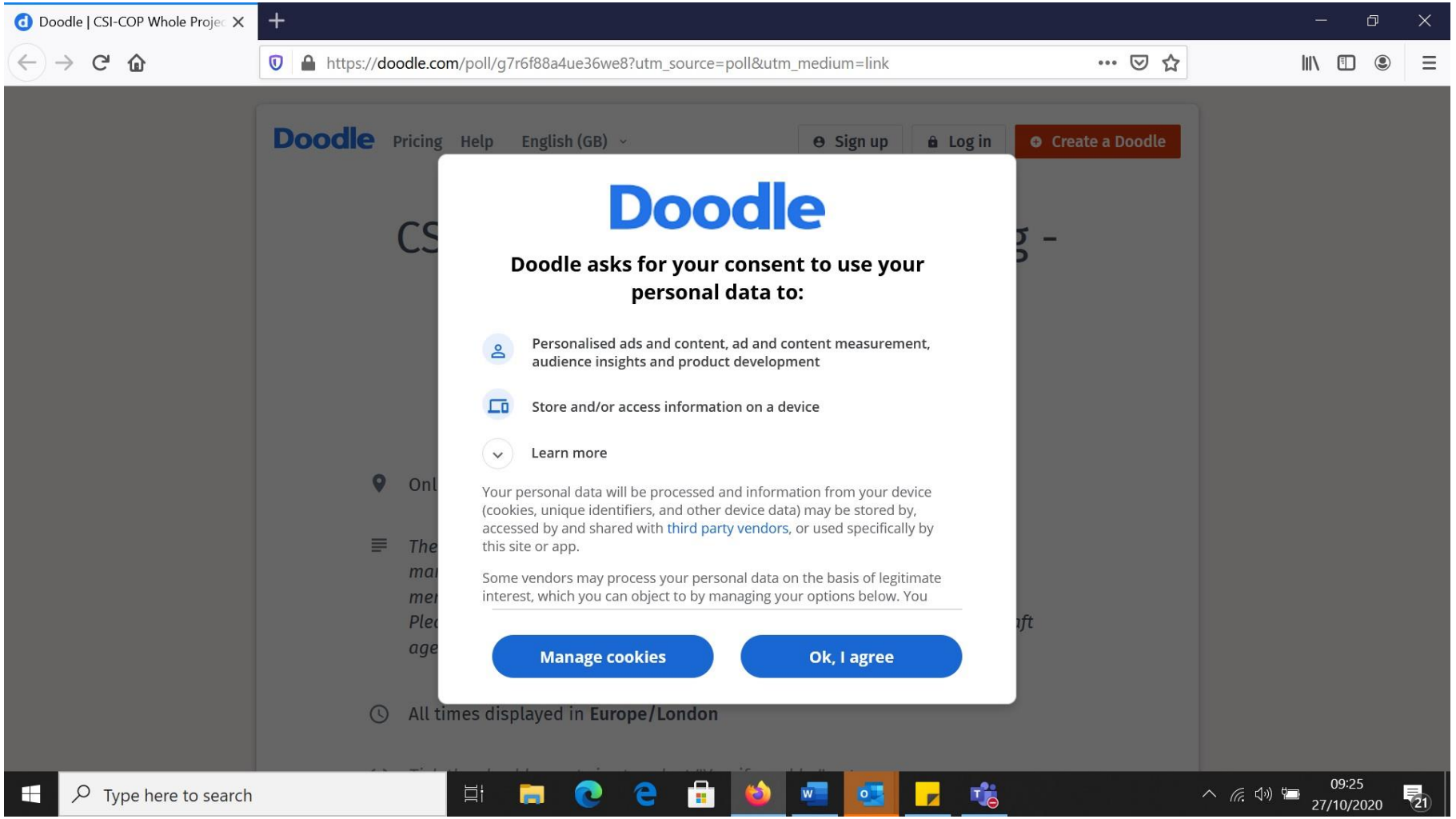


# Spotify




"We and our partners use cookies to deliver our services"

# Doodle Poll


Doodle | CSI-COP Whole Proje
https://doodle.com/poll/g7r6f88a4ue36we8?utm_source=poll&utm_medium=link
Doodle
Pricing
Help
English (GB)
Sign up
Log in
Create a Doodle
Doodle
Doodle asks for your consent to use your personal data to:
Personalised ads and content, ad and content measurement, audience insights and product development
Store and/or access information on a device
Learn more
Your personal data will be processed and information from your device (cookies, unique identifiers, and other device data) may be stored by, accessed by and shared with third party vendors, or used specifically by this site or app.
Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. You
Manage cookies
Ok, I agree
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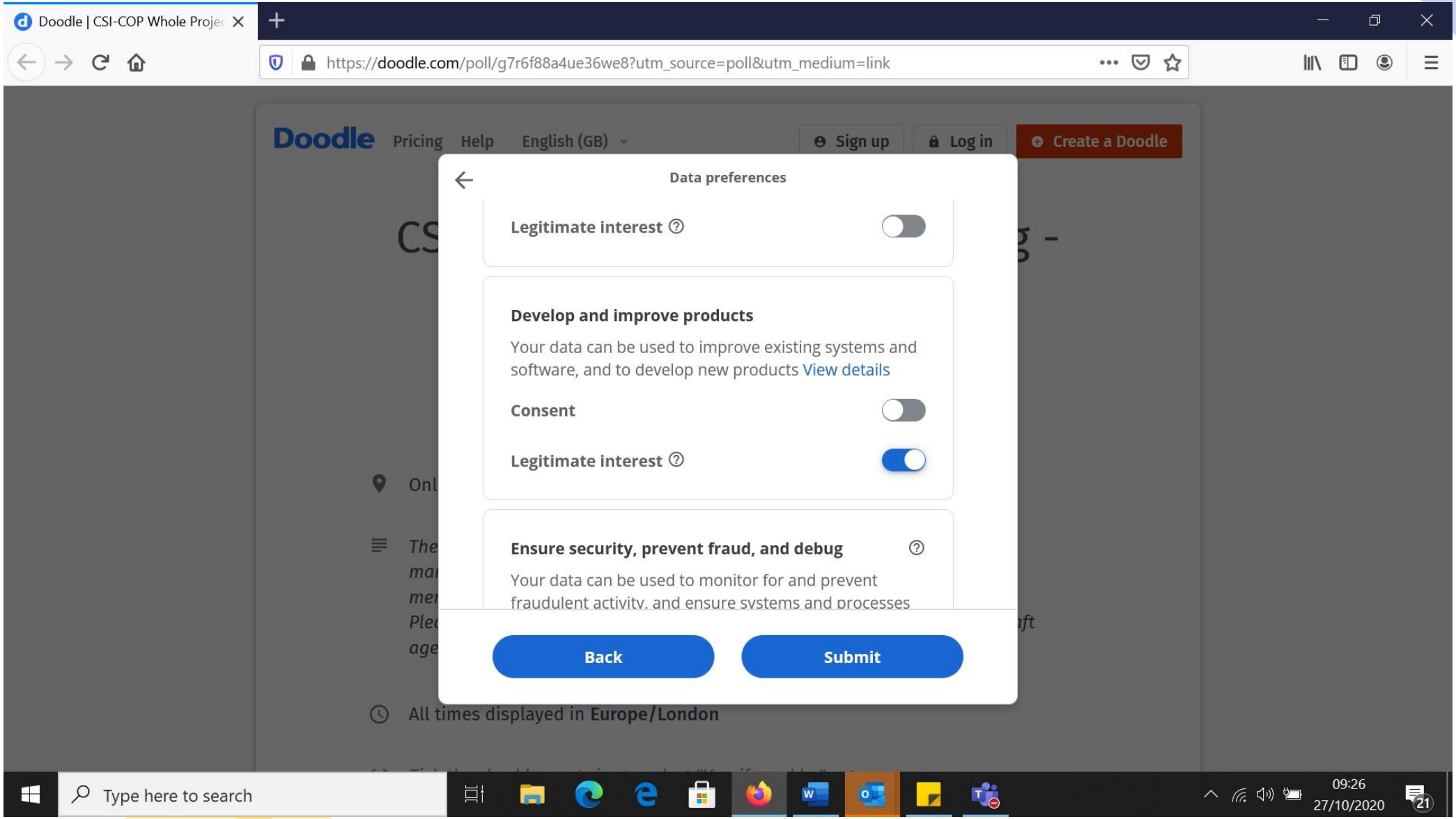
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https://doodle.com/poll/g7r6f88a4ue36we8?utm_source=poll&utm_medium=link
Doodle
Pricing
Help
English (GB)
Sign up
Log in
Create a Doodle
Data preferences
Legitimate interest
Develop and improve products
Your data can be used to improve existing systems and software, and to develop new products View details
Consent
Legitimate interest
Ensure security, prevent fraud, and debug
Your data can be used to monitor for and prevent fraudulent activity, and ensure systems and processes
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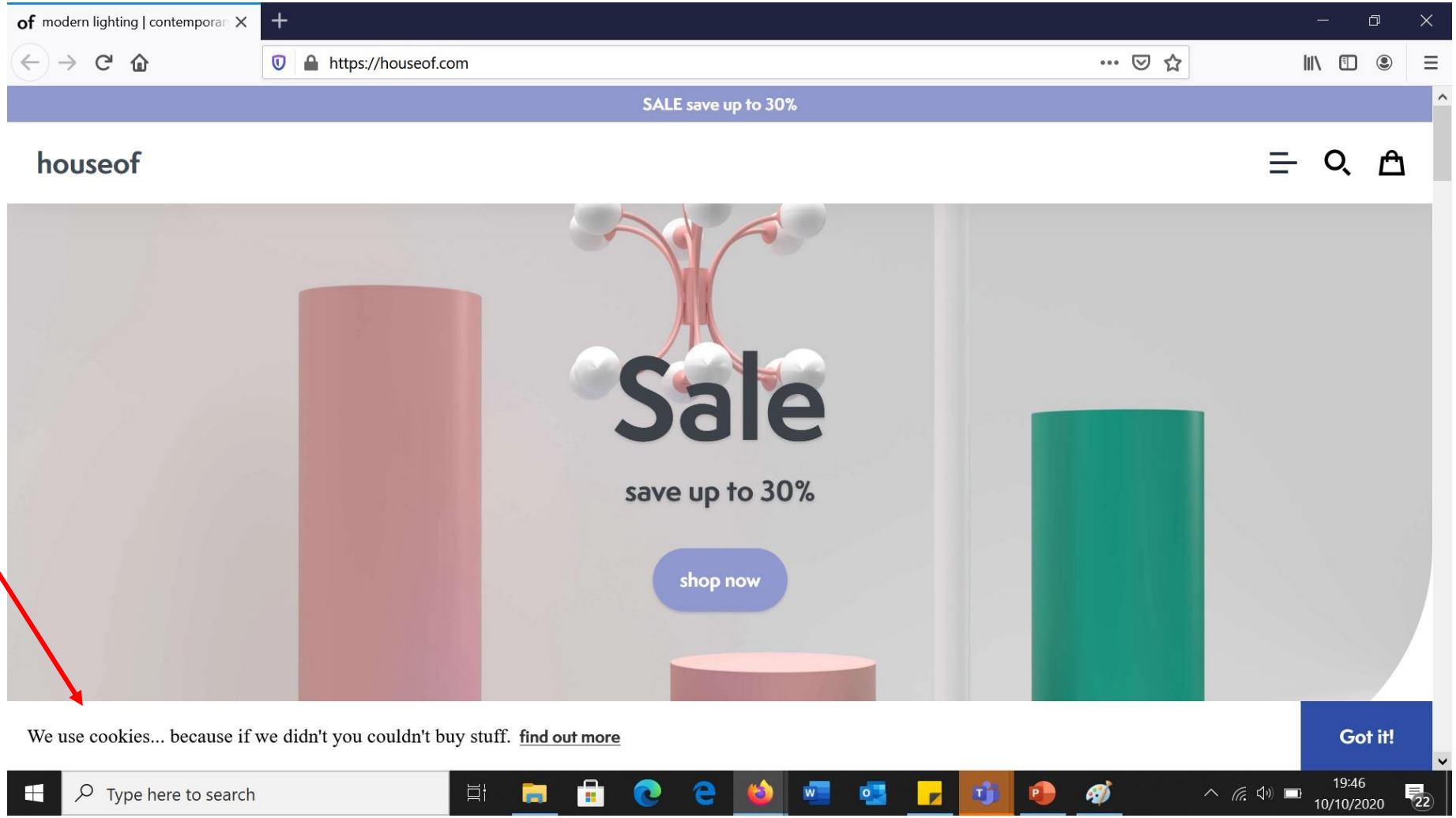
# AND NOW FOR THE WORST EXCUSE!

# Houseof.com

"We use cookies …. because if we don't you couldn't buy stuff"



# The problem….

- … is huge
- Not going away anytime soon
- Companies thrive on cookie data-collection business model
- See ‘The Social Dilemma’ Netflix docudrama – naïve male Silicon Valley techies explaining their ‘*do positive for the world*’ ideas

# Privacy International 1

- “Given that the internet is plagued with trackers, whose sole purpose is to **collect data** to **target people with ads**, we wondered whether online depression tests are also sharing information about their visitors with others.”

https://privacyinternational.org/news-analysis/3188/taking-depression-test-online-go-ahead-theyre-listening

# Privacy International 2

- "Privacy International decided to take an in-depth look at the top three depression tests websites in France, Germany and the UK to find out whether the information you provide to these websites are processed securely."

https://privacyinternational.org/news-analysis/3188/taking-depression-test-online-go-ahead-theyre-listening

# Privacy International 3

- "…web pages analysed contain a shocking number of third-party trackers."
- "In the case of the French website doctissimo.fr : the depression test page contacted 48 third parties the moment we opened it."
- "Another example is the depression test of the German site netdoktor.de, which contacted 30 trackers."

https://privacyinternational.org/news-analysis/3188/taking-depression-test-online-go-ahead-theyre-listening

# Privacy International 4

- “…found trackers from all the large tech companies - Google, Facebook, and Amazon - but also from data brokers, and AdTech companies, such as the native advertising companies Outbrain or Taboola. ”

https://privacyinternational.org/news-analysis/3188/taking-depression-test-online-go-ahead-theyre-listening

- GDPR: from UK Information Commissioner Office (ICO):
  - The **GDPR** sets a high standard for **consent**.
  - Consent means offering individuals real choice and control.
  - Genuine consent should put individuals in charge, build trust and engagement, and enhance your reputation
  - **Consent requires a positive opt-in.**
  - Explicit consent requires a very clear and specific statement of consent.

From here:

https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/consent/

# Sli.do poll results…..

# There are online tools that reveal cookies

# Tools available to assess websites

- There is **no standard tool** but there are online tools to assess privacy and security of website visitors' data:
  - Security Headers: https://securityheaders.com/
  - 2GDPR: https://2gdpr.com/
  - Webbkoll: https://webbkoll.dataskydd.net/en
  - Cookieserve: https://www.cookieserve.com/
  - Cookiemetrix: https://www.cookiemetrix.com/
  - Web privacy check: https://webprivacycheck.plehn-media.de/en

CSI-COP

- Leveraging citizen science methodology
- Recruit across citizen scientists from across Europe and beyond
- Informally educate and train on informed consent in the GDPR
- Engage citizen scientists as online privacy investigators
- Citizen scientists join CSI-COP team exploring beneath websites and Android apps

# CSI-COP outcome

- Uncover tracking cookies not made transparent
- Create online accessible knowledge resource/repository of tracking cookies in websites
- Improve scientific literacy of European citizens
- Raise awareness of rights accorded in GDPR

# Proactive

- Take back your free-will: control it
- Don’t allow erosion of your right to privacy
- Protect your human rights

# General Public ➡ Informed Citizen

- As members of the public, we are also *citizen scientists*
- We can all become **privacy champions** and stop accepting cookies on websites
- Stop purchasing from sites that violate our ***right-to-choose***

# Thank you for listening ☺

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CSI-COP website: https://csi-cop.eu/

CSI-COP Twitter: @cop_csi