

“The Internet is plagued with Trackers”*

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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:

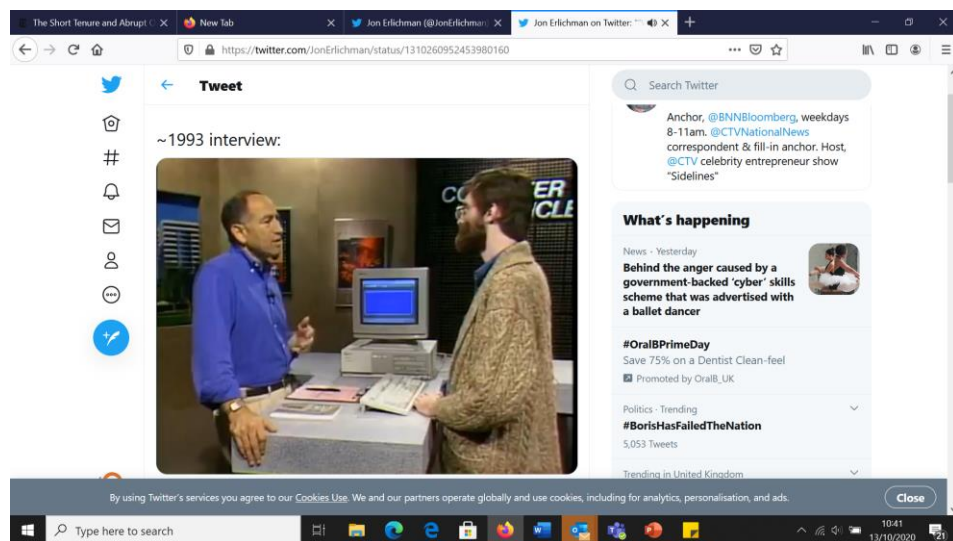
Which of these big tech companies do you feel DO NOT protect your personal data online? :

- . 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/>

Essentials | AI Ethics Article page

https://essentials.news/ai/ethics/article?url=https%2F%2Fwww.cnbc.com%2F2018%2F11%2F01%2Fmicrosoft-ceo-tech-companies-need-to-defend-privacy-...

AI Essentials, the Influencers review - AI Ethics

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Microsoft CEO Satya Nadella: Tech companies need to defend privacy as a human right

On Nov 2, 2018 @Kevin_Jackson shared

Microsoft CEO Satya Nadella defended privacy as a "human right" and called on tech companies to protect users from cyber threats in a keynote address Thursday.

www.cnbc.com

Share this article

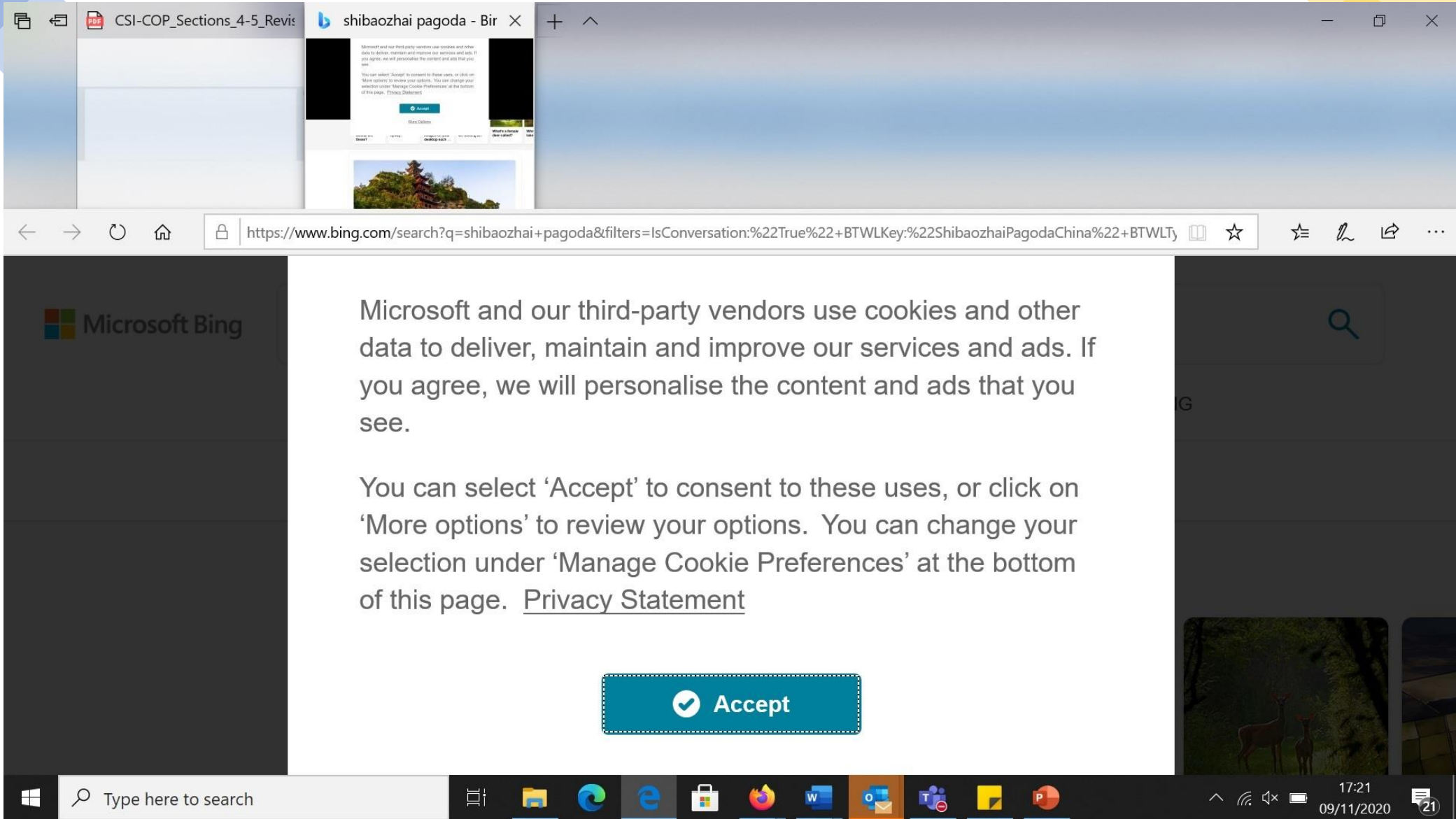
Read the full Article

Cut Through the Noise. Email address Subscribe

16:36 18/11/2018

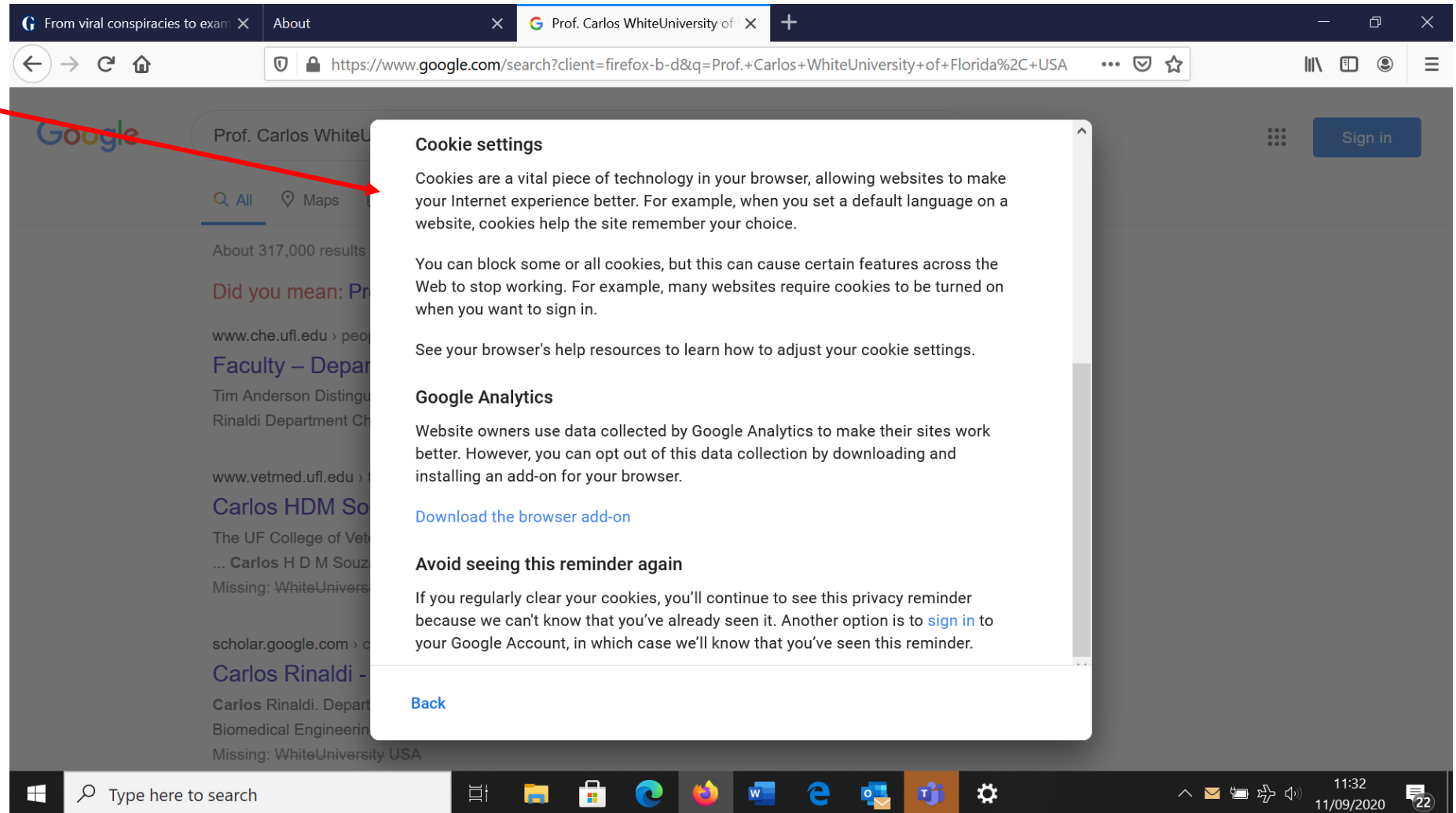
Microsoft CEO Satya Nadella:
- **“Tech companies need to defend privacy as a human right”**

But.....



Google.com

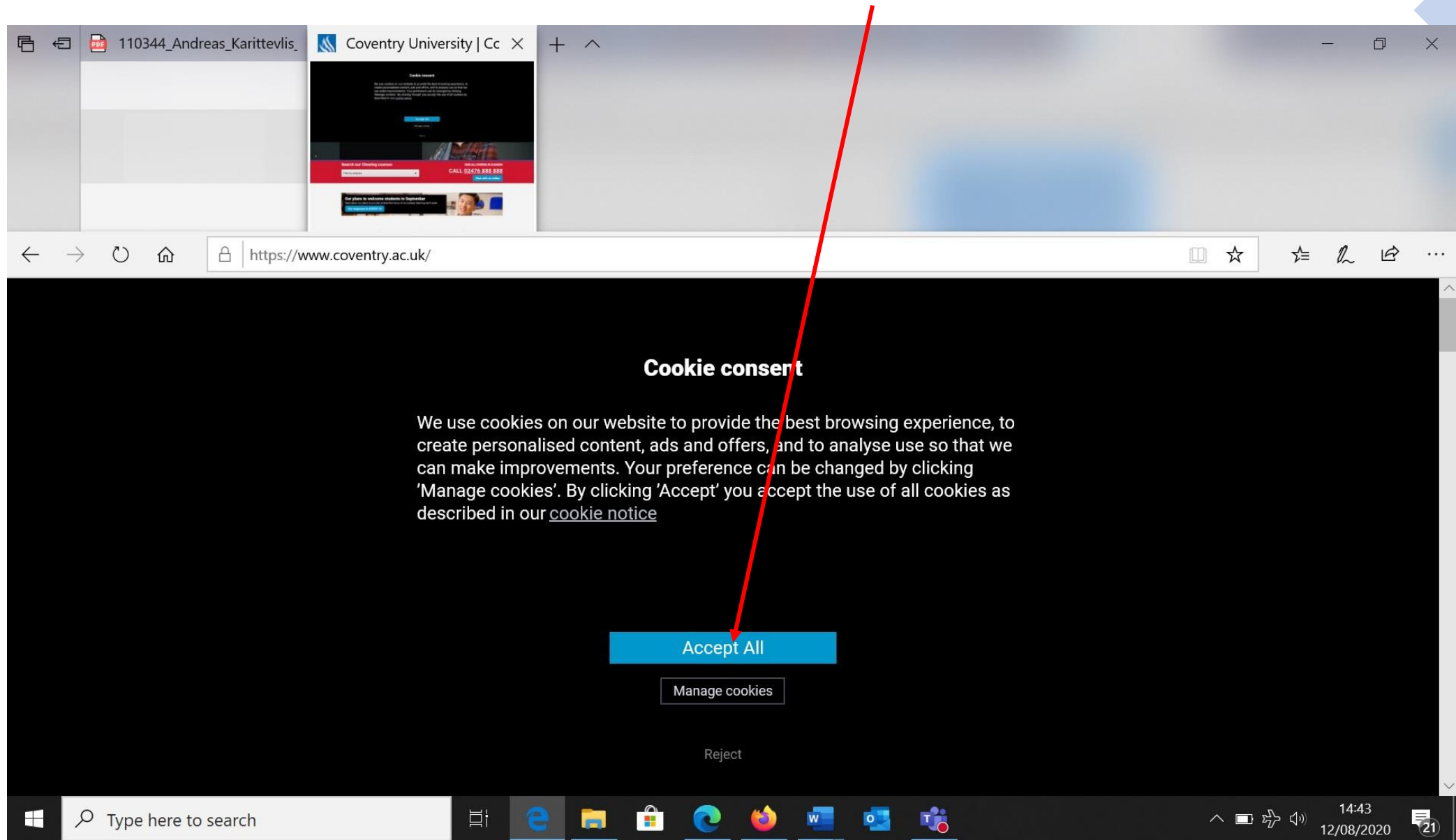
“Cookies are a vital piece of technology in your browser allowing websites to make your internet experience better”



Citizen Science ECSA Conference 2020

The screenshot shows a web browser window with the URL <https://www.ecsa-conference.eu>. A black modal box with the title "Notice" is overlaid on the page. The notice text reads: "We and selected partners, use cookies or similar technologies as specified in the [cookie policy](#). You can consent to the use of such technologies by closing this notice, by scrolling this page, by interacting with any link or button outside of this notice or by continuing to browse otherwise." At the bottom of the modal are two buttons: "Learn more and customize" and "Accept". A red arrow points from the top of the page towards the "Accept" button. The background website content includes the text "ECSA CONFERENCE // 2020", "European Citizen Science Association", "SOCIAL ROOM" (with an image of wooden figures), "now online" (in a speech bubble), and "HELP DESK" (with an image of a computer monitor). The Windows taskbar at the bottom shows the search bar and various application icons, with the system tray displaying the time 18:35 and date 09/09/2020.

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




Nature.com

The screenshot shows a web browser window with the following elements:

- Browser Tab:** "Citizen science in the social sci" with a close button.
- Address Bar:** "https://www.nature.com/articles/s41599-020-0471-y".
- Navigation:** "Explore our content" and "Journal information" dropdown menus.
- Breadcrumbs:** "nature > humanities and social sciences communications > articles > article".
- Article Info:** "Article | Open Access | Published: 07 May 2020".
- Title:** "Citizen science in the social sciences and humanities: the power of interdisciplinarity".
- Action:** "Download PDF" button with a download icon.
- Section:** "Associated Content".
- Privacy Notice Overlay:**
 - Title:** "Your privacy".
 - Text:** "We use cookies to ensure the functionality of our website, to personalize content and advertising, to provide social media features, and to analyze our traffic. If you allow us to do so, we also inform our social media, advertising and analysis partners about your use of our website. You can decide for yourself which categories you want to deny or allow. Please note that based on your settings not all functionalities of the site are available. [View our privacy policy](#)".
 - Buttons:** "Manage Settings" and "Accept All Cookies".

The Windows taskbar at the bottom shows the search bar, task view, and several application icons (File Explorer, Edge, Word, Outlook, Teams). The system tray on the right shows the time "15:37" and date "15/09/2020".


Business Insider

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No Thanks

Allow



Spotify

The screenshot shows a web browser window with the Spotify Advertising page. The browser's address bar displays the URL: <https://ads.spotify.com/en-US/news-and-insights/i-feel-you-and-your-ads/>. The page header includes the Spotify logo, the text "Spotify Advertising", and navigation links for "How It Works", "News & Insights", "Inspiration", and "Help Center". There are also "SIGN UP" and "LOG IN" buttons.

The main content area features a large green banner with the text "NEWS & INSIGHTS" and "I feel you, and". A black cookie consent banner is overlaid on the green area, containing the text: "We – and our partners – use cookies to deliver our services. By using our website, you agree to the use of cookies described in our [Cookie Policy](#)." A red arrow points from the text "and our partners" in the consent banner to the text "and our partners use cookies to deliver our services" in a separate text block on the right.

Below the banner is a video player showing a woman wearing headphones. The video player has a "Let's talk." button and a plus sign icon.

The Windows taskbar at the bottom shows the search bar with "Type here to search", several application icons (File Explorer, Mail, Edge, Firefox, Word, Outlook, Photos, Teams, PowerPoint), and the system tray with the time "19:45" and date "10/10/2020".

“We and our partners use cookies to deliver our services”

We – and our partners – use cookies to deliver our services. By using our website, you agree to the use of cookies described in our [Cookie Policy](#).

Doodle Poll

The screenshot shows a web browser window displaying a Doodle poll page. The browser's address bar shows the URL: https://doodle.com/poll/g7r6f88a4ue36we8?utm_source=poll&utm_medium=link. The page header includes the Doodle logo, navigation links for Pricing, Help, and English (GB), and buttons for Sign up, Log in, and Create a Doodle. A central modal dialog is overlaid on the page, titled "Doodle asks for your consent to use your personal data to:". The modal lists three consent options: "Personalised ads and content, ad and content measurement, audience insights and product development", "Store and/or access information on a device", and "Learn more". Below the list, there is a paragraph of text explaining that personal data will be processed and stored, and that some vendors may process data on the basis of legitimate interest. At the bottom of the modal, there are two buttons: "Manage cookies" and "Ok, I agree". The Windows taskbar is visible at the bottom of the screen, showing the search bar and various application icons. The system tray shows the time as 09:25 on 27/10/2020.

Doodle | CSI-COP Whole Project X

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.

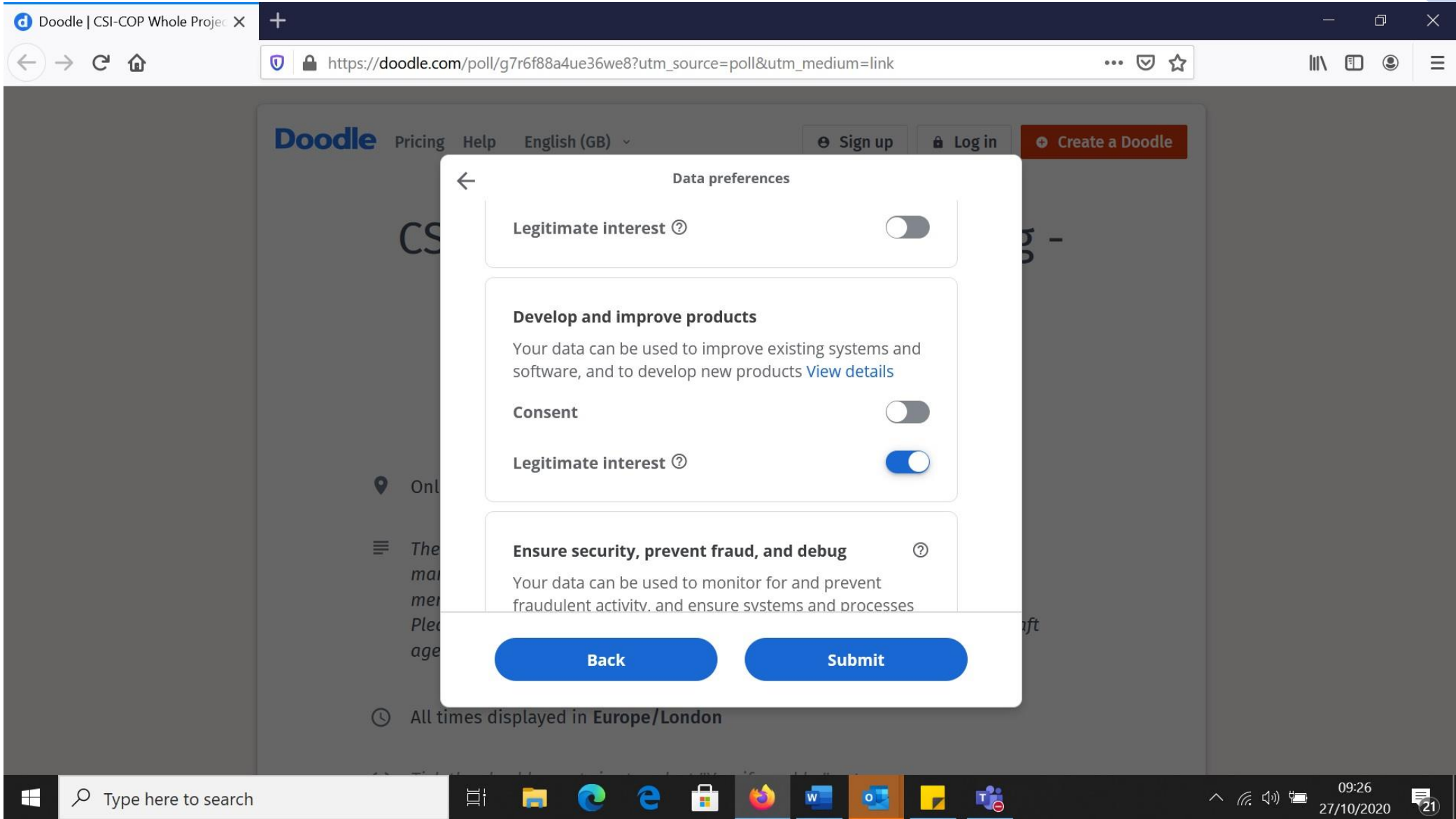
Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. You

Manage cookies Ok, I agree

All times displayed in Europe/London

Type here to search

09:25 27/10/2020



AND NOW FOR THE WORST EXCUSE!

Houseof.com

“We use cookies
.... because if we
don't you
couldn't buy
stuff”

The screenshot shows a web browser window with the URL <https://houseof.com>. The browser's address bar and navigation icons are visible. The website header features the 'houseof' logo and navigation icons for menu, search, and shopping cart. A blue banner at the top of the page reads 'SALE save up to 30%'. The main content area displays a large 'Sale' banner with the text 'save up to 30%' and a 'shop now' button. Below the banner, a cookie consent message is displayed: 'We use cookies... because if we didn't you couldn't buy stuff. [find out more](#)'. A 'Got it!' button is located to the right of the message. The Windows taskbar is visible at the bottom of the screen, showing the search bar and various application icons.

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](https://www.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](https://www.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>



- 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 😊

Email: ab7778@coventry.ac.uk

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

CSI-COP Twitter: [@cop_csi](https://twitter.com/cop_csi)