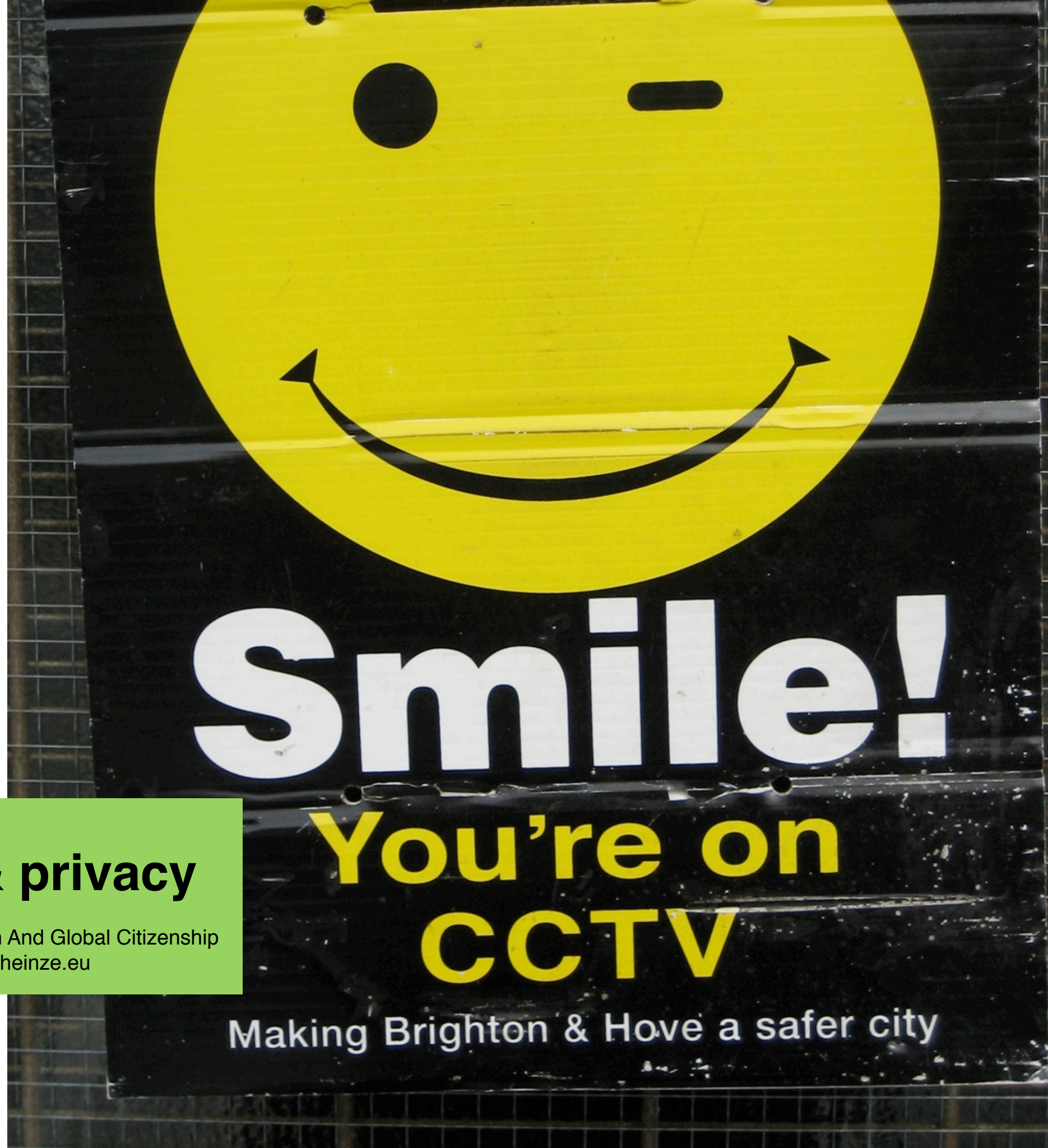


social media & privacy

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contact me @silvioheinze | www.silvioheinze.eu



“‘People should just mind their own business,’ probably the funniest thing I've ever read on a social networking site.”
@BillMurray

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Would you publish in public...

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Would you publish in public...
... your dogs photo?

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Would you publish in public...

... your dogs photo?

... your sisters photo?

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Would you publish in public...

... your dogs photo?

... your sisters photo?

... your sons photo?

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Would you publish in public...

... your dogs photo?

... your sisters photo?

... your sons photo?

... your home address?

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Would you publish in public...

... your dogs photo?

... your sisters photo?

... your sons photo?

... your home address?

... your phone number?

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Would you publish in public...

... your dogs photo?

... your sisters photo?

... your sons photo?

... your home address?

... your phone number?

... your sexual orientation?

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Would you publish in public ...

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Would you publish in public ...
... your medial record?

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Would you publish in public ...

... your medial record?

... your opinion about your government?

Would you publish in public ...

... your medial record?

... your opinion about your government?

... your brothers opinion about your government?

Would you publish in public ...

... your medial record?

... your opinion about your government?

... your brothers opinion about your government?

... naked photos about you?

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How public is social media?

public – Twitter

public/private – FB

private – own network in company

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How private is your privacy?

How private is your privacy?

Do you know what information Facebook is storing about you?

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00. Target	13. Date of Birth	28. Machines	43. Privacy Settings
00. Date Range	14. Education	29. Messages	44. Profile Blurb
-----	15. E-Mails	30. Minifeed	45. Realtime Activities
01. About Me	16. Events	31. Name	46. Recent Activities
02. Account End Date	17. Family	32. Name Changes	47. Registration Date
03. Account Status History	18. Favourite Quotes	33. Networks	48. Relationship
04. Address	19. Friend Requests	34. Notes	49. Religious Views
05. Alternate Name	20. Friends	35. Notification Settings	50. Removed Friends
06. Applications	21. Gender	36. Notifications	51. Screen Names
07. Chat	22. Groups	37. Password	52. Shares
08. Checkins	23. Hometown	38. Phone Numbers	53. Status Updates
09. Connections	24. Last Location	39. Photos	54. Vanity
10. Credit Cards	25. Linked Accounts	40. Physical Tokens	55. Wallposts
11. Currency	26. Locale	41. Pokes	56. Website
12. Current City	27. Logins	42. Political Views	57. Work

source europe-vs-facebook.org

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Shadow profiling

Shadow profiling

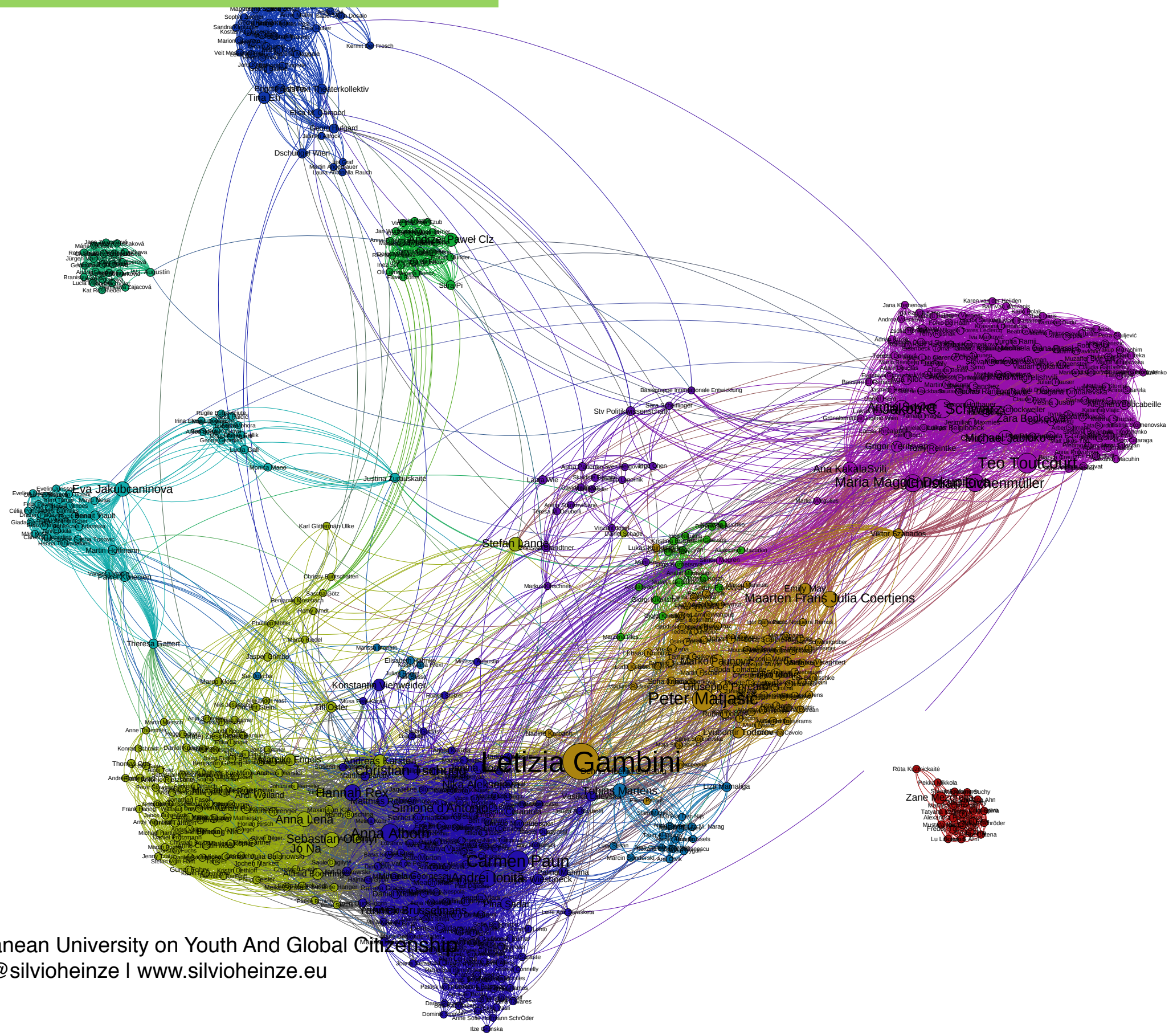
The problem of Social Media is not the data you enter by choice, it's everything they collect about you secretly.

Shadow profiling

The problem of Social Media is not the data you enter by choice, it's everything they collect about you secretly.

Who used the FB friend finder?

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Opt-In vs. Opt-Out

Privacy and data protection laws give us control over our data.

Opt-In: Explicit consent needed.

Opt-Out: Possibility to step out.

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“We are the controller for what we control [...] and the user has some responsibility, too.”
Richard Allan (Facebook, GB)

Privacy policy

“We use the information we collect to try provide a safe, efficient and customized experience.”

Big Data calls for big decisions

Data is the new raw material in the age of knowledge based economies.

The core: data mining and analytics (= creating conclusions)

Sources: Private health data, Open Data from Governments, ... and Social Media.

Big Data calls for big decisions

Advantages: public health, national security and law enforcement, environmental protection, and economic efficiency.

The governments are in, too.

Example: PRISM

Supported by the same technology (NSA is using Google algorithms).

We need to balanced out again individual rights and business interests in the digital age.

By user empowerment

By media literacy

By a strong data protection

Network of EuRopean Digital Youth

an initiative out of several members (JEF, EYP, FYEG, YEU, AEGEE) of the European Youth Forum to advocate together for digital youth rights.

Contact us!

Hello, my name is ...

Activist for Human & Digital Rights for >10 years

FYEG Digital Rights Working Group & EC

Research on Governance & E-Participation



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