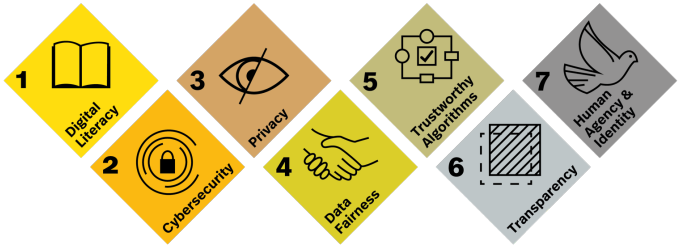
Identity Valley

It's all about trust.

Jutta Juliane Meier, Founder & CEO, Identity Valley

From BIG TECH to RESPONSIBLE TECH.
WE ARE RESPONSIBLE. WE CARE.

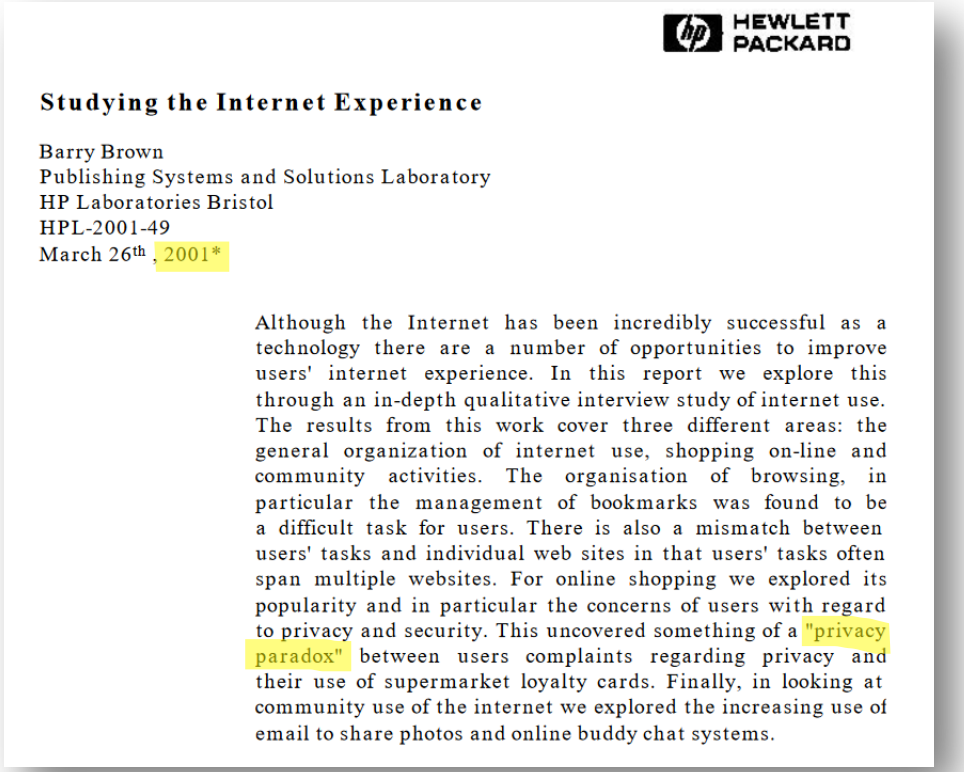
Workshop Impulse @
„Preparing the State of The Digital Decade Report 2023"
Brussels, April 20th 2023



Digital Responsibility Goals

PRIVACY PARADOX

The „privacy paradox“ - 2001



HEWLETT PACKARD

Studying the Internet Experience

Barry Brown
Publishing Systems and Solutions Laboratory
HP Laboratories Bristol
HPL-2001-49
March 26th , 2001*

Although the Internet has been incredibly successful as a technology there are a number of opportunities to improve users' internet experience. In this report we explore this through an in-depth qualitative interview study of internet use. The results from this work cover three different areas: the general organization of internet use, shopping on-line and community activities. The organisation of browsing, in particular the management of bookmarks was found to be a difficult task for users. There is also a mismatch between users' tasks and individual web sites in that users' tasks often span multiple websites. For online shopping we explored its popularity and in particular the concerns of users with regard to privacy and security. This uncovered something of a "privacy paradox" between users complaints regarding privacy and their use of supermarket loyalty cards. Finally, in looking at community use of the internet we explored the increasing use of email to share photos and online buddy chat systems.

“A: […]... its quite worrying to think how much information about me is on the web, you’re shopping habits, what food you eat, what cigarettes you buy.

[…]

B: *But it doesn’t stop you from doing it?*

A: No …”

Source: Brown, Barry (2001), Studying the Internet Experience, p. 17

! Coining of the term “privacy paradox” – people care about privacy but they are acting against it. We are asking: How can we empower people to make informed choices and thereby change the digital transformation for the better?

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The „privacy paradox“ – 6 months of ChatGPT

OpenAI says a bug leaked sensitive ChatGPT user data

The same glitch that shared chat history titles may have divulged email addresses and payment info too.

Belgian man dies by suicide following exchanges with chatbot

CNET is reviewing its AI-written articles after being notified of serious errors

The publication recently admitted that it had published around 75 AI-written articles since November.

Companies block ChatGPT amid privacy fears

ChatGPT Has a Big Privacy Problem

Italy's recent ban of Open AI's generative text tool may just be the beginning of ChatGPT's regulatory woes.

! Open AI's ChatGPT was launched November 2022 – without thinking a lot about the impact

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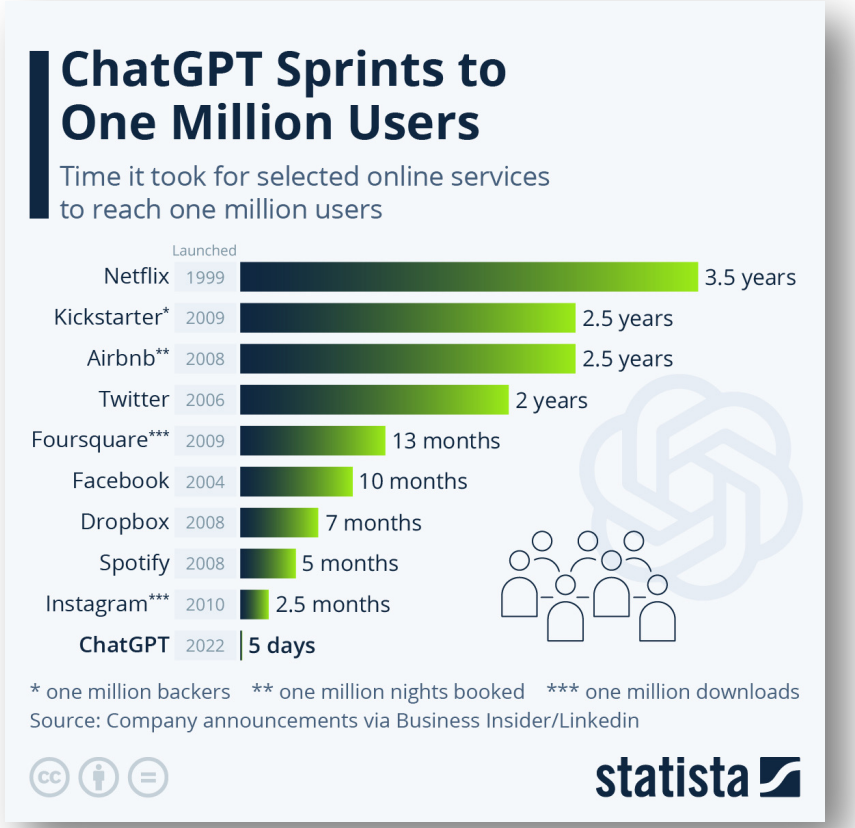
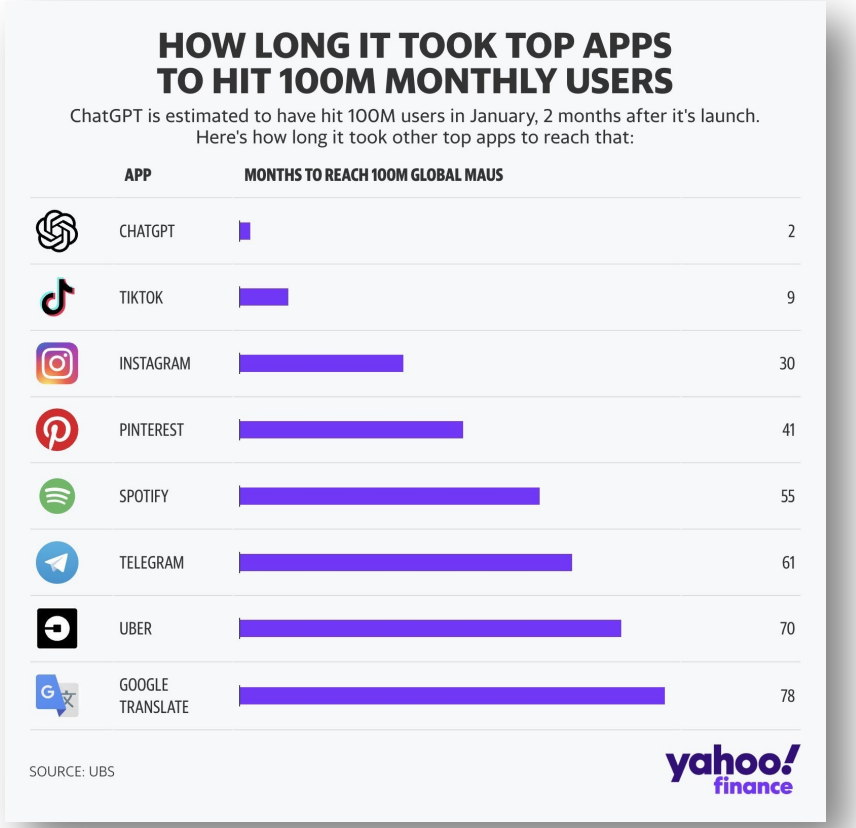
The „privacy paradox“ - 2023





!

1 million users: 5 days

100 million users: 2 months

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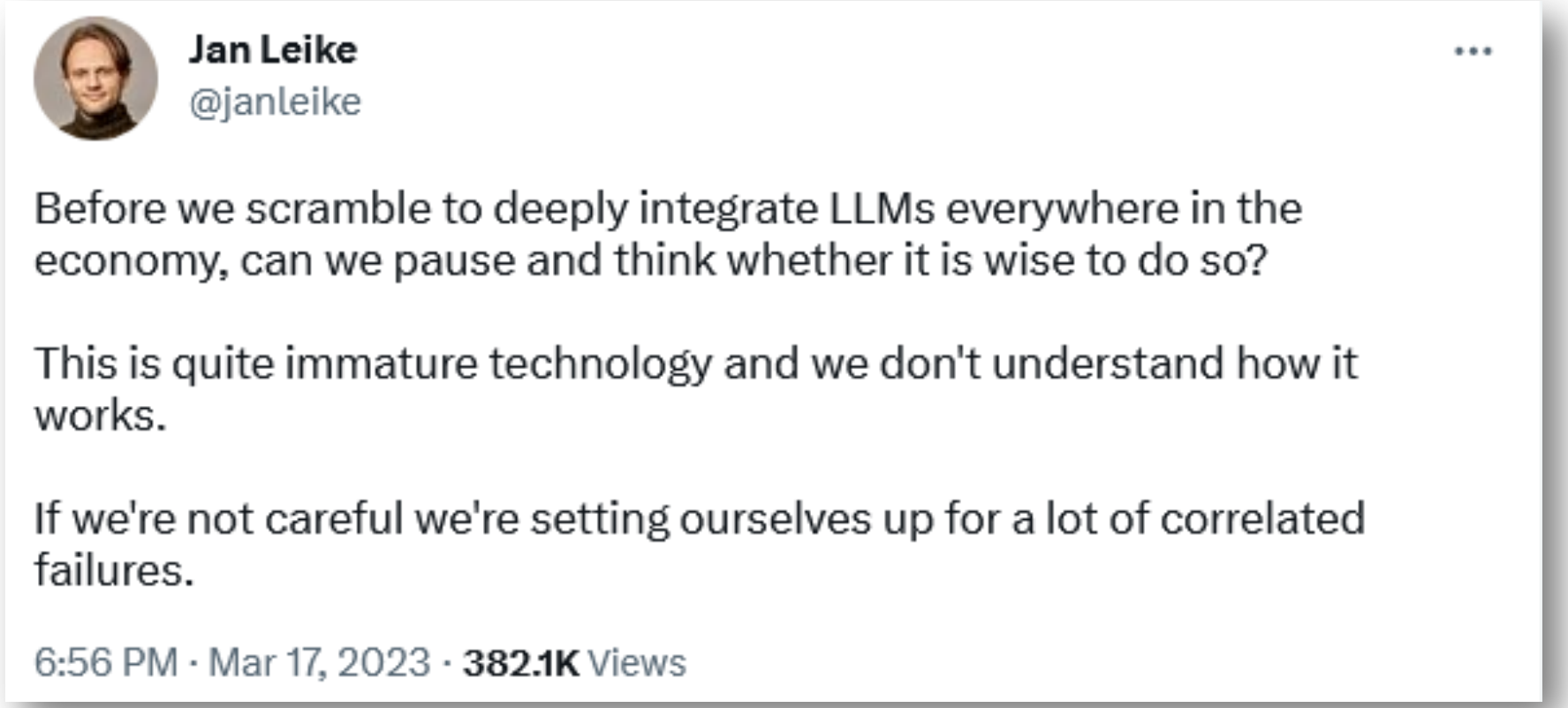
The „privacy paradox“ - 2023



! Quote:
Jan Leike, Alignment team lead at OpenAI

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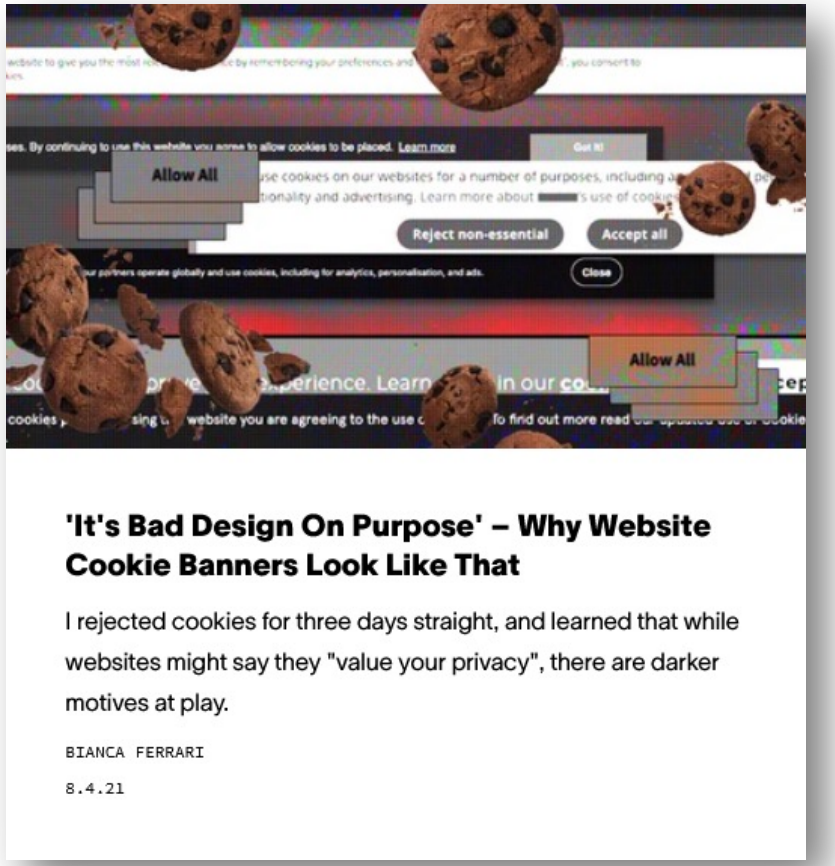
TRUST PARADOX

Trust paradox – complexity is a problem



"Thirteen websites had a consent banner but gave me no option to opt out, or it was so complicated and time-consuming I simply had to give up."

Source: https://www.vice.com/en/article/m7epda/its-bad-design-on-purpose-why-website-cookie-banners-look-like-that ("Experiment" with cookie banners of 76 websites)

! In 2023, even the most basic privacy settings are hard to navigate …

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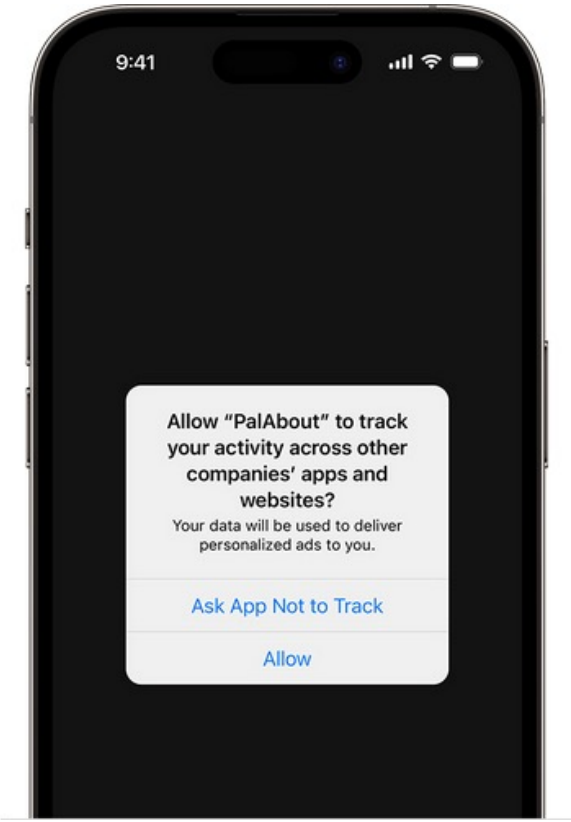
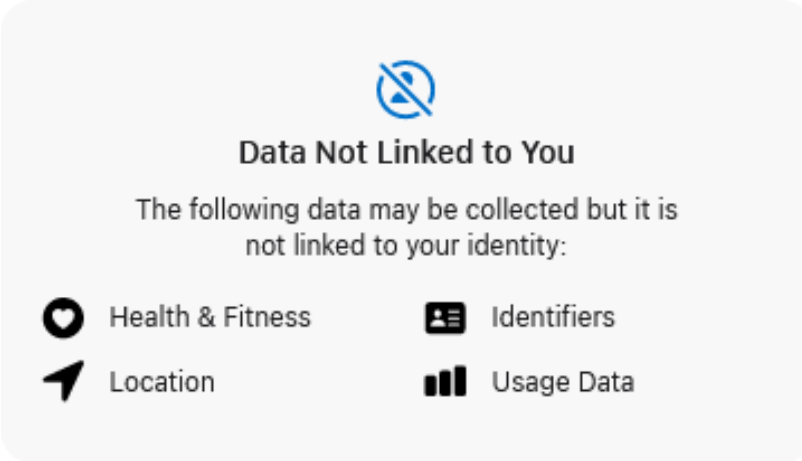
Trust paradox – the silver bullet?

iOS 14.5: Tracking **opt-in**



App store privacy labels



! Navigating privacy, cybersecurity, transparency, data fairness needs to be easy

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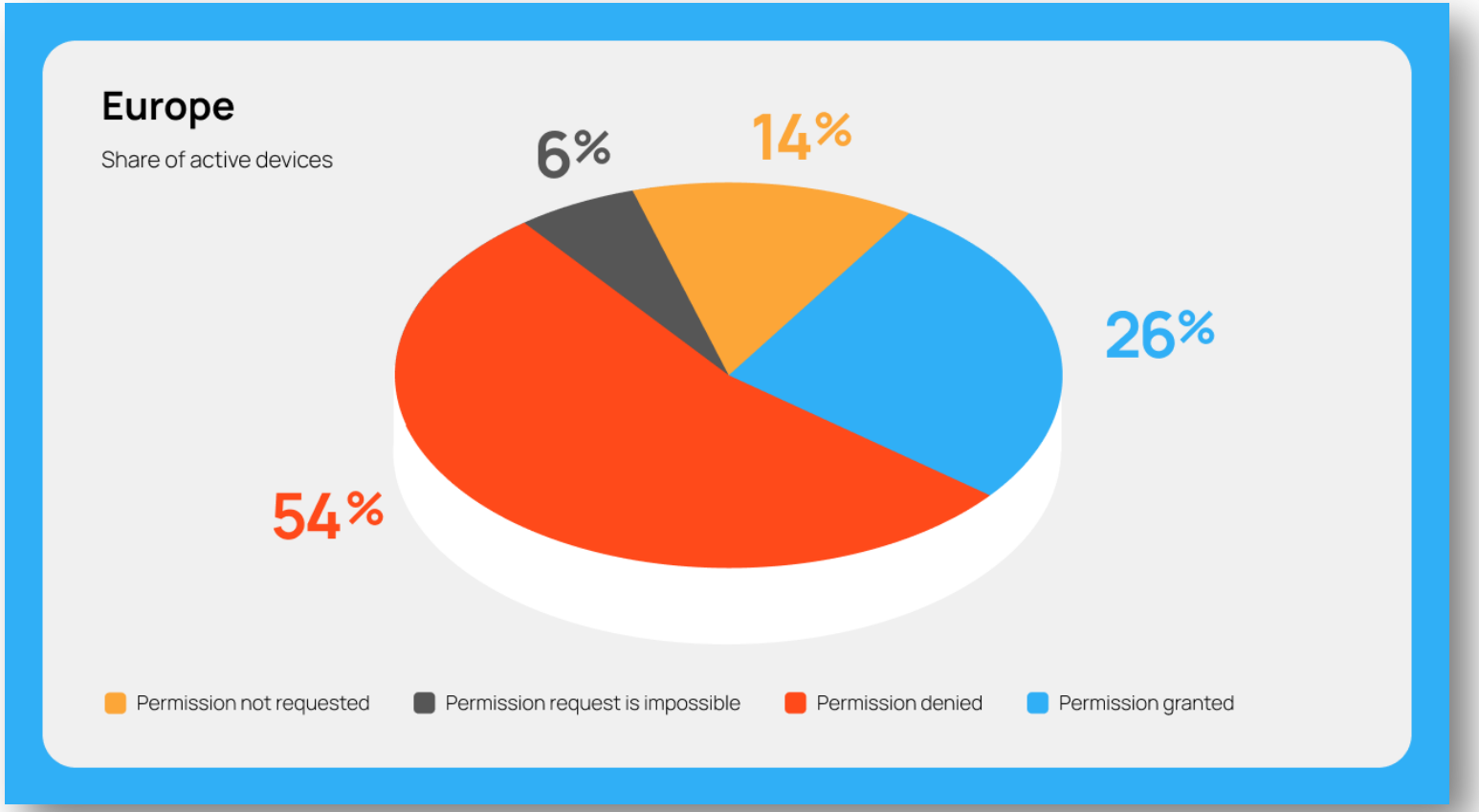
Trust paradox – the silver bullet?



Source: MyTracker (https://tracker.my.com/blog/208/att-tracking-requests-in-ios-14-5-by-country-and-app-category-after-1-year?lang=en)

! Europe tracking opt-in rates (April 2022)

Further reading: Kollnig, Shuba, Van Kleek, Binns & Shadbolt. 2022. Goodbye Tracking? Impact of iOS App Tracking Transparency and Privacy Labels. (https://arxiv.org/pdf/2204.03556.pdf)

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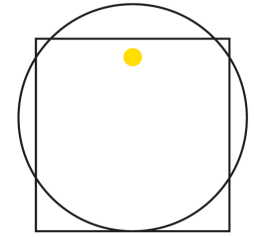
One more thing: Don’t let the fox guard the henhouse



ADVOCACY

Mozilla Study: Data Privacy Labels for Most Top Apps in Google Play Store are False or Misleading

By **Mozilla** | Feb. 23, 2023

! …

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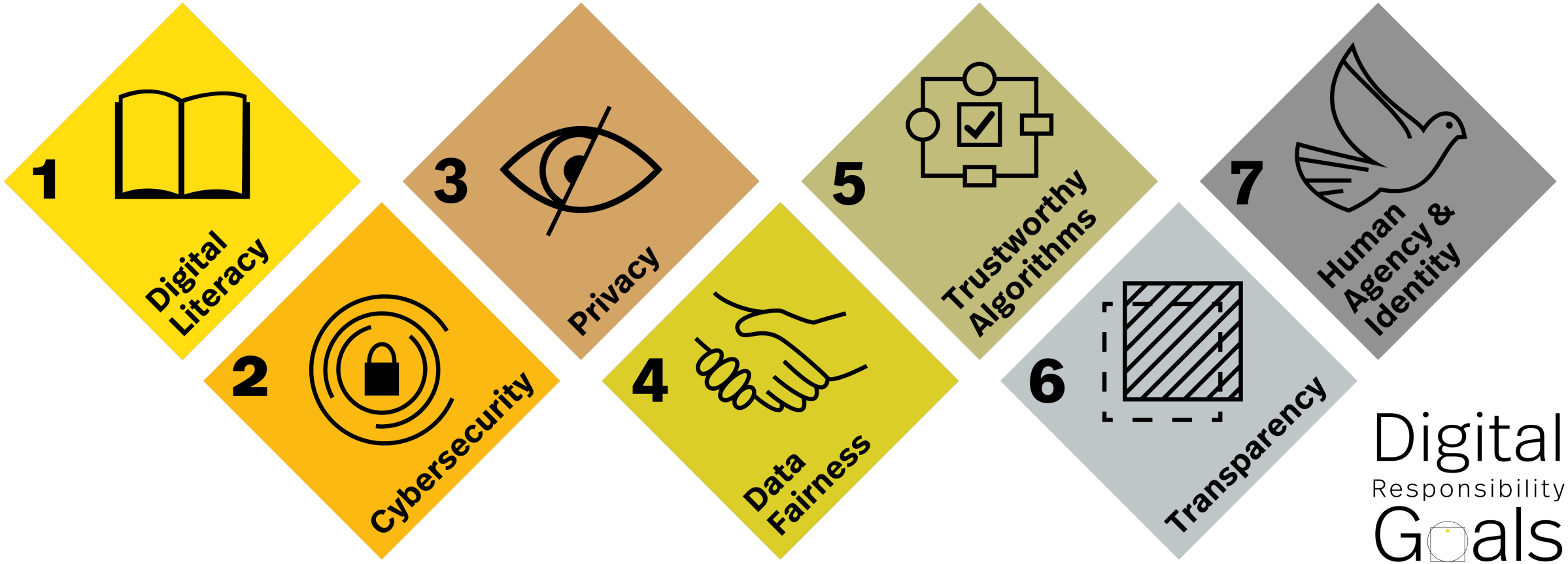
REDUCE COMPLEXITY

Digital Responsibility Goals providing guidance.



Digital Responsibility Goals

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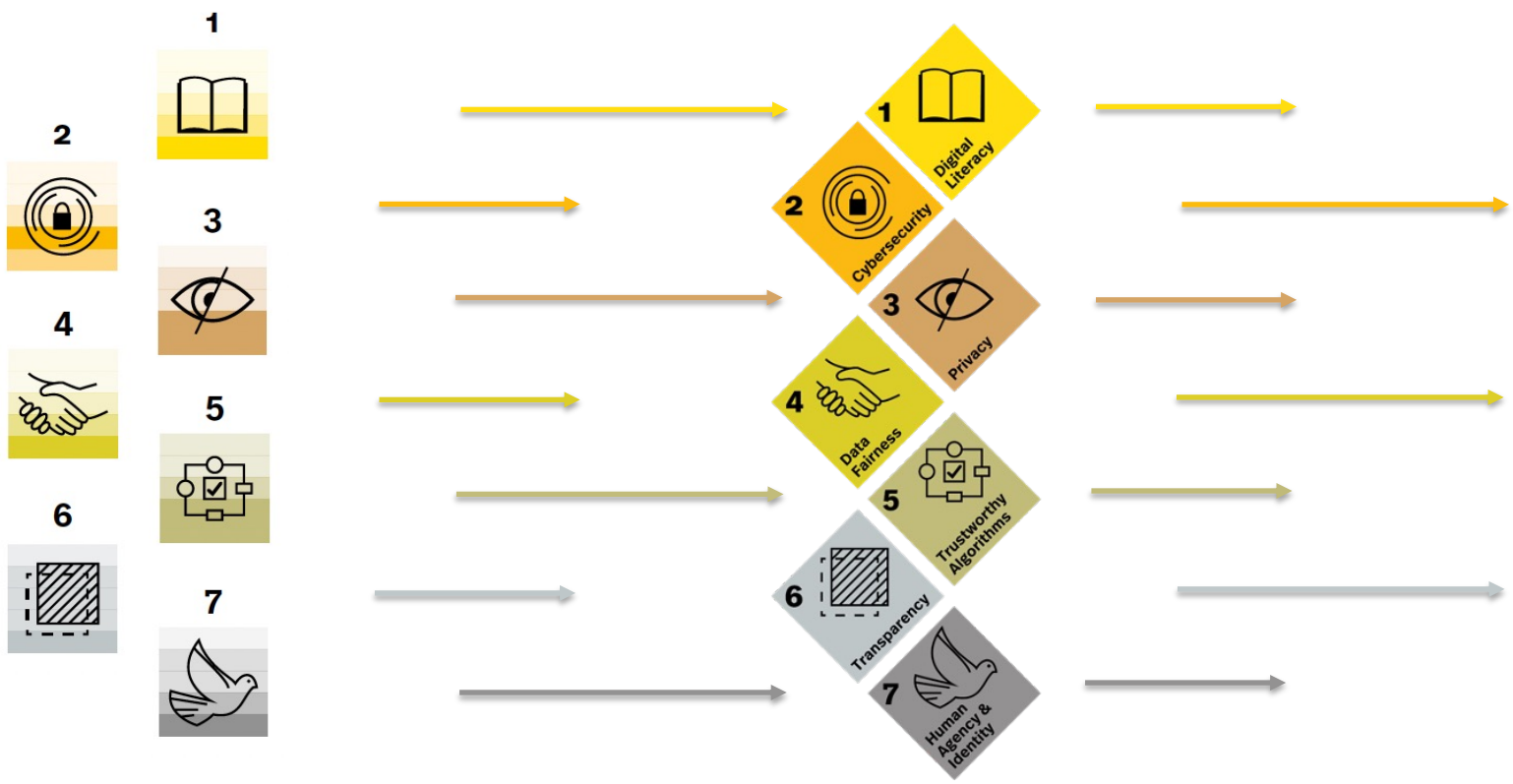
Measurable criteria will be enabling transparency and comparability, helping us to building trust.



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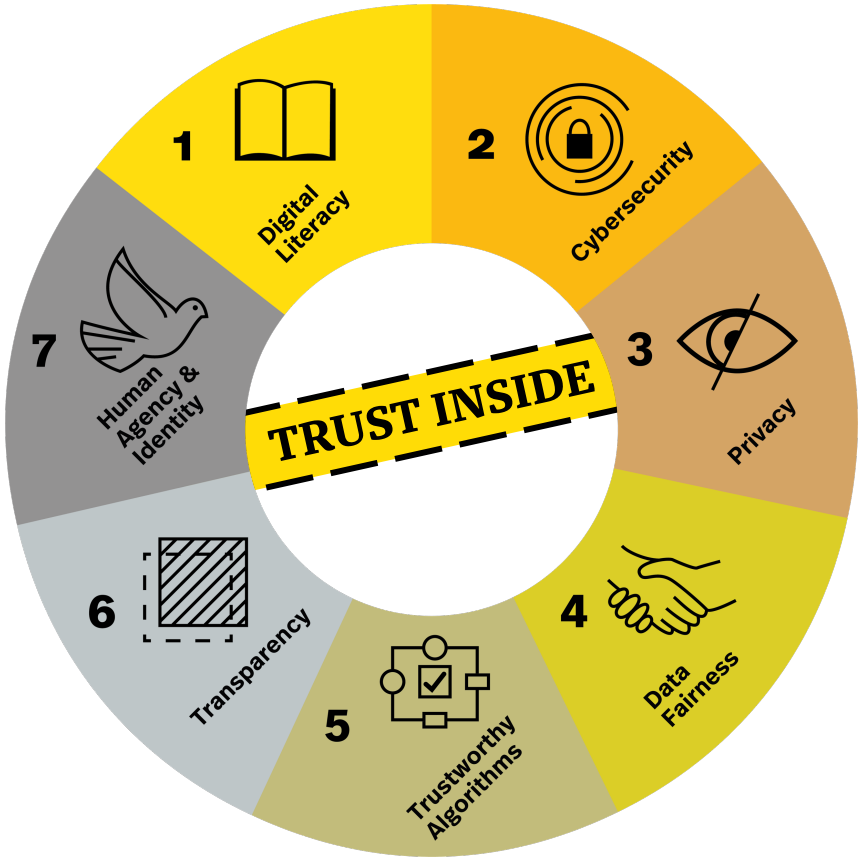

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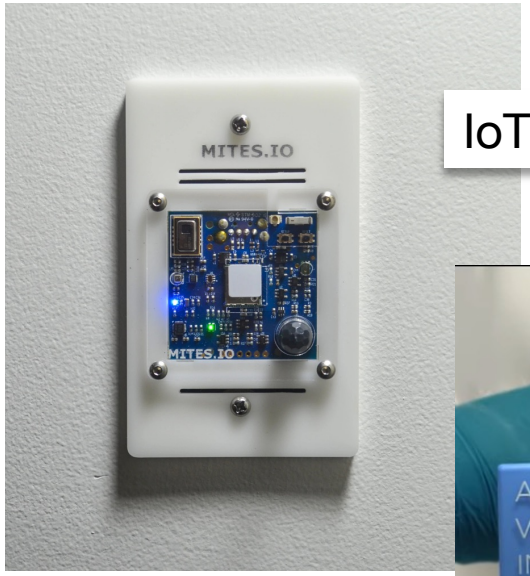
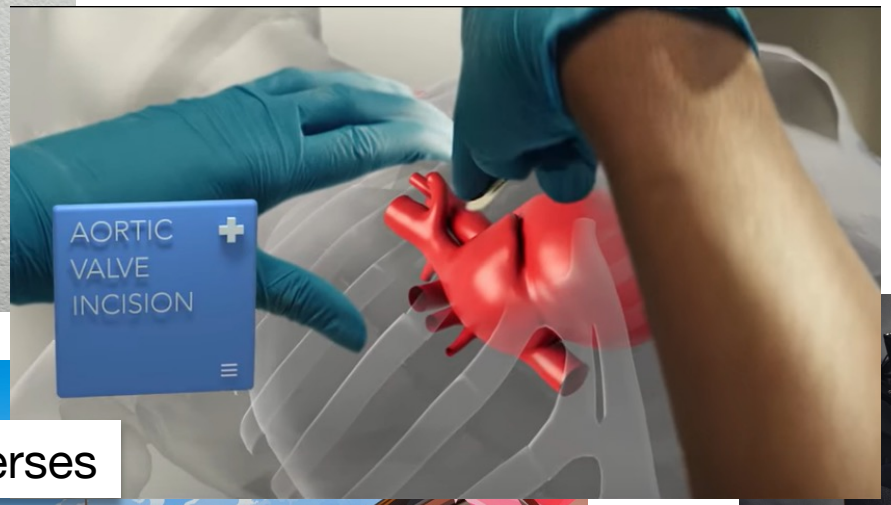
Complexity is rising…

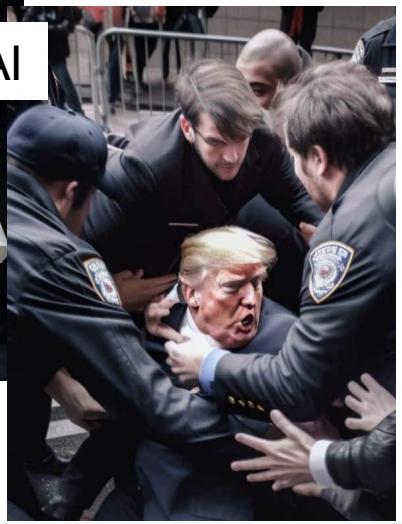
We should change course now.



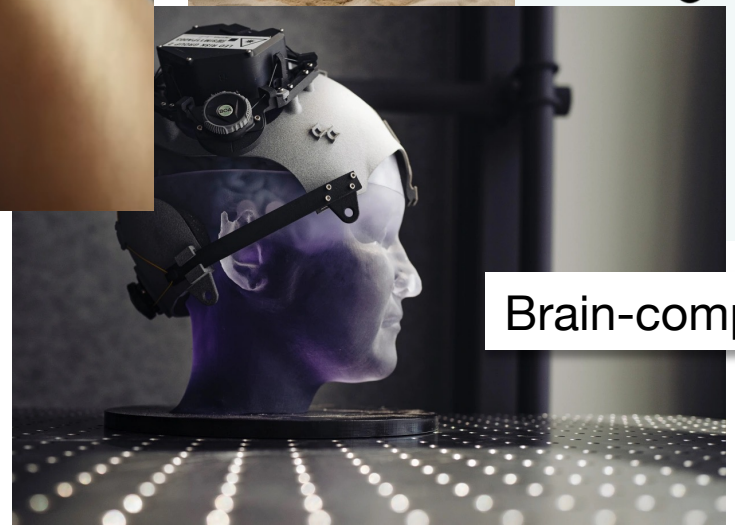
IoT sensors



Generative AI



Metaverses



Brain-computer-interfaces

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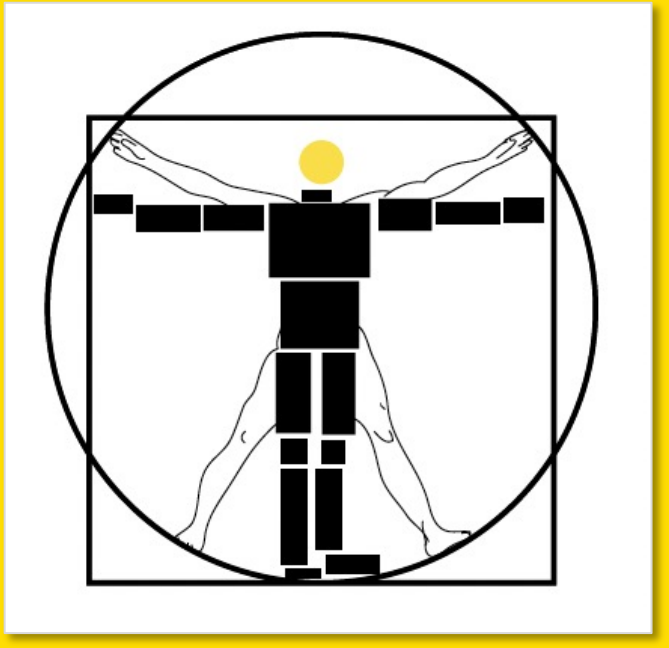
Identity Valley Strategy and Impact Model.
It´s all about trust.



***POSSIBILITIES** of technology*
& assumption of RESPONSIBILITY
by companies, institutions and states.

~~***“What CAN technology do?”***~~
>> “What SHOULD technology do?”

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YOU & ME. Here and today:
Let´s get connected! Thanks for your attention.

Let´s get in touch:
identityvalley.org
linkedin.com/company/identityvalley

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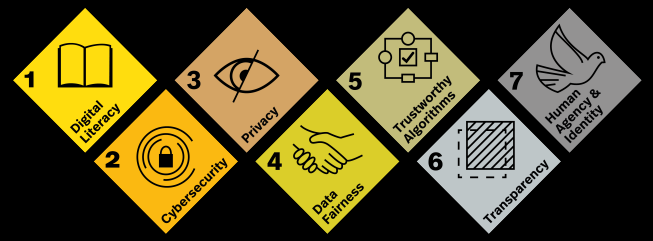

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Digital Responsibility Goals

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