

Putting consumers in control and not at risk

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www.datenschutzzentrum.de

Status quo: self-reinforcing trends

- Data processing **everywhere** ...
- ... with a few **dominating giants**
- Complex systems ...
- ... **generating decisions** on people



Source: HarshLight



How to establish **fair rules**?

What about the **human rights**?

Imbalance
in power
⇒
data protection
necessary

Important:
Perspective of
the individual



Source: Marianne Bevis

Putting consumers in control ...

EU General Data Protection Regulation – A game changer



Source: Johan Aulin

- **Market location principle** (Art. 3 GDPR)
- **Data protection by design** (Art. 25(1) GDPR)
- **Data protection by default** (Art. 25(2) GDPR)
- **Data protection impact assessment**
(Art. 35 GDPR – “rights and freedoms of natural persons”)
- **Certification** (Art. 42+43 GDPR)
- **Fines & sanctions** (Art. 83+84 GDPR)
- **Courts**

**Powerful toolbox,
but only as good as
its implementation**

Putting consumers in control ...

Enhancing transparency

- Clear and simple language
- “Layered Policies”
- Standardised icons (Art. 12(7) GDPR)
- Machine readable



Source: Angulo et al. (2015): Usable Transparency with the Data Track: A Tool for Visualizing Data Disclosures, CHI EA '15 <http://dx.doi.org/10.1145/2702613.2732701>

PRIVACY NOTICE

About Us
XYZ Limited, High Street, Somertown, LX1 1XX United Kingdom. www.xyz.com.

We are a social housing provider located in the United Kingdom. Our DPO is John Smith. dpo@xyz.com.

Summary
We are using a CCTV system to capture high definition video images to help us to monitor antisocial behaviour, crime, and emergency incidents/situations. The CCTV data is shared with a small number of organisations including G4S and the Police. The CCTV data is stored overseas in secure locations. We are processing CCTV data without the consent of the data subjects in pursuit of our legitimate interests and those of the data subjects whose data we process.

Purposes

Sources

Retention

Territories

Sharing

Your Rights

Further Information
Scan the QR code to download a copy of our privacy notice.

Source: <http://www.dataprotectionpeople.com/5918-2/> (January 2016)

Self-protection tools not sufficient: putting the burden on the consumer

Putting consumers in control ...

Enhancing intervenability

- Giving consumers meaningful choices ...
- ... on the basis of “data protection by default”
 - No “tracking by default”
 - No upload of contacts/address books



Source: Playing Futures: Applied Nomadology



Source: Mark Hillary

- Sometimes necessary to intervene by stopping a process

Conclusion

1. System design is key: technology & organisation & law
2. Consumer protection ↔ data protection

Putting consumers in control ...