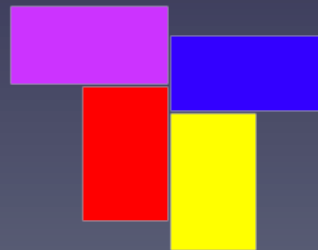


# Nudging to Privacy

The „Privacy by Default“ approach in relation to  
Social Networking Sites

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# PRIVACY ISSUES IN SOCIAL NETWORKING SITES <sub>1</sub>

# Privacy issues in SNS

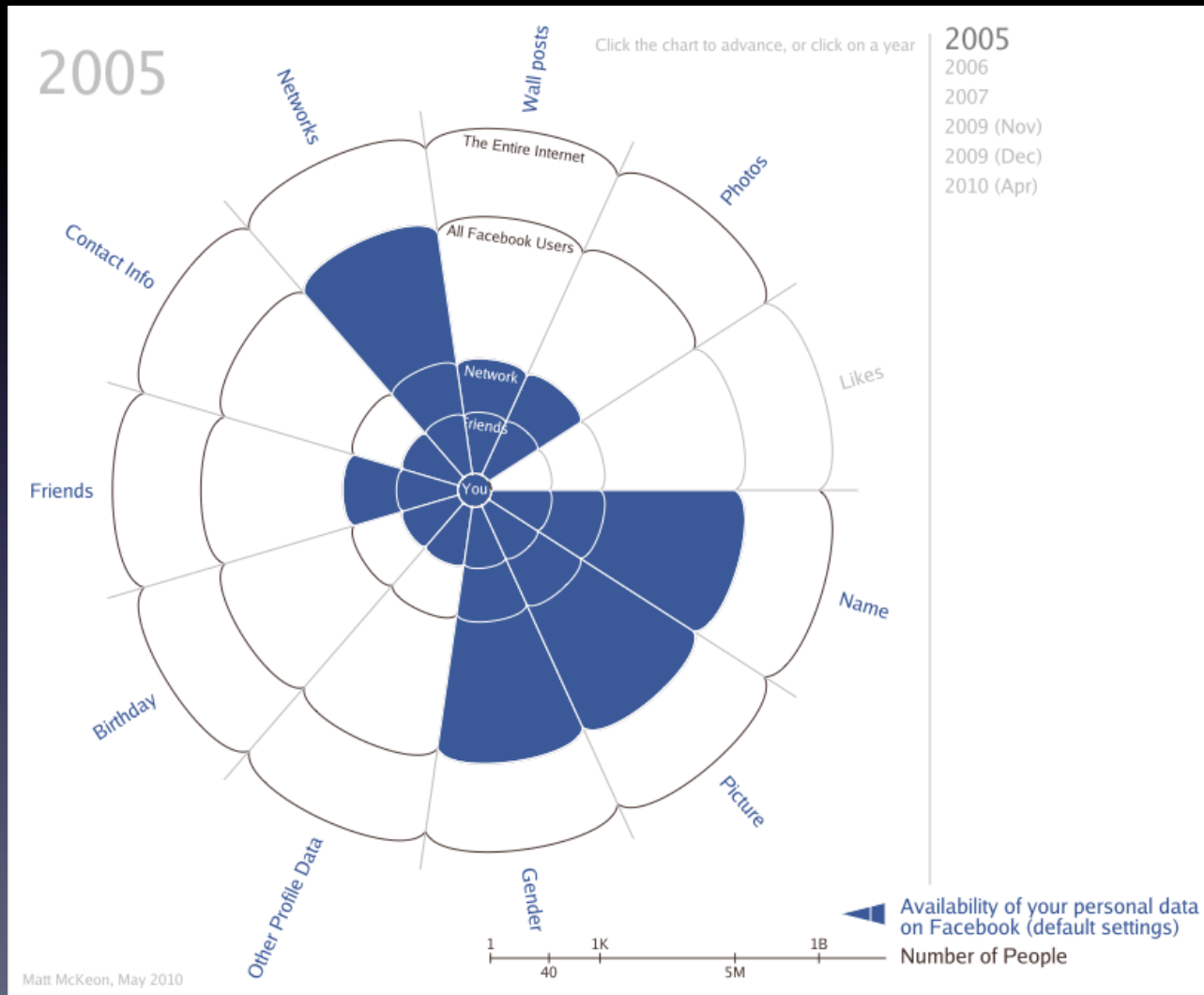
- Problem 1:
  - Default settings



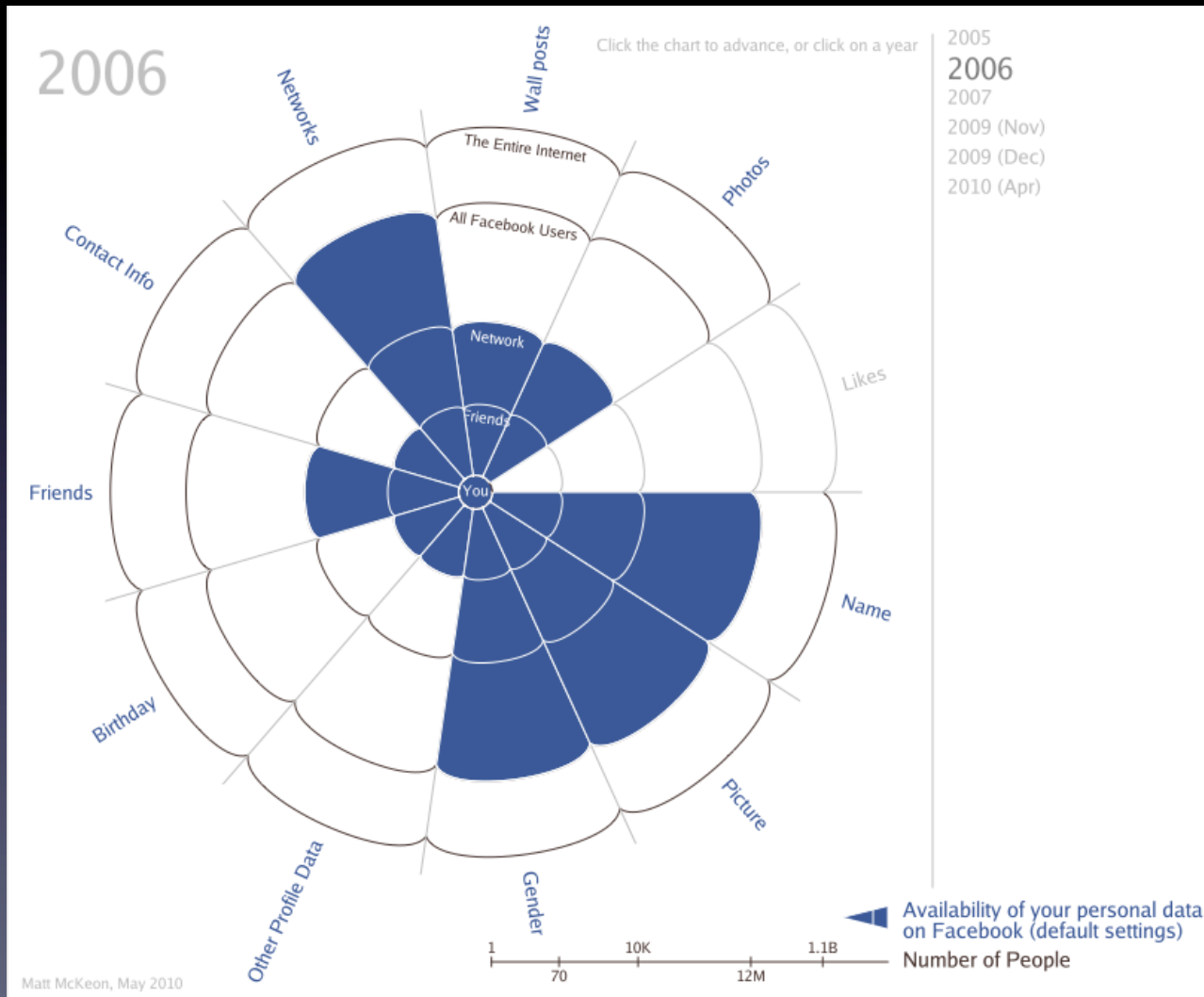
„We are building Facebook to make the world more open and transparent“

([facebook.com/principles.php](https://facebook.com/principles.php))

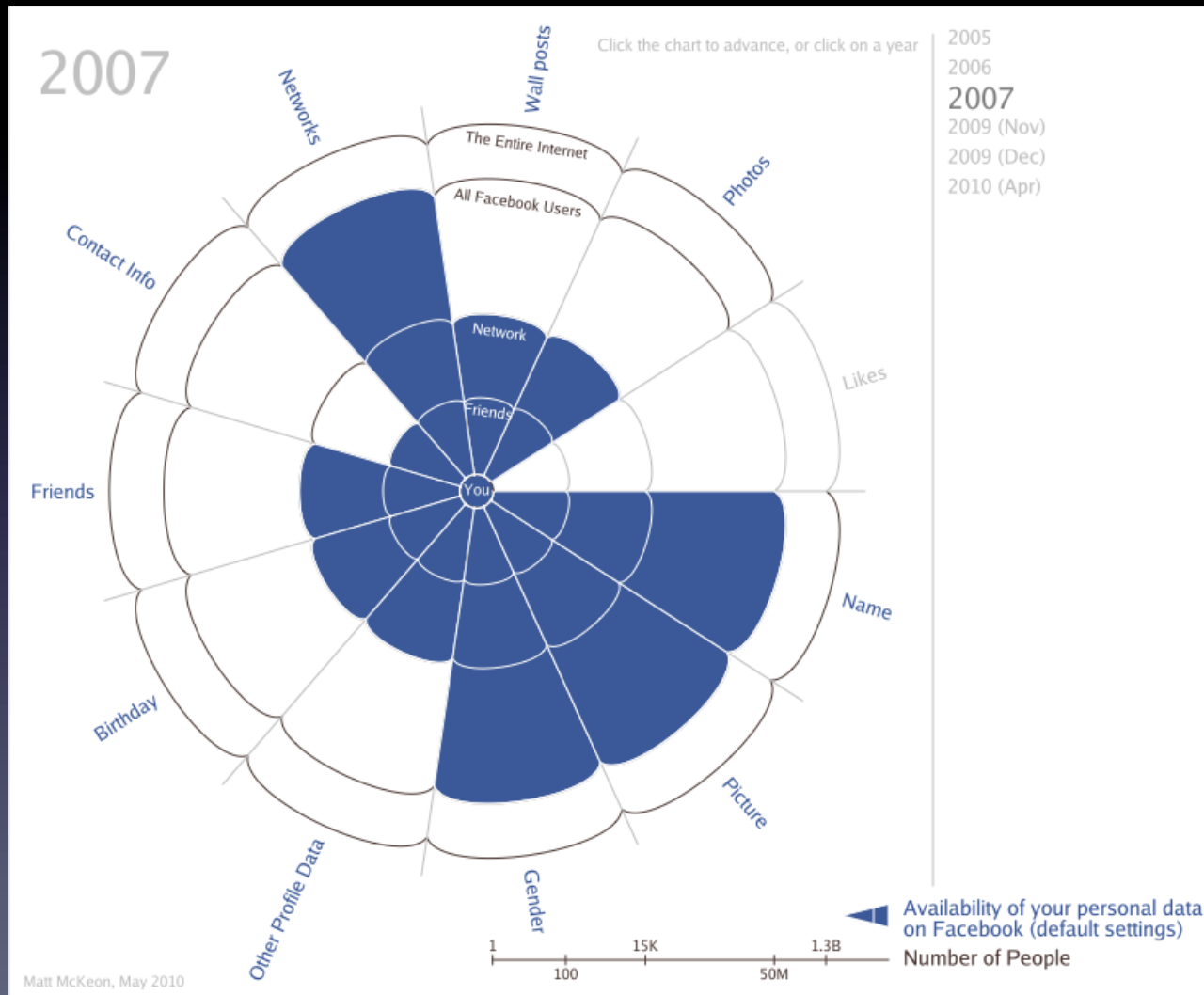
# FB: public by default



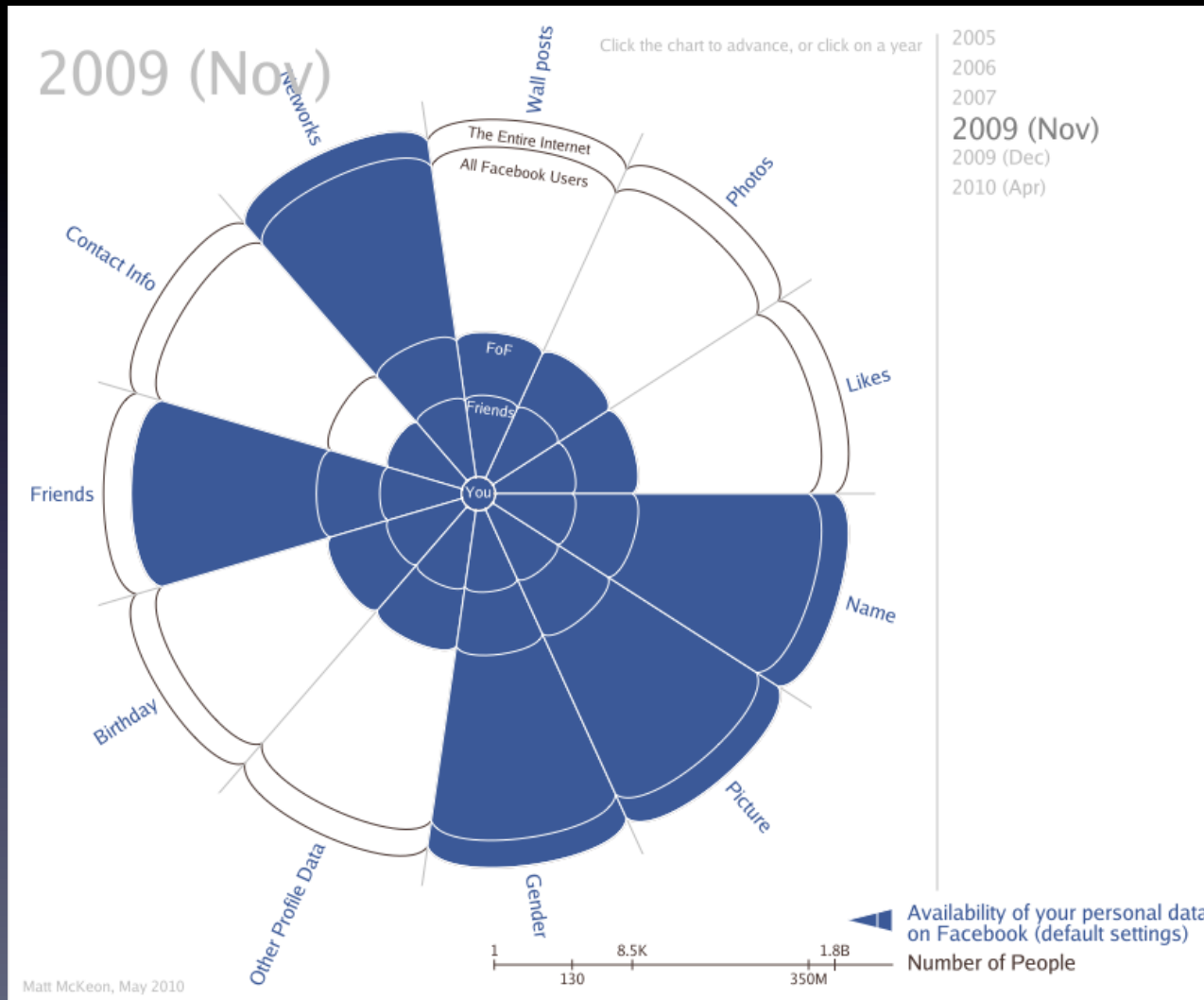
# FB: public by default



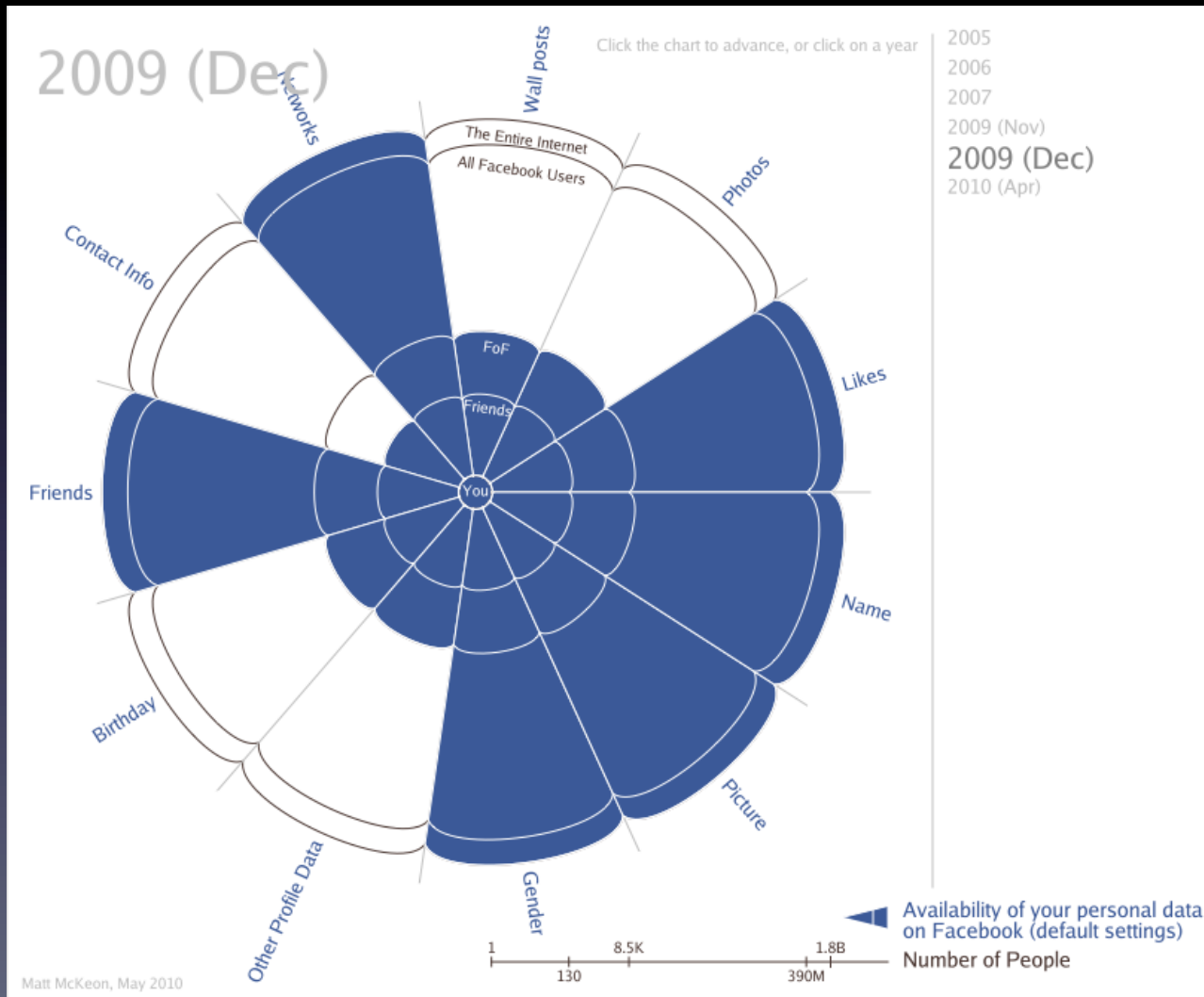
# FB: public by default



# FB: public by default

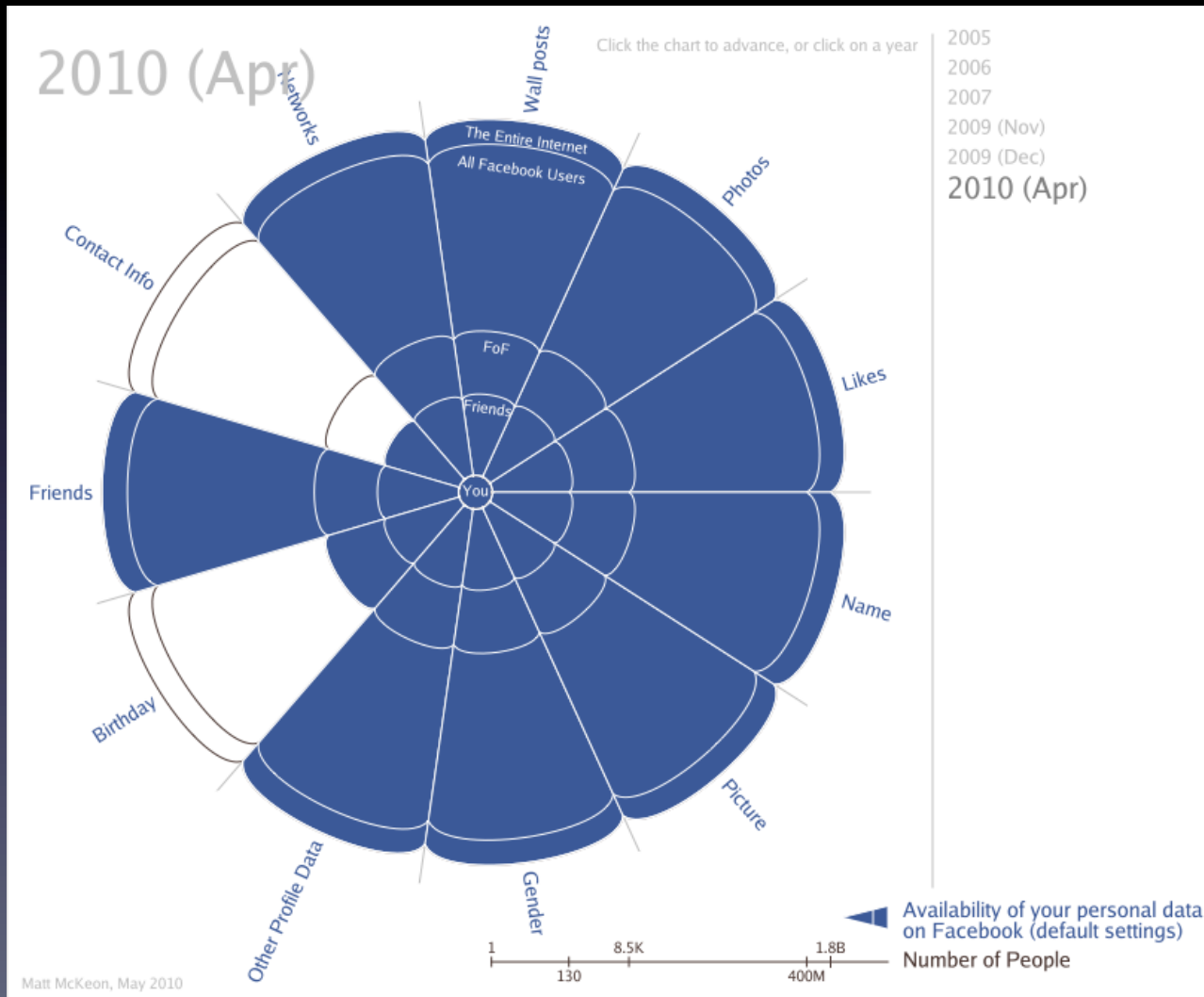


# FB: public by default





# FB: public by default



**PRIVACY BY DEFAULT**

# Origin / Idea

## Privacy by Design:

- Development of systems with „built-in“ privacy  
(for more details see (Cavoukian, 2009b))

## Privacy by Default:

- Part of Privacy by Design:

*„No action is required on the part of the individual to protect their privacy – it is built into the system, by default.“* (Cavoukian, 2009a)

**DATA PROTECTION BY DESIGN & DEFAULT  
IN THE PROPOSED GENERAL DATA  
PROTECTION REGULATION**

# Article 23: data protection by design and default

- 1. [...] the controller shall, [...], implement appropriate technical and organisational measures and procedures in such a way that the processing will meet the requirements of this Regulation and ensure the protection of the rights of the data subject.*

# Article 23: data protection by design and default

*2. The controller shall implement mechanisms for ensuring that, [...] by default personal data are not made accessible to an indefinite number of individuals.*

## Problem:

There can't be an appropriate default setting that reflects ALL the different requirements a user of SNS can have (communication, self-presentation, identity-management, ...)

# PRIVACY ISSUES IN SOCIAL NETWORKING SITES 2



# Privacy issues in SNS

- Problem 2:
  - User interfaces for privacy settings
    - confusing (Brandtzæg, Lüders, & Skjetne, 2010)
    - difficult to find and hard to understand (Hull, Lipford, & Latulipe, 2011)
    - Only 37 % of the settings actually match the expectations of the user (Liu, Gummadi, Krishnamurthy, & Mislove, 2011)

**PRIVACY THROUGH  
„NO DEFAULTS“ ?**

# Privacy through NO defaults

## Recap:

- There can't be an appropriate default setting that reflects ALL the highly diverse requirements a user of SNS can have (communication, self-presentation, identity-management, ...)
- The majority of users have problems to change the default settings through the given interfaces

# Privacy through NO defaults

Idea:

No default settings → the system has to ask the user who should get access to newly entered data before storing

→ Explicit consent

**FREEDOM OF CHOICE  
BY DEFAULT**

# Freedom of choice by default




## Concept

- Initial state: no default accessibility setting exists for personal data in SNS
- The system transparently shows the the user all options, gives him the instruments for setting up his decision and stores his newly entered data according to his choice

# Freedom of choice by default

## Concept

- Every time a user enters new data (profile information, status updates, fotos, ...) the system shows him his options and forces an explicit decision before storing

Accessible for	
Public	
Friends of Friends	
Friends only	
Lists	
Individuals	
Only Me	

# Freedom of choice by default

## Benefits:

- The user doesn't have to deal with an interface to manage his default privacy settings
- The user knows who has access to his data
- The platform provider has the users explicit consent to store the users data



# Freedom of choice by default

## Criticism 1:

### Costs:

- On users side: in best case only one click more on the interface
- On provider side: small, because all necessary procedures are already implemented, only small modifications needed to make the system „forget“ all default accessibility settings

→ Costs are negligible on both sides

# Freedom of choice by default

## Criticism 2:

The concept is too paternalistic:

- Forces users to a decision without knowing whether they actually want to do so

→ The concept is only *softly paternalistic*, because it gives the users the freedom of choice, better information to match their expectations and let them choose on their own freewill

# Freedom of choice by default

Theoretical background:

*Libertarian Paternalism:*

- Preserves the freedom of choice but at the same time authorizes (public or private) institutions to route individuals in directions that will promote their welfare  
(Thaler & Sunstein, 2003)
- Leads to better decisions at all and in the consequence to a better welfare

**CONCLUSION**

# Conclusion

The proposed concept of *freedom of choice by default* seems to be a valuable extension of the „Data Protection by Design & Default“ rules of the Proposal for a General Data Protection Regulation in the special case of SNS.

**FIN**

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