



Propositions about privacy

Understanding privacy from what it is not

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“If you have nothing to hide you have nothing to fear”

- ◆ private information = secret information?
- ◆ private information is typically *not* about secrets, but rather quite *mundane information*

“The rapid development in information and communicating technology is creating an Orwellian society which ...”

- ◆ private information should be kept secret?
- ◆ we constantly share private information with others, and ICT is of great help

“You have zero privacy anyway [...] get over it”

- ◆ Scott McNealy, SUN Microsystems, 1999
- ◆ privacy is an essential, indispensable part of life, not least in the era of individuality

“People as of today are uneducated
[about privacy]”

- ◆ the technology is fine, we simply have to teach users about privacy
- ◆ people’s sense of privacy is extremely fine-tuned

A deviating perspective of privacy

- Privacy is typically *not* about secrets
- ICT *empowers* people with privacy
- Today, privacy is *extremely relevant*
- People have a *good sense* of privacy

Unfortunately, ICT and associated regulations fail to provide proper mechanisms and support for doing privacy!