



Towards Value-Centric Big Data: Community Position Paper

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IFIP Summer School on Privacy and Identity Management
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ANALYZE
THE
FUTURE



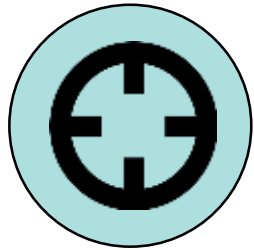
Universiteit Leiden



Source: <http://www.experian.com.cn/en/insights/big-data-and-chinas-social-credit-score>



Key questions



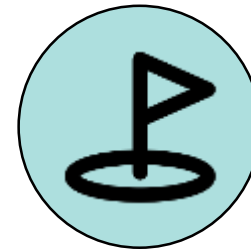
What is e-SIDES doing for value-centric big data?



What's the Community Position Paper and how does it help?



Who is the community and how can it contribute?



What do we already have and what are the next steps?

Key questions



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What is e-SIDES doing...

Why?

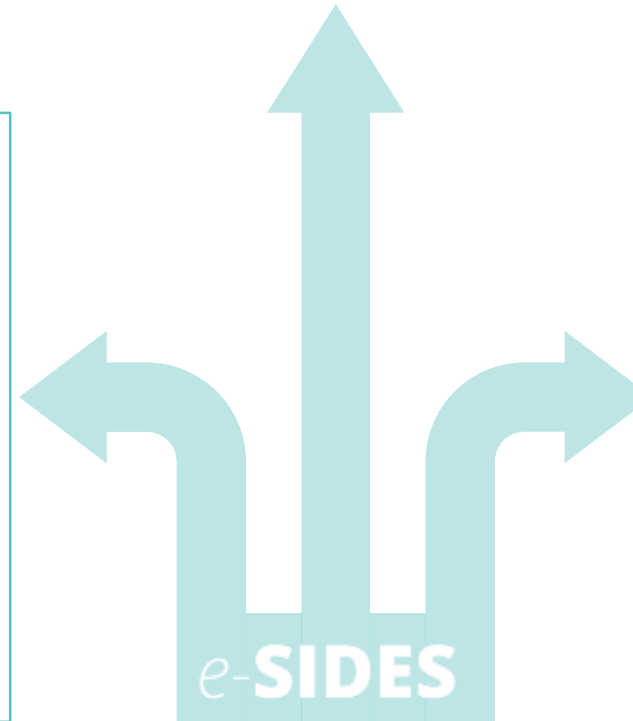
- Reach a common vision for an **ethically sound approach** to big data and facilitate **responsible research and innovation** in the field
- Improve the **dialogue** between stakeholders and the **confidence** of citizens towards big data technologies and data markets

What?

- 1) Identify ethical and societal issues
- 2) Identify existing technologies
- 3) Assess existing technologies
- 4) Conduct a gap analysis
- 5) Identify design requirements
- 6) Assess solutions under development
- 7) Identify implementation barriers**
- 8) Make recommendations

How?

- Liaise with researchers, business leaders, policy makers and civil society through **community events**
- Provide an **Internet-based meeting place** for discussion, learning and networking
- Provide an agreed-upon and collective **community position paper** and recommendations



...for value-
centric big
data?

*Data-driven innovation that
at the same time
provides opportunities for
economic added value and
respects **ethical and
societal values***

Source: <https://www.npd.com/wps/portal/npd/us/news/press-releases/2016/over-80-of-...>

Key questions



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What do we already have and what are the next steps?

What is the CPP...

*A document on responsible
data-driven innovation
written by and for the big
data community*

Structure

1) Introduction

2) Stakeholders

3) Challenges

4) Opportunities

5) Conclusion

...and how does it help?

- *Indicates where **action** is needed*
- *Documents **good practices***
- *Provides a basis for **decision making***
- *Drives a lively **debate***

Source: <https://www.k12insight.com/trusted/one-teacher-empowers-students-handshake>

Key questions



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Source: <https://www.score.org/blog/how-conduct-%E2%80%99Csmart%E2%80%9D-meetings>

Who is the community...

Civil society
Academia
Trade associations
Data protection authorities

Industry

Standards bodies
Investors
Policy makers
Data protection authorities

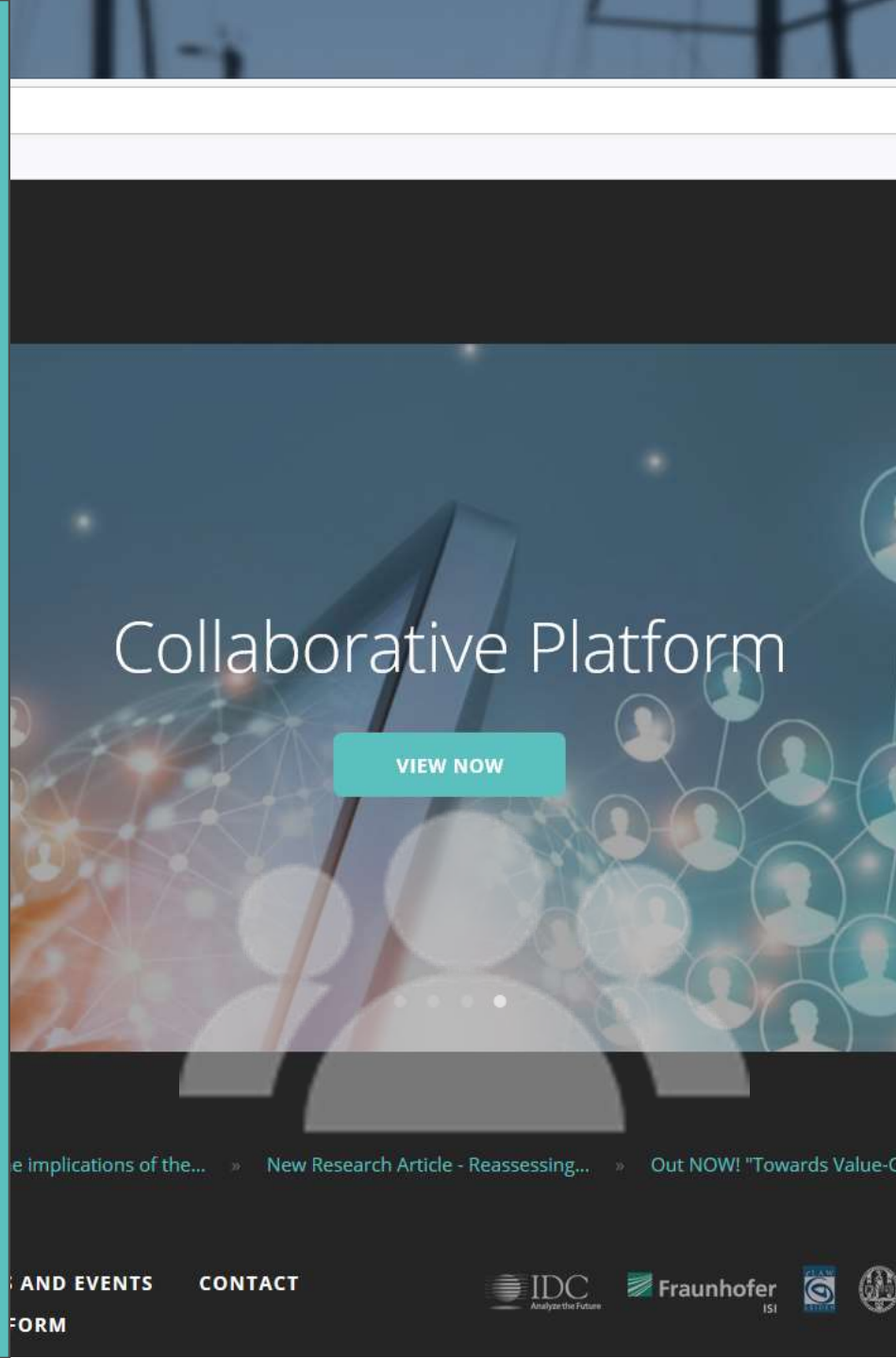
...and how can it contribute?

- **Online** by using a collaborative platform provided by e-SIDES
- **Offline** by interacting with the team within the scope of community events

Source: <https://leadg2.thecenterforsalesstrategy.com/book>

Contribute now!

- Editors constantly **integrate suggestions into** the paper
- The community is informed about **significant changes**
- **Anonymous suggestions** are possible
- To be **named as contributor**, sign in with a Google Account



Key questions



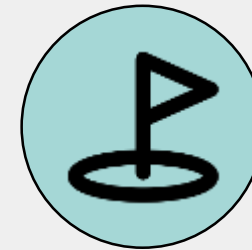
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What do we already have and what are the next steps?

What do we already have...

Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

What do we already have...

Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- ***Extreme positions** are taken*
- *Privacy protection is a **standard business practice***
- *Requirements are **highly context-specific***
- ***Lack of expertise** is not uncommon*

What do we already have...

Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- *Complexity and dynamics make **assessing implications** difficult*
- *Getting people to **exercise their rights** requires great effort*
- ***Less involvement** in data management tasks preferred*

What do we already have...

Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- *Law and ethics **lag behind** technological developments*
- *Compliance leads to **regional differences***
- *Technologies have to be **embedded** in organisational processes and structures*
- ***No consensus** on what is ethical*

What do we already have...

Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- *Unclear **which questions** to ask*
- *Assessment approaches do not consider **all relevant sources***
- *Lack of suitable **bodies of oversight***
- ***Low demand** for privacy-friendly and ethical solutions*

What do we already have...

- *Involvement of users through collaborative platforms*
- *Profit sharing through **new business models***
- *Cutting the **middle man** out*
- *Provision of **education and trainings***

Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

What do we already have...

- *Validated **ethical frameworks***
- *Sector-specific **standards** covering ethical values*
- ***Certifications** for ethics*
- ***Technology-embedded measures** to control data*
- *Ongoing **risk assessments***

Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

What do we already have...

- *Seizing the opportunities offered by **new and amended legislation***
- **Court cases** are necessary to interpret new laws such as the *GDPR*
- **Ethical codes of conduct** can be revisited

Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

What do we already have...

- ***Strong and independent bodies of oversight are needed***
- ***Ability to judge and power to act based on judgement***
- ***Systematic monitoring of ethics***
- ***Need to be able to inspect data-oriented products and services***

Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

...and what are the next steps?

- *The organisation of further **community events** is on the way*
- *A **stable draft** of the paper will be ready in the end of September*
- *The **final document** will be presented in mid-November*

Source: <https://www.marblespr.co.uk/news/walk-will-give-next-big-idea-legs-needs/attachment/...>



Source: <https://epsrc.ukri.org/newsevents/events/pssatmeetingjul2015/>

Upcoming events



4th European
Technology Assessment
Conference

4-6 NOVEMBER 2019 BRATISLAVA



EUROPEAN
**BIG DATA
VALUE** FORUM
14-16 OCT, 2019 - HELSINKI



e-SIDES

– FINAL CONFERENCE –
mid-November 2019, Brussels

Thank you!



@eSIDES_EU



#privacyinbigdata



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<https://e-sides.eu/>