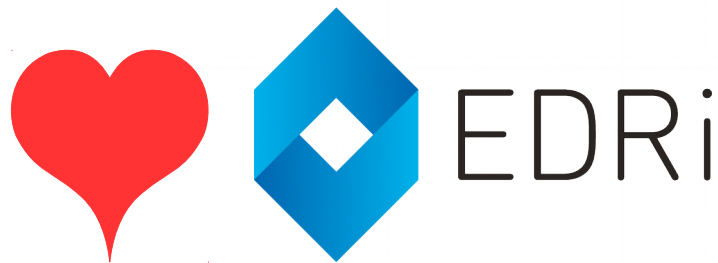


The Secret Life of Your Data

By Maryant Fernández Pérez | @maryantfp
& Diego Naranjo | @DNBSevilla

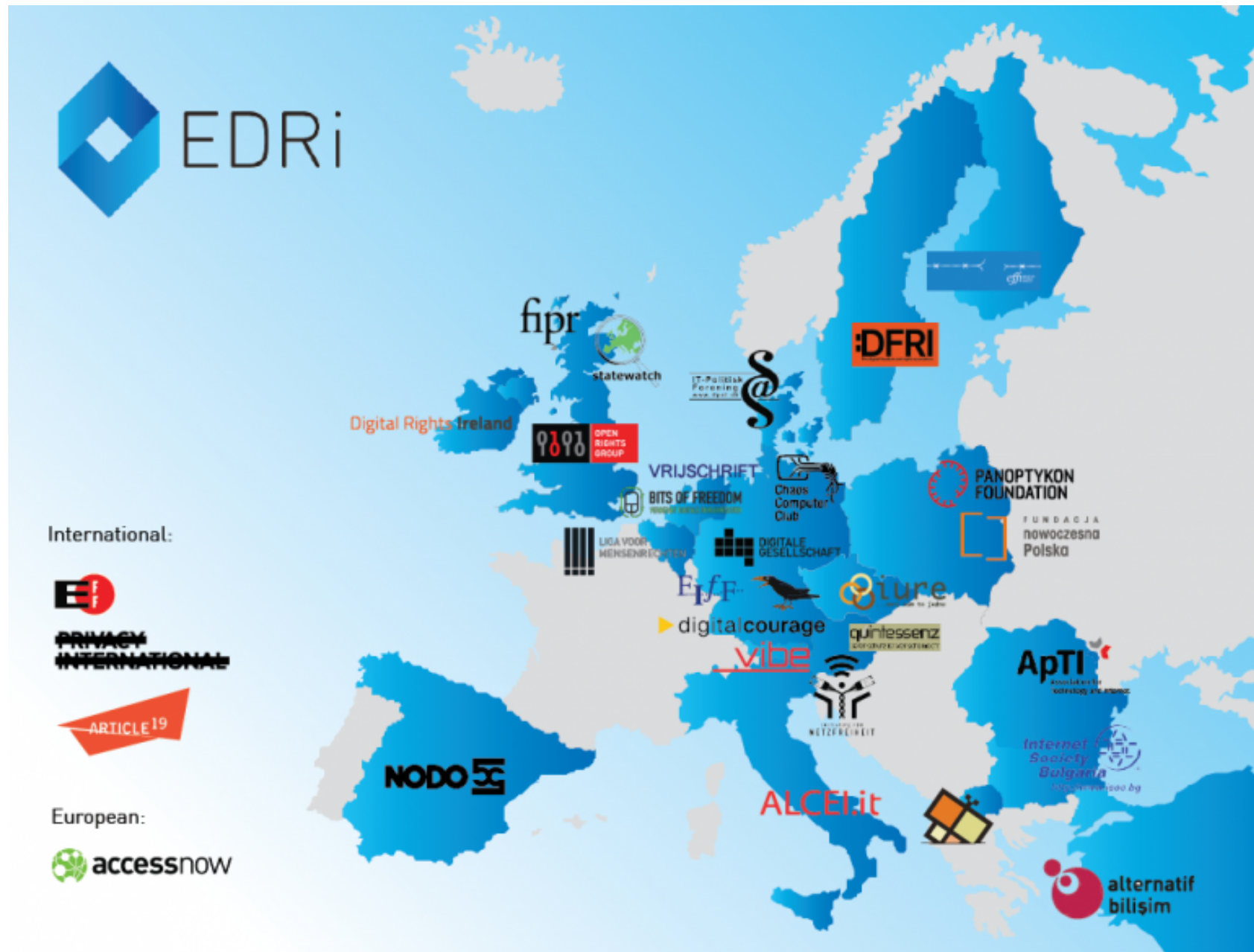
@edri | <https://edri.org>

#DataProtectionActually



PROTECTING DIGITAL FREEDOM

European Digital Rights (EDRi) is an association of civil and human rights organisations from across Europe. We defend rights and freedoms in the digital environment.

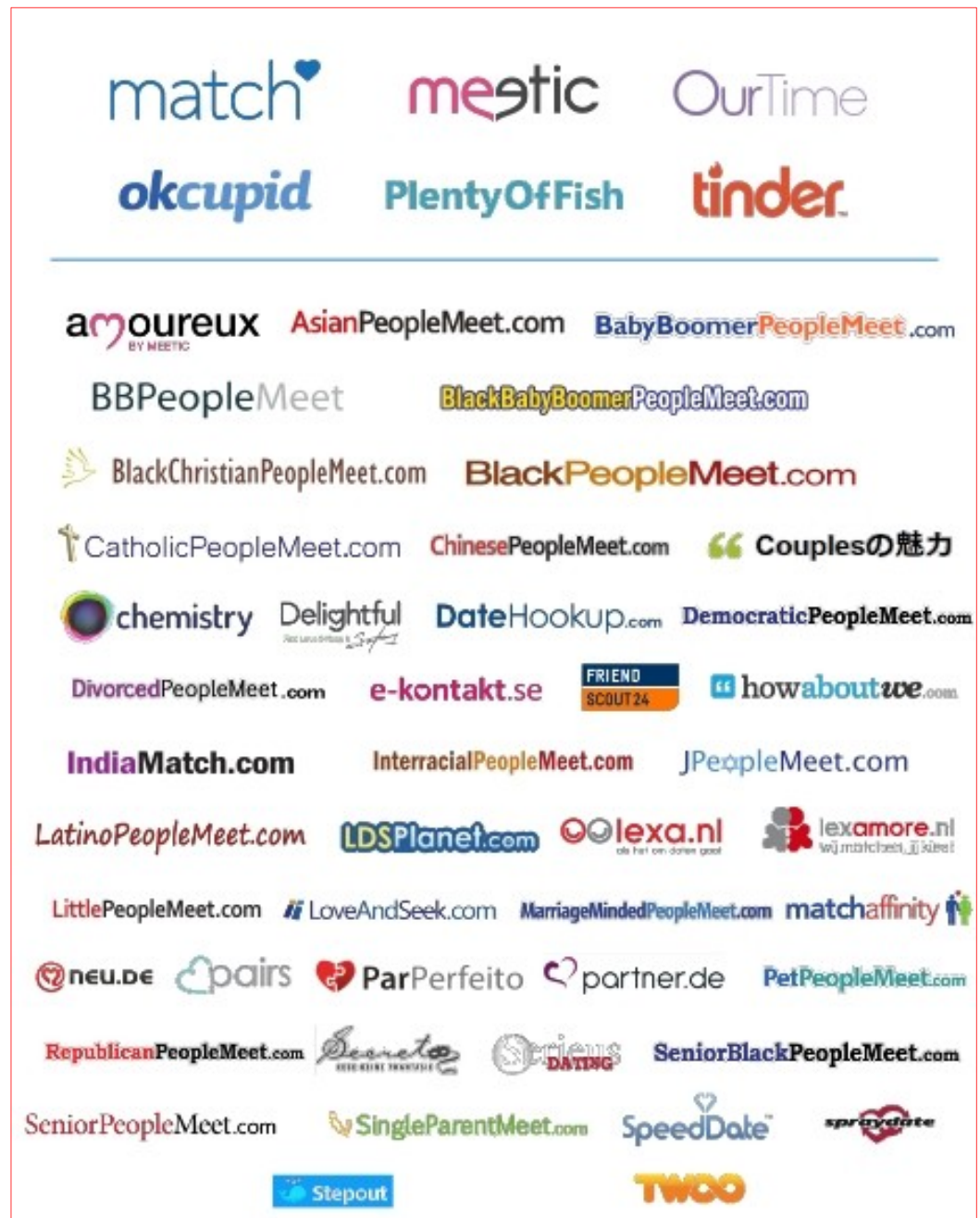


Roses are red
violets are blue
you have a dating life
your data has one too

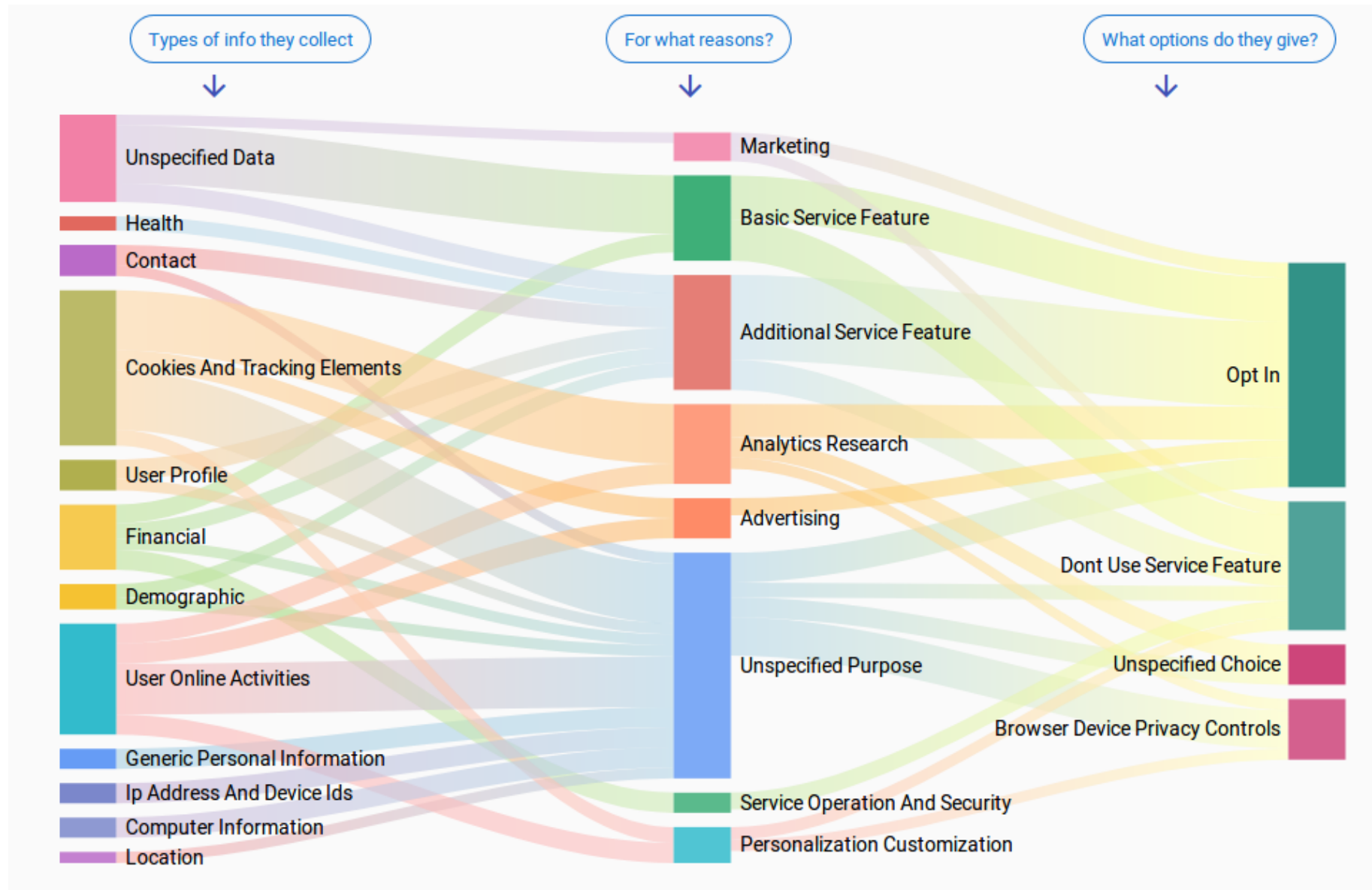


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The Match Group

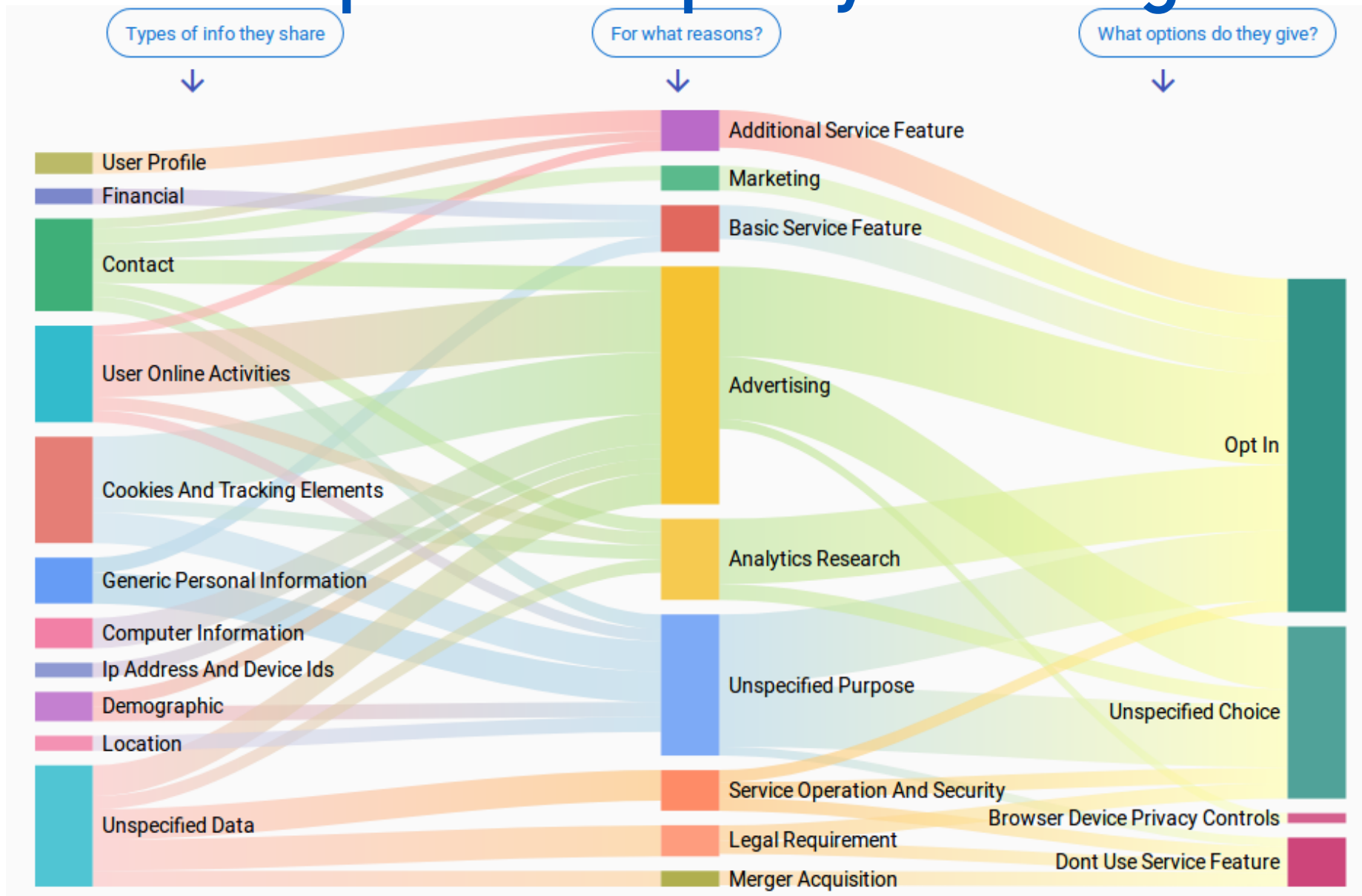


okcupid data collection



Source: <https://priebot.org/>

okcupid third party sharing



Source: <https://priboi.org/>



Judith and her 800 Tinder-related pages

- 3 March 2017: journalist Judith Duportail **asked Tinder** to send her all her personal data they had collected.
- 27 September 2017: Judith reported that she received **800 pages** about her online dating-related behaviour.

“I was amazed by how much information I was voluntarily disclosing”

- Judith's **Facebook “likes”**
- her **Instagram pictures**, even if she had deleted her account
- her **education**
- how many **times** she had connected to **Tinder**
- **when and where** she entered into online **conversations**
- and much more **raw data**

...Is this surprising?

If you use Tinder (they say) you have "agreed" to...

- *"You understand and agree that **we may monitor or review any Content you post as part of a Service.**"*
- *"You can choose not to provide us with certain information, but that may result in you being **unable to use certain features of our Service.**"*
- *"although we take steps to secure your information, **we do not promise, and you should not expect, that your personal** information, chats, or other communications will always remain secure."*

- “*By creating an account, you grant to Tinder a worldwide, transferable, sub-licensable, royalty-free, right and license to host, store, use, copy, display, reproduce, adapt, edit, publish, modify and distribute information you authorize us to access from Facebook, as well as any information you post, upload, display or otherwise make available (collectively, ‘post’)* on the Service or transmit to other users (collectively, ‘Content’).”
- “*You agree that we, our affiliates, and our third-party partners may place **advertising** on the Services. By submitting **suggestions or feedback** ...you agree that Tinder may **use and share** such feedback for any purpose without compensating you.*”

- *“If you’re using our app, we use mobile device IDs (the unique identifier assigned to a device by the manufacturer), or Advertising IDs (for iOS 6 and later), instead of cookies, to recognize you. We do this to store your preferences and track your use of our app. Unlike cookies, device IDs cannot be deleted, but Advertising IDs can be reset in “Settings” on your iPhone.”*
- *“We do not recognize or respond to any [Do Not Track] signals, as the Internet industry works toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.”*

Even if you close your account or delete information...

“If you close your account, we will retain certain data for analytical purposes and recordkeeping integrity, as well as to prevent fraud, enforce our Terms of Use, take actions we deem necessary to protect the integrity of our Service or our users, or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Policy, retention of that information will be subject to those third parties’ policies.”

It's surprising depending on who
you ask...

Judith?
Tinder?
You?
Experts?



Roses are red
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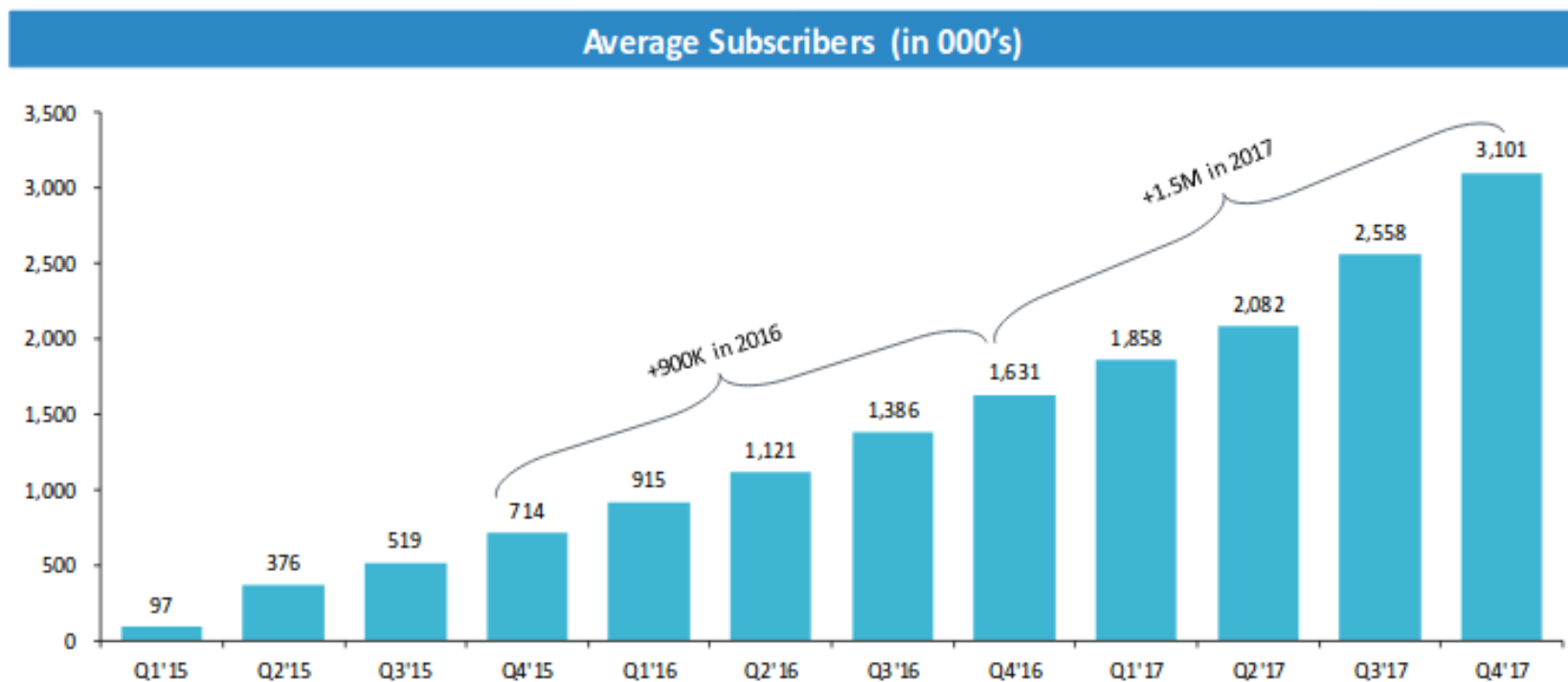
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Your data gets pregnant and has babies

- You put two pieces of data together that make new pieces of data.
- You don't necessarily know your data babies, who the parent(s) is/are, or even know of their existence.
- Example: Tinder's desirability score.
- Tinder had disclosed the desirability score to a journalist but **Tinder did not tell Judith how desirable the company considered her to be.**

Tinder: Substantial Growth in Monetization

- Nearly doubled Subscribers and more than doubled revenue in 2017
- 3.1 million Average Subscribers in Q4, a record sequential increase of 544K
- 2nd highest grossing app globally in 2017¹



matchgroup

1) No n-Games. Per AppAnnie and SensorTower.

4

Source: Q4 2017 Investor Presentation <http://ir.mtch.com/>

What do you get in return?

- Terms and Conditions: yes or yes
- No promise of privacy or security
- Love? Fun date? Awful date? Your “matches” are based on assumptions and **patterns, profiling.**
- Discrimination
- Perhaps some pages of **raw data...**
- Your data status: open relationship

What's happening with my data? Where are my pregnant data and my data babies?



Evgeny Morozov

@evgenymorozov

Follow

(generally big) & their legislative agenda

For corporations, trade treaties ensure:

- Free flow of *someone else's* data
- Complete *non-flow* of their own data (patents, copyright) + trade secrets...

1:58 AM - 3 Nov 2016

144 Retweets 118 Likes

S2B



144



118



Is all of this even legal?

The EU is doing something to protect humans' dating experience, privacy and personal data...



EU Rules on Data Protection & Privacy

Existing legislation:

- Data Protection Directive (1995)
- ePrivacy Directive (2002)

To be replaced respectively by

- General Data Protection Regulation – **GDPR** (adopted in 2016, in force from May 2018)
- ePrivacy Regulation proposal (ongoing, expected for 2018)

Online dating – Tracking at first sight



Online dating – Tracking at first sight ePrivacy discussions



- **Dating app producers, Online tracking advertisers:** “We don’t need more regulation, we just want to offer you a personalised dating experience”
- **Some policy makers** “We like innovation and data flows and stuff!!!!”
- **European Commission:** “We understand we need to protect privacy and confidentiality of communications. Help us out!”

Online dating – Tracking at first sight GDPR+ePrivacy



- The e-Privacy Regulation is the love partner complementing the GDPR
- ePrivacy **specifically** covers **privacy, confidentiality of communications** and **data protection issues in the electronic communications sector.**

Online dating – Tracking at first sight GDPR & ePrivacy



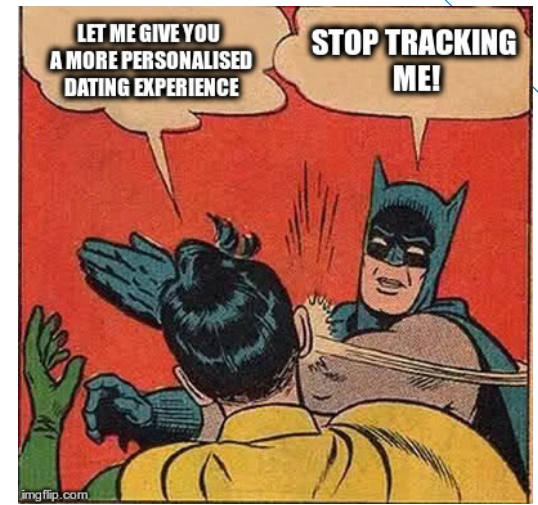
EDRi ❤️ Data Protection & Privacy

- Dating must be Private by Design and by Default: app messages, sexual tendencies, relationships
- **Stop spying me and my date(s)!** Internet of Sexual Toys (IoT), massive surveillance and more and more e-communications
- **Don't tell me you love privacy, show it to me!**
→ Encryption, security measures against breaches

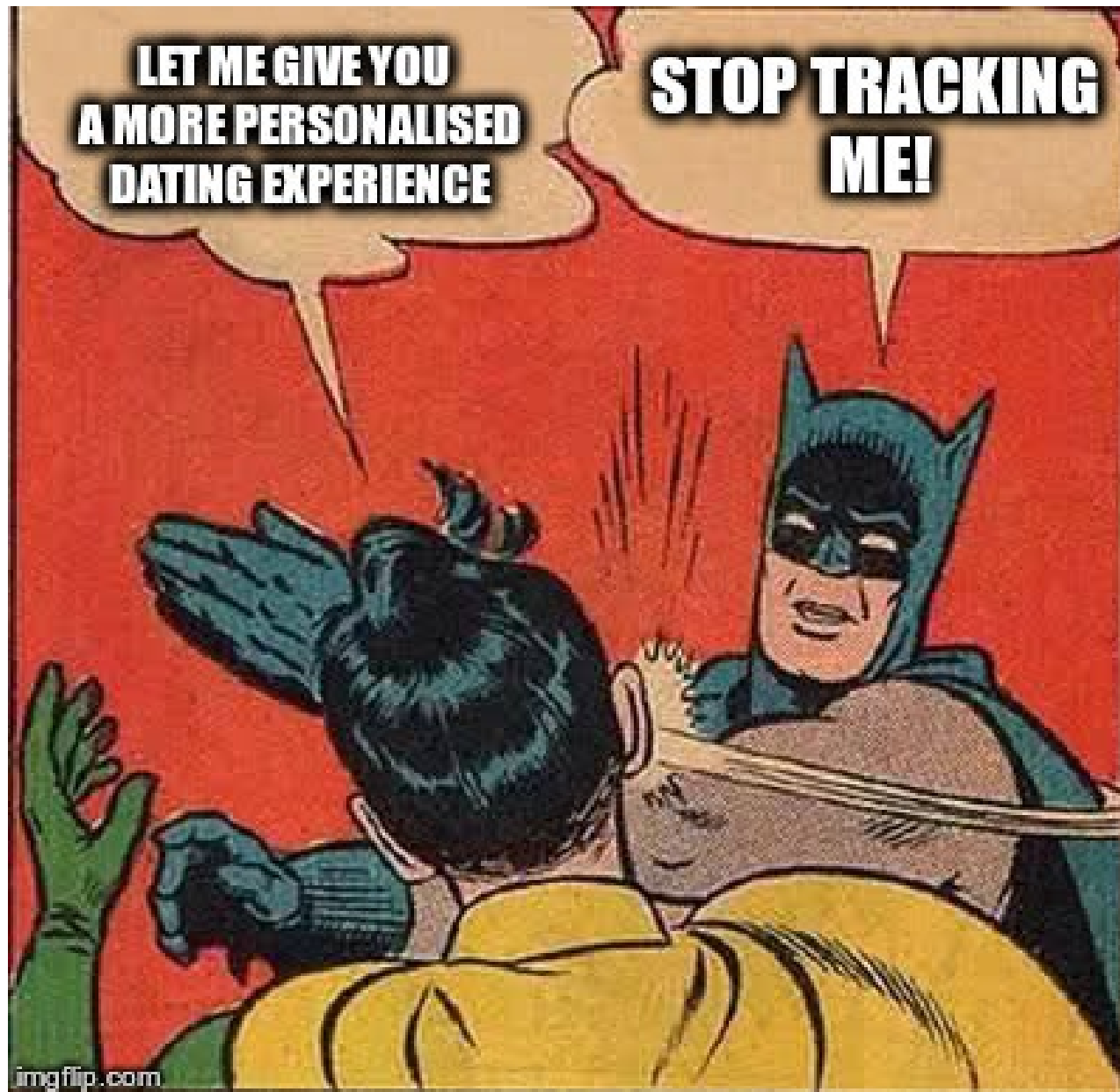
Online dating – Tracking at first sight

Why do we **love** ePrivacy?

- Trust is needed:
 - ePrivacy Eurobarometer
 - NTIA report **showed** that 45% of households had refrained from certain online activities in the previous year, due to privacy and security fears
- **New actors: OTTs** (Skype, Whatsapp, Dating apps like Tinder... as new ways to communicate)
- Focus on **tracking methods** rather than on specific tools (cookies, device fingerprinting)



Online dating – Tracking at first sight



Tell your date!

- Awareness is the first step
- Spread the word and support those that try to make a difference!

Questions, comments?



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