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
The Match Group
okcupid data collection

Source: https://pribot.org/
okcupid third party sharing

Source: https://pribot.org/
I saw you on tinder
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
violets are blue
you have a dating life
your data has one too

...01010110101011010101
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
- 2\textsuperscript{nd} highest grossing app globally in 2017\textsuperscript{1}

\textsuperscript{1) Non-Games. Per AppAnnie and SensorTower.
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?
& 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...
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:


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

**LET ME GIVE YOU A MORE PERSONALISED DATING EXPERIENCE**

**STOP TRACKING ME!**
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.
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)

• Focuse on tracking methods rather than on specific tools (cookies, device fingerprinting)
Online dating – Tracking at first sight

*LET ME GIVE YOU A MORE PERSONALISED DATING EXPERIENCE*

*STOP TRACKING ME!*
Tell your date!

- Awareness is the first step

- Spread the word and support those that try to make a difference!
Questions, comments?

Contact:
@maryantfp | @DNBSevilla
@edri
maryant.fernandez-perez@edri.org
diego.naranjo@edri.org