



Trust, sustainability and personal data

G20 – Consumer Protection
Berlin, March 2017

Robin Wilton

Technical Outreach – Identity and
Privacy

wilton@isoc.org

Understanding The Consumer Perspective

What is it that prevents consumers from acting in their own best interests?

- “I don’t understand why there’s a problem”
- “I understand the problem, but don’t see why I should care”
- “I care, but I don’t see what I can do about it”
- “I tried to do something about my privacy, and now my browser/email/laptop doesn’t work...”



Three Key Messages

- The root cause lies in the economics of personal data
 - Powerful incentives to monetise everything
- As a custodian of data, businesses must first keep it safe
 - Minimisation, good data practice, deletion...
- Then, the data businesses keep must be ethically used
 - Not just “can we do it?” but “should we do it?”



Three Calls To Stakeholders

- Policy makers:
 - Help virtue flourish
 - Make it possible for good practice to affect the market
- Businesses and technologists
 - Be ethical custodians of data
 - Design to encourage good privacy habits
- Consumers
 - Understand your role and responsibilities in the ecosystem
 - Cultivate good privacy habits





Thank you

Robin Wilton

Technical Outreach – Identity and Privacy

wilton@isoc.org