



EU Open Days 2008  
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# Three Identity and Privacy Challenges of e-Inclusion

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# I'm pleased to make your acquaintance...

- I am a systems architect
  - I work for Sun
  - I am interested in identity, privacy and policy issues
  - I live in England
  - My boss is about 9000km away
- I like the music of Scarlatti
  - I never eat offal (kidney, liver etc.)
  - I think factory farming of animals is wrong
  - I would probably like books by Arnaldur Indriðason

# What's the difference...?

## In real life:

- Information disclosure is often deliberate
- We tend to know when we are doing it, and to whom
- It usually generates feedback
- We adjust our behaviour accordingly over time
- Disclosure is contextual
- There is “friction” which acts as a brake on disclosure

## Online:

- We may not be conscious that we are disclosing information, or to whom
- 'Behaviour' data is much easier to collect
- We get little or no feedback
- Bad behaviour seems to have no consequences!
- “Frictionless” transactions may mean frictionless disclosure

# Why is privacy such an issue, anyway?

- Identity data is a monetisable commodity.
- It is easy to transport.
- It makes crimes possible which cross borders and jurisdictions.
- The 'at risk behaviour' and the adverse consequences are often remote from one another in time and place.
- The internet is now often, by default, an indelible medium.

A recent news headline:

“Google resolve crumbles on 'cookies' pledge”  
Google has failed to make any headway in dealing with one of the most controversial issues of online privacy, despite promising a year ago that it would take the lead in tackling the problem.

*Financial Times front page, April 21st 2008*

Five years ago, this would not have made the front page... or been understood if it had.

# First Challenge: Flawed Perception

- The online world neither works like, looks like nor behaves like the real world;
- The online world often presents us with metaphors, but not ones which would help us overcome these differences.
- We frequently base our behaviour on a flawed perception of risk.



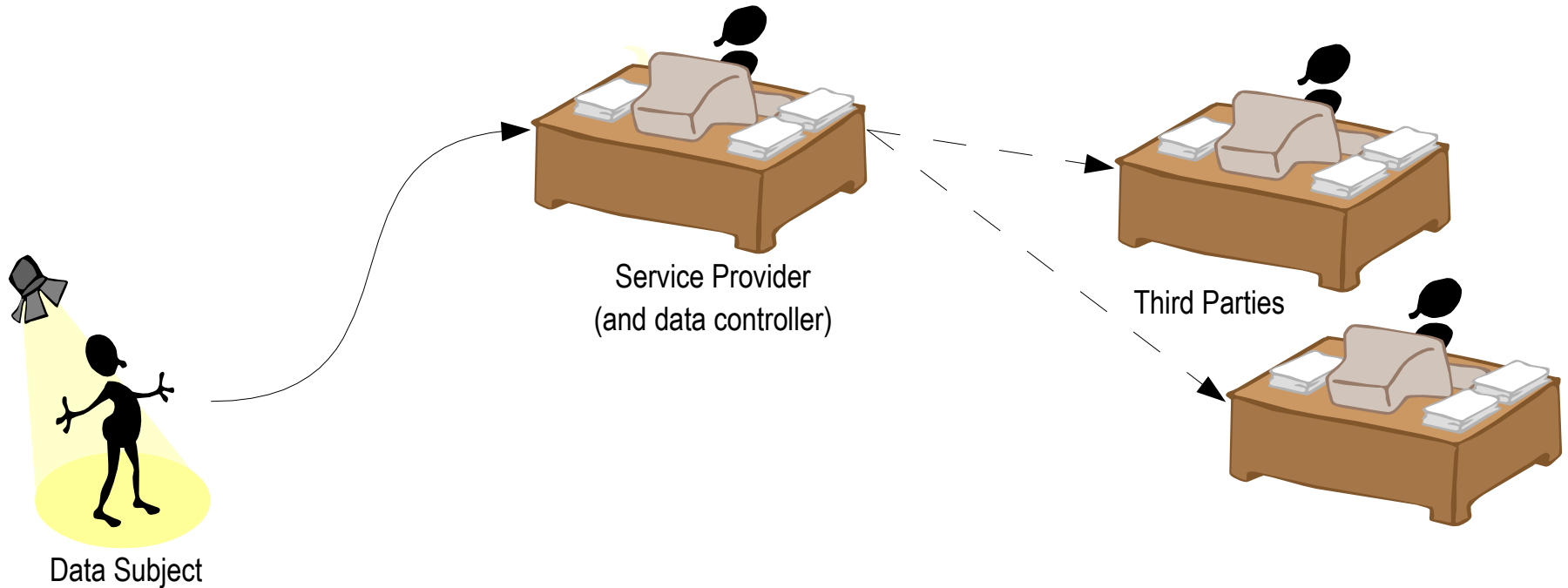
*In other words, we could be surfing naked and not even know it. Brrr.*

# Some technical and design options

- The concept of a 'persona' may be useful:
  - > A subset of identity/personal information which we choose to expose, according to context
  - > This includes anonymity and pseudonymity... both of which can also have a 'dark side'
  - > What PRIME defined as a 'partial identity'
- Many of us already use personas on line:
  - > Email addresses, user-names, avatars, etc.
- The ability to use a persona implies user consent and control over their identity data and its disclosure... whether that data is held by the user, or by some other party (such as an Identity Provider or an Attribute Provider)

*In my view 'citizen centric identity' has much more to do with this than with protocol flows and where the data is held.*

# Second challenge: maintaining control



Contractual Protection, Privacy Policy/Preferences

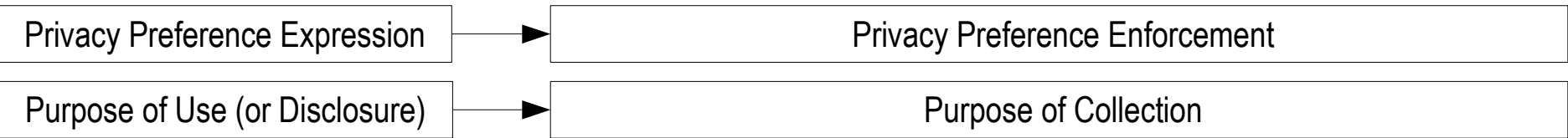
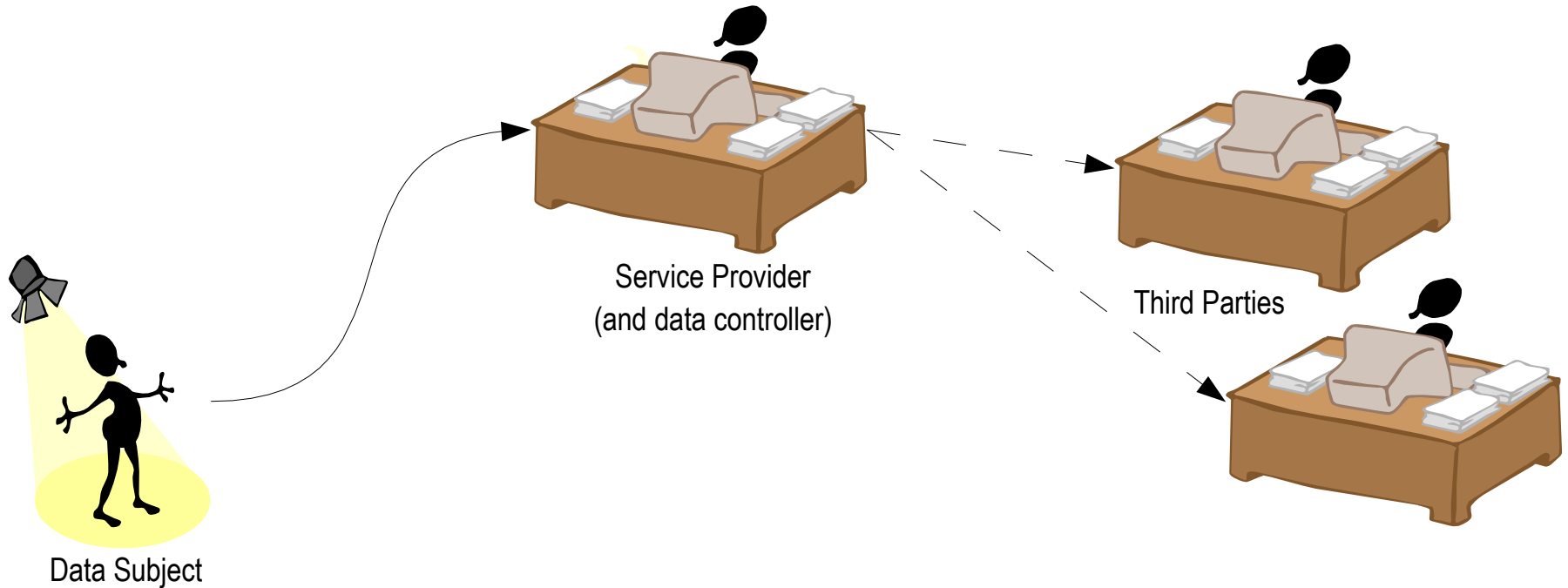
Technical Protection, Policy Enforcement

Non-technical Protection - discretionary?

Technical Protection - available?

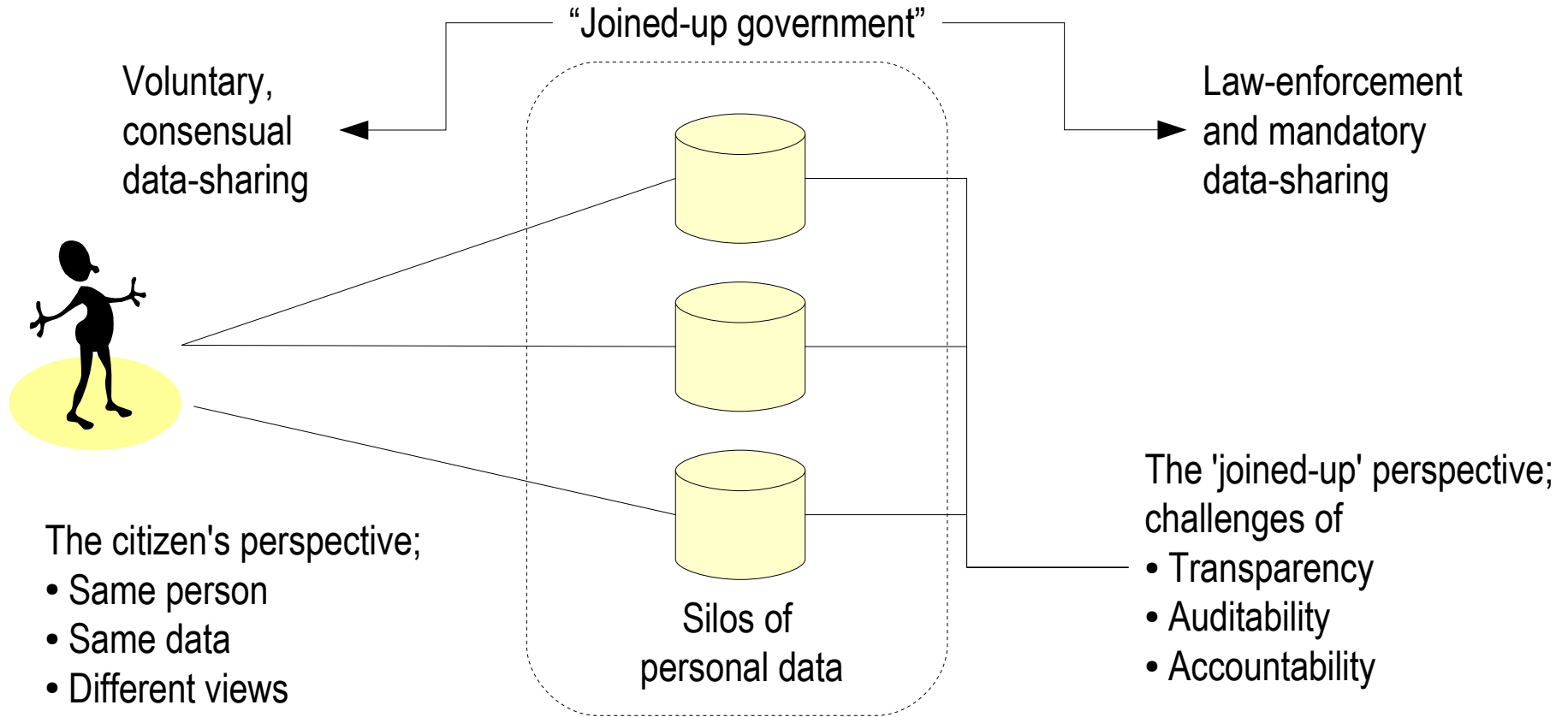
*Whether technically or contractually, policy is still not very 'persistent'...*

# Is a technical approach viable?



*However, Purpose of Use and Purpose of Collection are often expressed very differently...*

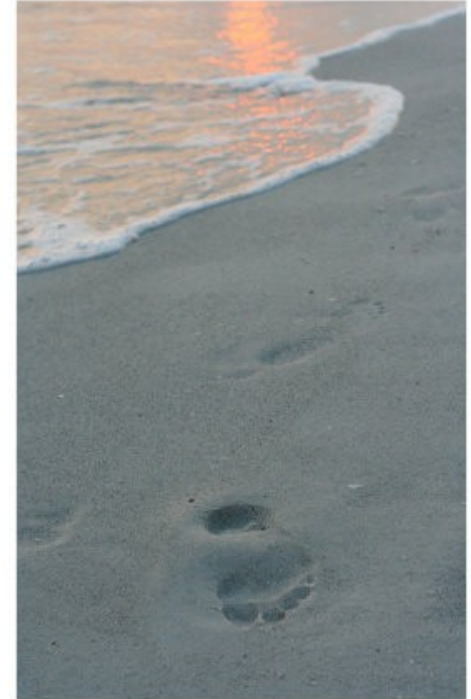
# Third Challenge – the importance of context



*Can the system be designed and operated so as to provide the citizen with meaningful consent and control in a data-sharing environment ?*

# The Privacy Paradox

- It turns out that what we often mean by “privacy” is actually “disclosure”... but disclosure within a certain context, and with specific assumptions about consent and control;
- It's hard to exercise consent and control if you *think* you are just 'leaving a sandprint on the beach'...
- The citizen's ability to perceive and manage their various personas and their 'digital footprints' is increasingly relevant.



# Conclusions

## Perception

- Citizens cannot manage what they cannot see or cannot understand;

## Control

- We need better, more explicit tools and metaphors for our online lives;

## Context

- For true e-inclusiveness, these must cater to the full range of stakeholder groups... including those who may be unable and/or unwilling to act as 'digital citizens'

*“Man is born whole, but is everywhere in bits...”*



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Thank You

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