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HOTEL NEW YORK ROTTERDAM

## IoT & Datafication & Big Data & De Privacywet

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Universiteit Leiden




artefact from the future



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## roadmap

A. WTF is IoT anyhow?

B. Een onwaarschijnlijk korte introductie van de privacywet

C. Hoe IoT & Datafication & Big Data onze privacywetgever uitdagen

- informeren van datasubjects ('betrokkenen')
- verwerken op basis van voorafgaande ondubbelzinnige toestemming
- welbepaald uitdrukkelijk omschreven verzameldoel
- verdere verwerking niet onverenigbaar met verzameldoel
- regels voor profilering en geautomatiseerde besluitvorming

the elephant in the room

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**FOKKE & SUKKE**  
ZITTEN AL VEERTIG JAAR IN HET VAK

DIE BOEK-DELUKKINST... DA'S GEEN BLIJVERDE!

MENSEN WILLEN TOCH ALTUD HANDEGESCHREVEN BOEKEN BLIJVEN LEZEN!

RGVF

A. WAT IS 'INTERNET OF THINGS'..? WAT IS DATAFICATION? EN WAT IS BIG DATA?

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IoT

datafication

big data

Staatsblad van het Koninkrijk der Nederlanden

302

Wet van 6 juli 2000, houdende regels inzake de bescreening van persoonsgegevens (Wet bescreening persoonsgegevens)

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Internet of Things ("IoT")

Unlocking the value in the Internet of Things ecosystem

How Do You SET UP AN IoT ECOSYSTEM?

SOLUTION

FAIL

LANGUAGE

MAKE DATA WORK & BETTER

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the guardian

Forget the internet of things - we need an internet of people

From cars to coffee shops, everyday objects are becoming increasingly connected. But the question we need to ask is - should they be?

J. Judge & J. Powles 25 May 2015

The internet of things is a vision of **ubiquitous connectivity**, driven by one basic idea: screens are not the only gateway to the ultimate network of networks.

With **sensors, code and infrastructure**, any object – from a car, to a cat, to a barcode – can become networked. But the question we need to ask is: should they be? **And, if so, how?**

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[J. Judge & J. Powles 25 May 2011]



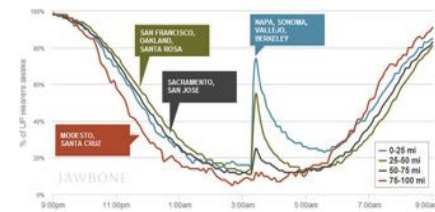
It's hard to see what this [i.e. IoT] would look like, exactly. But imagining it shouldn't just be delegated to tech companies and opportunists riding the hype cycle.

Artists, designers, philosophers, lawyers, psychologists and social workers must be just as involved as engineers and internet users in shaping our collective digital future

every **breath** you take  
every **move** you make  
every **bond** you break  
every **step** you take...

datafication [dey•tuh•fi•key•shuh•n]

a modern technological trend turning many aspects of our life into **computerized data** and transforming this information into **new forms of value** [Mayer-Schönberger & Cukier 2013]



Big Data  
Big Bullshit?  
Big Bucks!

Big Data  
Big Brother?  
Big Business!

Big Data is a generalized, **imprecise term** that refers to the use of large data sets in data-science and **predictive analytics** [Mayer-Schönberger & Cukier 2013]

Big data can be used to identify more general trends and correlations but it can also be processed in order to **directly affect individuals** [WP29 2013]

...a massive phenomenon that has rapidly become an **obsession** with entrepreneurs, scientists, governments and the media [Financial Times 2014]

unprecedented computational power and sophistication make possible **unexpected discoveries**, innovations, and advancements in our quality of life [Whitehouse 2014]





Gemeenten draaien op voor de zorg die het kabinet flinke wijziging

### Probleemgezin kost 40.000 euro

De gemeenten draaien op voor de zorg die het kabinet flinke wijziging... (text continues in columns)

Centraal Instituut voor Toetsontwikkeling

Leger des Heils

Bureau Jeugdzorg

woonbouw corporatie

Geestelijke Gezondheidszorg (GGZ)

energiebedrijf

wie komt in aanmerking voor bemoeizorg?

*Systeem Risico Indicatie (SyRI) is een instrument waarmee gegevensbestanden van gemeenten, UWV, SVB, Inspectie SZW en Belastingdienst kunnen worden gekoppeld ten behoeve van de bestrijding van fraude op het terrein van de sociale zekerheid en de inkomensafhankelijke regelingen, de belasting- en premieheffing en de arbeidswetten*

*sinds 2006 in gebruik onder de aanduiding 'Black Box'.*



The main advantage of Big Data is that it can reveal **patterns** between different sources and data sets, enabling **useful insights**

The use of Big Data by the top 100 EU manufacturers could lead to savings worth **€425 billion**, and by 2020, Big Data analytics could boost EU economic growth by an additional **1.9%**, which means a GDP increase of **€206 billion**

[EC The EU Data Protection Reform and Big Data Factsheet April 2015]



*B. EEN ONWAARSCHIJNLIJK KORTE INTRODUCTIE VAN DE PRIVACYWET*



persoonsgegevens  
informer en  
toestemming  
doelbinding  
dataminimalizatie  
etc.



C. HOE IOT & DATAFICATION & BIG  
DATA ONZE PRIVACYWETGEVER UITDAGEN

THE PROBLEM  
THE CHALLENGE:...



correlation  $\neq$  causation



in a big-data age most innovative secondary uses [of data] haven't been imagined when the data is first collected. How can companies provide notice for a purpose that has yet to exist? How can individuals give informed consent to an unknown...?

[Mayer-Schönberger & Cukier 2013]

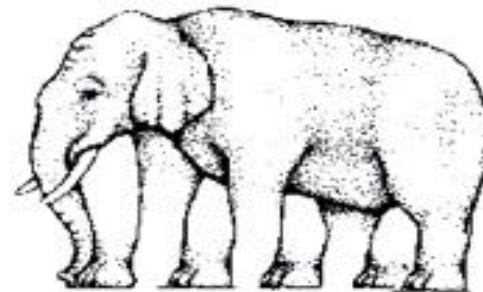
free, specific, informed and unambiguous 'opt-in' consent would almost always be required, otherwise further use cannot be considered compatible

[WP29 2013]

personalization  
stigmatization  
discrimination  
presumption of  
innocence  
etc



an elephant in the room







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DANK U WEL!

