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IoT & Datafication & Big Data & De Privacywet

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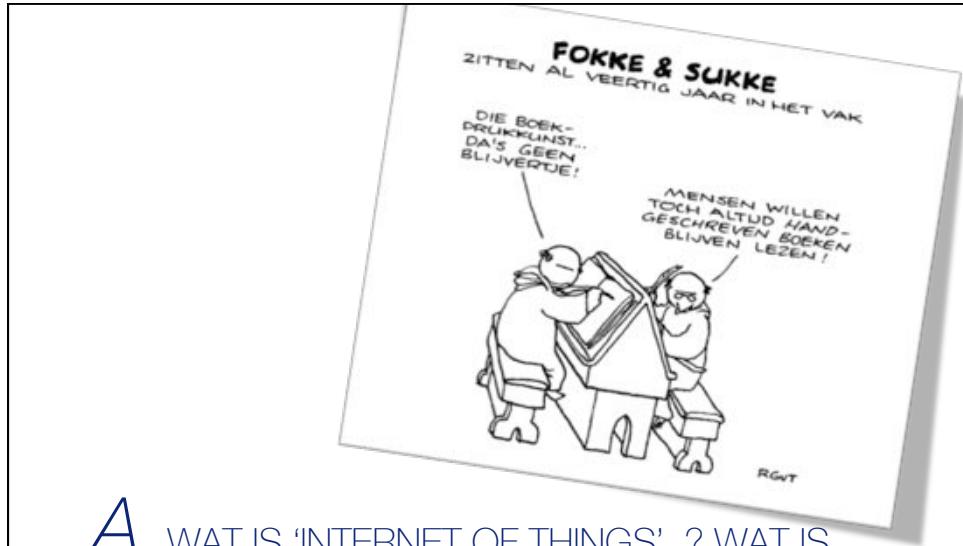
Universiteit Leiden



roadmap

- A. *WTF is IoT? What is datafication? En wat is Big Data?*
- B. *De Privacywet: Wbp & AVG*
- C. *Big Data en de privacywet: een moeilijke verhouding*

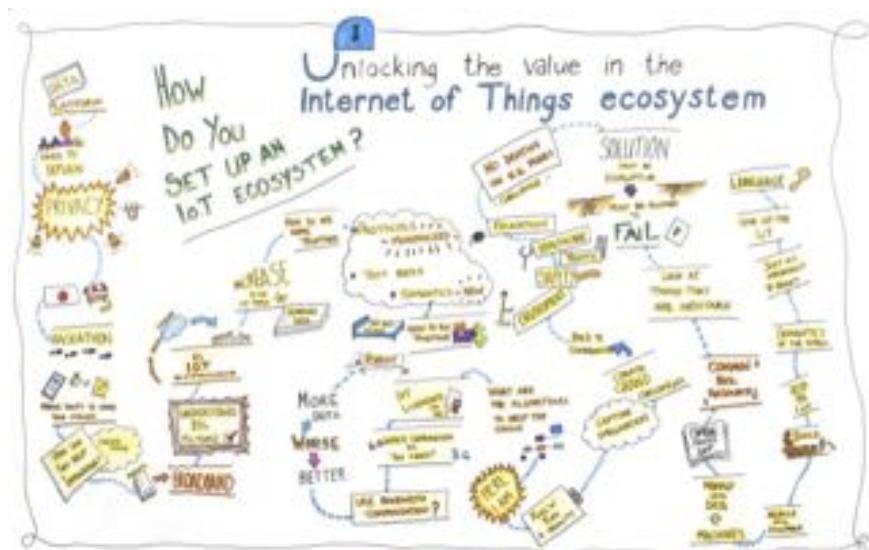




A. WAT IS 'INTERNET OF THINGS'..? WAT IS DATAFICATION? EN WAT IS BIG DATA?



Internet of Things ("IoT")





[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?**



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

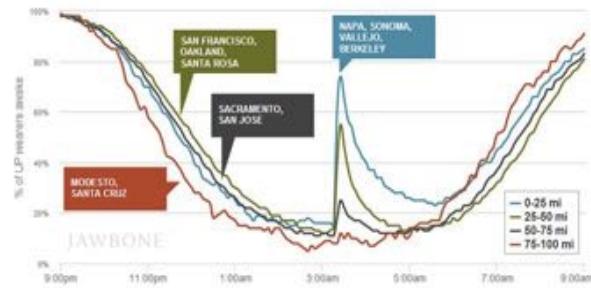
Artists, designers, philosophers, **lawyers**, psychologists and social workers must be just as involved as engineers and internet users in shaping our collective digital future



datafication [dēy•tuh•fi•key•shuh•n̩]

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]

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



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]





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 PULSE@1MARKET



Can life as a data point save America's at-risk children?

Dina Satsky | @DinaSatsky | Thursday, 14 Jan 2016 | 10:07 AM ET

Up to \$80 billion is spent annually across the U.S. to confront child abuse and neglect, an ugly underside of American life that afflicts hundreds of thousands of children.

Los Angeles County, with the largest child protective services agency in the country, believes there has to be a better way to protect at-risk youth than the ~~current outdated and costly~~ approach. LA County is piloting the use of predictive analytics technology — informally known as big data — from Cary, North Carolina-based software company SAS, to do a better job of identifying children who may otherwise be left in a vulnerable position.



uithuisplaatsing

In die tijd, de post-Savannah-periode, ontstond de sterke neiging om maar bij de minste twijfel te handelen. Beter een kind te veel uithuisgeplaatst, dan nogmaals een Savannah, hoorde ik een jeugdzorgdirecteur zeggen.

De aanleiding voor de uithuisplaatsingen was niet een calamiteit, zelfs geen incident, maar een risicotraject: de moeder was getraumatiseerd door een oorlogsverleden in een ander land, en de vader gebruikte trouw medicijnen voor een ggz-diagnose, waardoor de ziekte onder controle was.

Justine Pardoen De
Trisico-regelreflex
31 januari 2015
www.ouders.nl



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. DE PRIVACYWET: WBP & AVG



persoonsgegevens

- informeren & toestemming
- doelbinding
- dataminimalisatie
- profiling
- etc.



C. DE MOEIZAME VERHOUDING VAN BIG DATA EN DE PRIVACYWET





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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]

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personalisatie
stigmatisering
discriminatie
onschuldvermoeden
etc



traffic signs on the roofs of houses and gasholders



