



Online Privacy And Trust

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A Simple Vision

The Internet Is For Everyone,
Everywhere.

Vision: The Internet is for everyone, everywhere.

Mission: The Internet Society champions the development of the Internet, as a global technical infrastructure, as a resource to enrich people's lives, and as a force for good in society.

We work with the worldwide community of Internet stakeholders for an Internet that is open, globally-connected, and secure.

Together, we focus on:

- Building and supporting the communities that make the Internet work;
- Advancing the development of Internet infrastructure and technologies; and
- Advocating for sound Internet policy around the world.



Global Presence



110+

Chapters
Worldwide

72k

Members and
Supporters

146

Organization
Members

5

Regional
Bureaus

18

Countries with
ISOC Offices



What does the Internet Society's vision mean in practice?

For the benefits of the Internet to reach everyone, in a sustainable way, we must ensure two things:

- Access
- Trust



Trust

“A belief that someone will act in your interest, even if they have the opportunity and motivation to do otherwise.”

Like any belief, it may be well- or ill-founded.

The roots of trust are varied, and are by no means all technical.

Online, trust is intimately linked to what is done with data about us...
in other words: privacy.



Some examples of trust factors

- I have dealt with this service provider before, and nothing went wrong.
- I know my bank/insurance company will protect me if something bad happens.
- I use this service because my employer uses it - so it's not my decision.
- I trust this service because I have read their Privacy Policy.
- Their website looks reassuring.
- My friend said it's OK.
- Their site uses https://, so it must be secure.



Our assessment of risk is often flawed

- Human beings are bad at recognising small, incremental risks
- Poor risk assessment leads to bad habits
- Online risks are often remote and invisible
- Service providers have an incentive to make us *feel* safe - particularly on social media

(How many “trust” factors can you see in this advertisement?)



The Internet Society Calls for an Ethical Approach

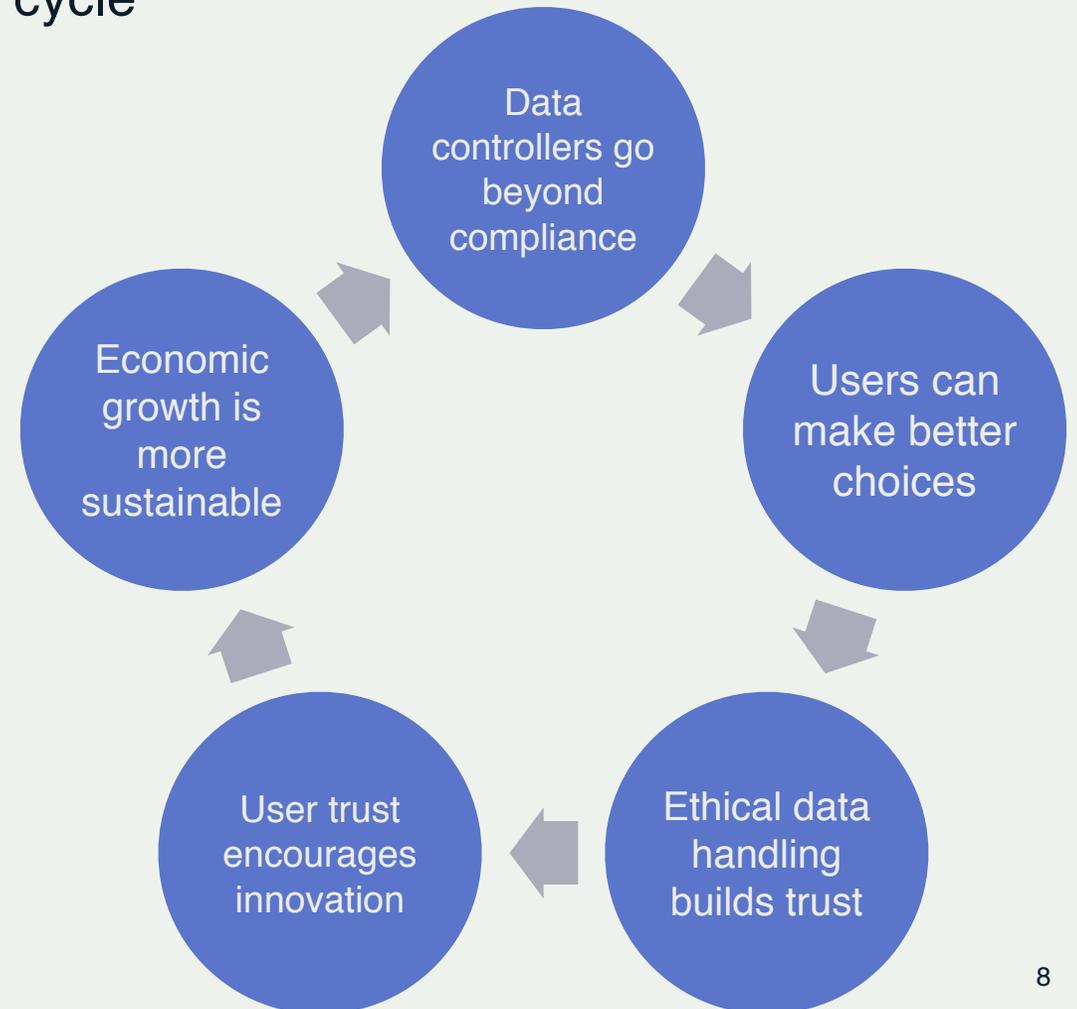
For users:

- Clear guidance at the point of decision
- Transparency of data usage
- Effective accountability and redress

For data controllers:

- Practical guidance about ethical design
- A clear trust framework for certification
- Cross-border audit and accountability

Ethical data handling creates a virtuous cycle



Principles for data controllers

What we *can* do

- We accept some constraints on what we can do, in the interest of the trust relationship between ourselves and the data subject.

What we *must* do

- We agree to exceed the requirements of what is mandatory, where doing so gives more appropriate weight to the interests of the data subject.

What we *should* do

- We commit to an approach based on transparency, fairness, and respect for the individual.



Thank you.

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