How I (try to) stay private throughout the day?

Miguel Coelho dos Santos
Deputy Head of Data Privacy
CERN
Disclaimer

- This (short) presentation is an awareness presentation with some personal examples
- It does NOT constitute recommendations or opinions from ANY organisation involved in this event
Privacy? Does anyone care?
Who wants my data?
Data is the world’s most valuable resource, according to The Economist
Some of the wealthiest and most successful companies of all time

With relatively few employees, they just have this giant computer that rakes in money

Now what are they being paid for?

Ads? Too simplistic

It’s the gradual, slight, imperceptible change in your own behavior and perception that is the product.

Changing what you do, how you think, who you are.
More than 87% of Facebook’s revenue in 2019 came from ads

Source: Facebook
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Additional Information:
Worldwide; 2009 to 2019
More than 83% of Google’s revenue in 2019 came from Google Ads.
Some of the wealthiest and most successful companies of all time
With relatively few employees, they just have this giant computer that rakes in money
Now what are they being paid for?
Ads? Too simplistic
It’s the gradual, slight, imperceptible change in your own behavior and perception that is the product.
Changing what you do, how you think, who you are.
How are these ads selected?
How do they build a model of each of us?

You guessed it:

• Data

• Lots and lots and lots of personal data
How is this data collected?

• Your “phone” and the browser is where it started

• Now other companies convert existing products into “smart” versions so they can also generate valuable data sets...

• Laptops, cloud and work apps, smart TVs, smart speakers, smart home surveillance cameras, smart doorbells, smart wifi routers, smart thermostats, smart fridges, smart personal assistants, all recent cars...
From data to ads to profits

• Get you to spend as much time as you can on your “phone”!

• How to get you on your phone constantly?

• Once that’s achieved, introduce very targeted ads during all those long hours you spend with your phone

• “Changing what you do, how you think, who you are.”
“Interlude”

• This is not to bash on these companies or their products
• They have great engineers making great products
• They provide a valuable service (otherwise it wouldn’t be used)
• The dominating business model (selling users to the clients) has a flip side
• More people now worry on the impact this has
• Change can happen
How I tried to be more private (easy steps)

• Browser
• Search engine
• Instant Messaging
• E-mail
• Navigation
• Whenever I get asked by apps for permission to use my data: say NO
Browser & The onion router (TOR)

- Modern browsers allow you to be
  - tracked across the web
    - cookies,
    - CDNs,
    - CAPTCHA,
    - social network buttons,
    - social logins,
    - fingerprinting
  - track actions you take inside the browser
- [https://clickclickclick.click](https://clickclickclick.click)
- [https://coveryourtracks.eff.org/](https://coveryourtracks.eff.org/)
• Started using only Firefox and sometimes Brave (Chrome based)
• Enabled Plugins to prevent general tracking across the web:
  • uBlock Origin
  • Privacy Badger (EFF)
  • NoScript
  • LocalCDN
• No third-party cookies for me
• Turn on DNS-over-HTTPS if you distrust your local network; Tor might also be useful
Instant Messaging

**Signal**
- 'Data Linked To You'
  - Contacts
    - Email
    - Phone Number
  - Identifiers
    - User ID
    - Device ID
  - Usage Data
    - Product Interaction
      - Advertising Data
    - Other Usage Data
  - Diagnostics
    - Crash Data
    - Performance Data
    - Other Diagnostic Data
  - Other Data
    - Other Data Types

**iMessage**
- 'Data Linked To You'
  - Contacts
    - Email
    - Phone Number
  - Identifiers
    - User ID
    - Device ID
  - Usage Data
    - Product Interaction
      - Advertising Data
    - Other Usage Data
  - Diagnostics
    - Crash Data
    - Performance Data
    - Other Diagnostic Data
  - Other Data
    - Other Data Types

**WhatsApp**
- 'Data Linked To You'
  - Contacts
    - Email
    - Phone Number
  - Identifiers
    - User ID
    - Device ID
  - Usage Data
    - Product Interaction
      - Advertising Data
    - Other Usage Data
  - Diagnostics
    - Crash Data
    - Performance Data
    - Other Diagnostic Data
  - Other Data
    - Other Data Types

**Facebook Messenger**
- 'Data Linked To You'
  - Contacts
    - Email
    - Phone Number
  - Identifiers
    - User ID
    - Device ID
  - Usage Data
    - Product Interaction
      - Advertising Data
    - Other Usage Data
  - Diagnostics
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  - Other Data
    - Other Data Types
E-mail

• Got an encrypted mail provider
  • Protonmail
  • Tutanova
  • ...

• I don’t link digital accounts together
  • don’t ”login with…” in different apps or services

• If you can, use one email alias per account
  • Use a password manager to keep each accounts’ password
Navigation with maps

- OsmAnd
- Maps.me
Some Final Thoughts, going further...

- Interoperability
- Usability and Privacy don’t exclude each other
- Cloud products