What is privacy and how should we design it?
Common base elements of data privacy (ISO 29100):
i) consent and choice,
ii) purpose,
iii) collection limitation,
iv) data minimization,
v) use limitation,
vi) accuracy and quality,
vii) openness/transparency/notice/,
viii) individual participation and access,
ix) accountability,
x) security
What do we understand by privacy?
Is loss of privacy always a risk?
Can privacy and service be balanced?
Is privacy a distraction?
What are we designing:

A socio-legal framework
or technological solutions?