



*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?



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