

Re-Link: Transitioning towards a sustainable relationship with data

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Re-Link and our goal

- A Group of 4 students at UiO working in collaboration with teams of professionals from various universities
- Empowering the users to utilize their rights
- Teach the users about the importance of data
- Help in the struggle against black-box issues
- Help change our society's relationship with data





**Why
transition?**

The situation today

- Legally questionable data practices from big tech companies
 - Cambridge analytica
 - Twitter scandal 2019
 - Google fined for lack of clarity about data 2020
- Users/Data subjects facing a black box issue
- Surveillance capitalism becoming a new wicked problem



Surveillance capitalism as a wicked problem

“Just as individual civilization flourished at the expense of nature and now threatens to cost us the Earth, an information civilization shaped by surveillance capitalism and its new instrumentarian power will thrive at the expense of human nature and will threaten to cost us our humanity”

- Shoshana Zuboff

The UN sustainability goals

- Goal 16: Peace, justice and strong institutions
 - Goal 16.3: Promote the rule of law and ensure justice for all
 - Goal 16.10: Ensure public access to information and protect fundamental freedoms





GDPR

- One can debate how effective it has been
- Does however grant some fundamental rights
 - GDPR: Chapter 3 Art. 13 – Provides information
 - GDPR: Chapter 3 Art. 17 – Right to erasure
 - This is rarely used and is often ignored

What we have been doing so far



Workshops



Mapping



Researching



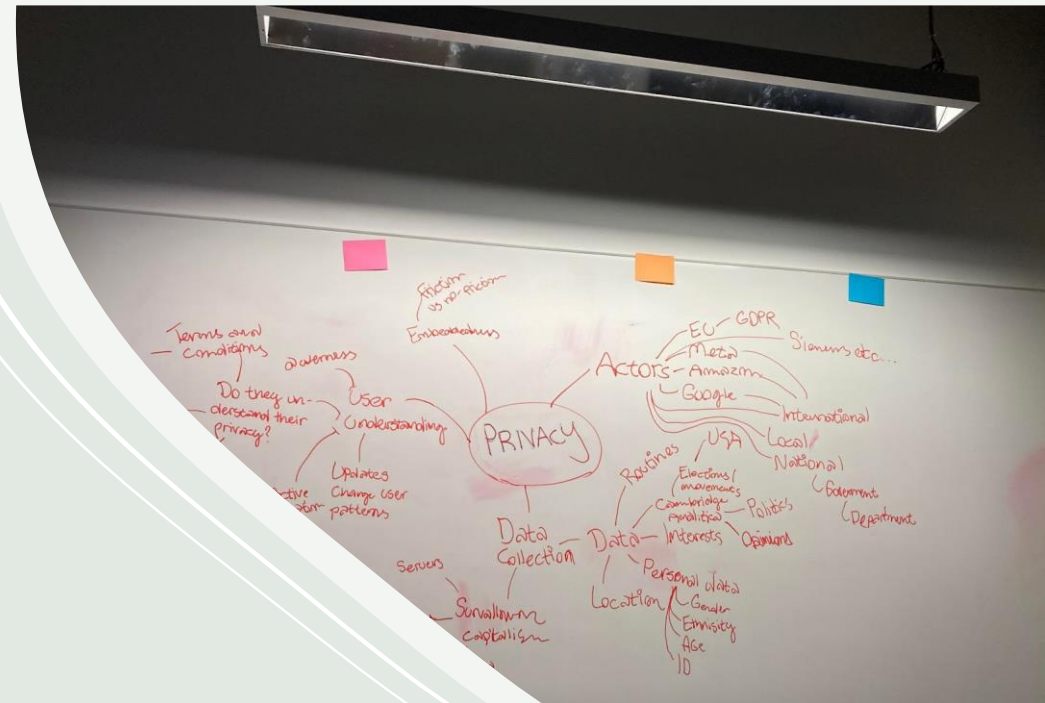
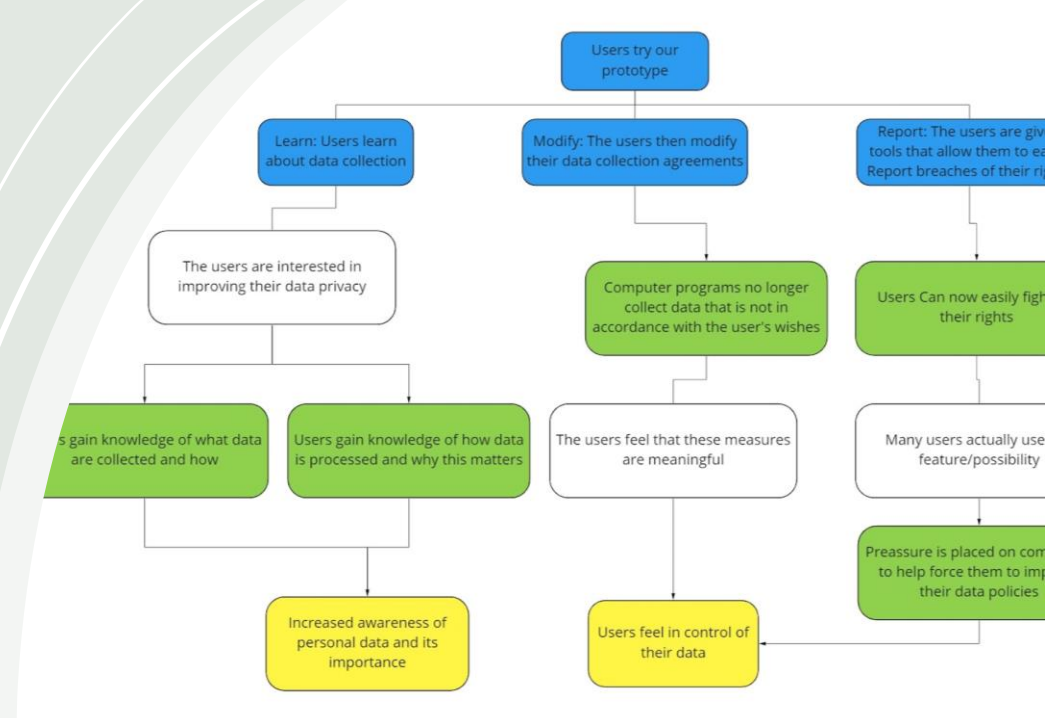
Theorizing (theories of change)



Consulting with users and project experts from re-link



Prototyping



Prototypes



Privacy

My devices

Support

About

Check your data privacy



Search for smarthome device:

Google home, Alexa, alarm...

CHECK

Rights and Contact



Privacy

My devices

Support

About

Check your data privacy



Search for smarthome device:

Voice assistant

CHECK

Google Home



Amazon echo dot...



Google nest mini ...



Rights and Contact



Privacy

My devices

Support

About

Google Home



Overall rating:

6.7/10

Customer support

GDPR

Sharing user data

+Add to My devices

Rating details

Rating 1#: ?/10

Rating 2#: ?/10

Rating 3#: ?/10

Rating 4#: ?/10

Rating 5#: ?/10

Rating 6#: ?/10

Improve your data privacy

Similar products

Product 1



8.1/10

Personal data

GDPR

Cyber security

Product 2



7.7/10

Rights and Contact



Privacy

My devices

Support

About

My devices

Google Home



6.7/10

Customer support

GDPR

Sharing user data

Product 1



8.1/10

Personal data

GDPR

Cyber security



Home rating

7.4/10

Improve your data privacy

Rights and Contact

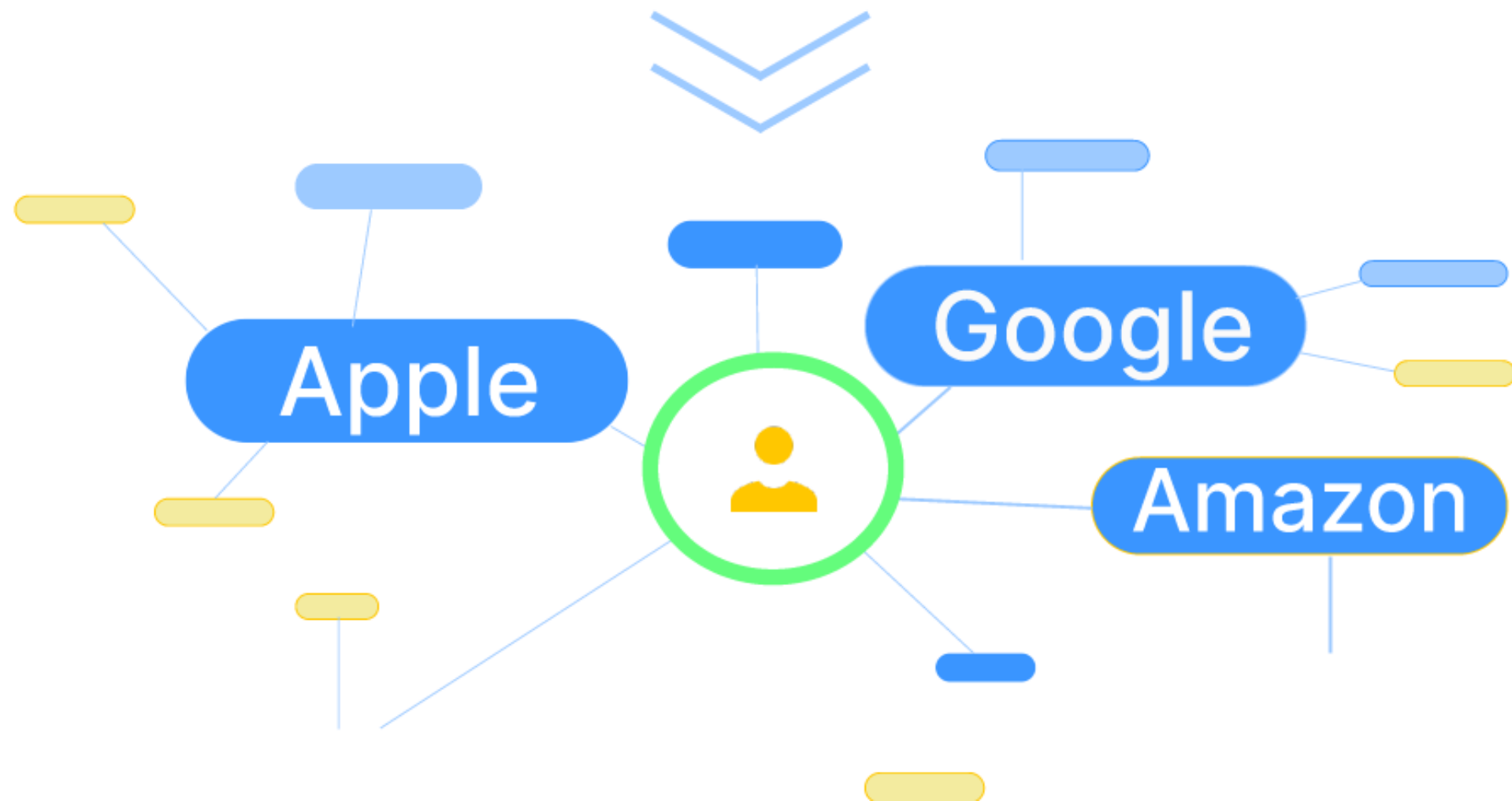
Prototype 2

Choose your privacy data details:

Stakeholders for your data



Stakeholders for your data





Check your devices

- What do the stakeholders know?

Apple

What does Apple know about you?

Personal attributes

AgeGenderAdressCountryLanguage

Other attributes

BankTravel-routesLocation

Information about your bank Apple know

Information	Anonymized
Knows that your bank named DNB	✓
Provide your cardnumber in Apple pay	✓

What does this mean?

- Teaching the users in a simple manner

Choose your privacy data details:

Your privacy details



Your privacy details



Age

  **amazon** +9

Gender

  **amazon** +10

Adress

  **amazon** +3

Country

  **amazon** +11

Language

  **amazon** +12

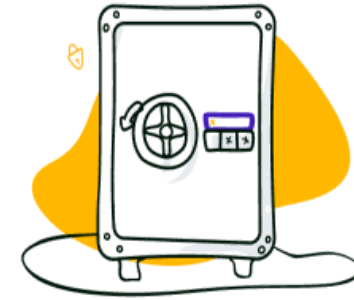
Political standpoint

Empower yourself



Social media, newspapers or technology in general we consume are all primarily products.



We made several questions about what you as a consumer want other stakeholders to know. Our site will then suggest your own personal plan on how you wish to share your data

Take control of your data



Instant location

- ☐ Always share
- ☒ Never share
- ☐ Share when needed



We now made a plan for your
data privacy!

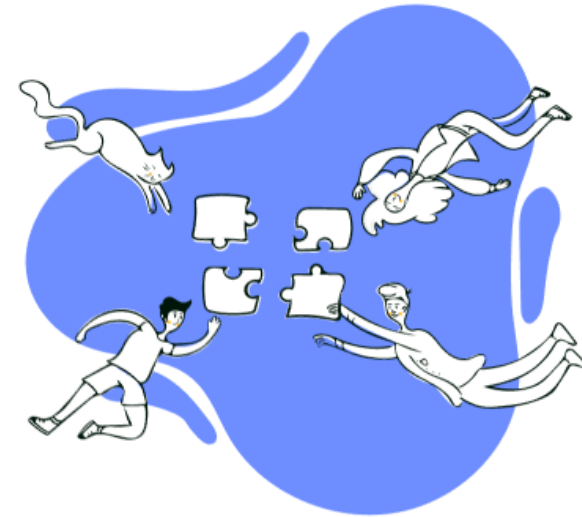


Data who wouldn't be collected and shared:

My home address^x Instant location^x Social media activity^x
Social media user pattern^x Your social media network^x

+ Add other data

Now you may configure your devices
and account with these privacy settings



Configure

Thank you!

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