

Personvern når alt vi gjør genererer data

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“

Den teknologiske utviklinga vil halde fram i raskt tempo, i minst 10 år til

”



St.meld. nr. 17

(2006–2007)

Eit informasjonssamfunn for alle



Data is the new oil!
and oil is already failing?

Data is the new oil!
and oil is already failing?

Statens utgifter i 2015?

1 % ?

11.990.0000.0000,-

hva er vår 1%?

POLICY & ETHICS

Will Democracy Survive Big Data and Artificial Intelligence?

We are in the middle of a technological upheaval that will transform the way society is organized. We must make the right decisions now

11:50AM, Saturday May 19th

5 / Paul Revere
Bring news of an impending zombie attack

| Distance | Duration | Avg. Speed | Avg. Pace | Burned calories |
|----------|----------------|------------|-------------|-----------------|
| 12.31 km | 01:09:24 h:m:s | 10.64 km/h | 5:38 min/km | 922 |

Racing to Brunswick

Janine calls for Runner 5 over the PA for an emergency. She is horrified to discover a brown stain on Sam's desk. He arrives in the comms shack and informs her that it's only Marmite. He takes over at the desk as Janine tells him that Brunswick, a nearby settlement, is in the path of a horde of zoms. A Runner is needed to warn them.

The Walls Are Coming Down
Fanfarlo ▲ 13%

12.61 km/h
+03:03

+01:00 +02:00 +03:00

Tinned Food Collected

This is probably still good. The tin's still sealed, even though it's so bashed up you can't tell what's in it. Maybe it's Spam.



Via satellite positioning and mobile telephony caller location, the accurate position of the accident scene is fixed and then transmitted by the eCall to the nearest emergency call centre. More information is given in the eCall, e.g. the direction of travel and the vehicle type.

The eCall's urgency is recognized, the accident's location can be seen on a screen. A trained operator tries to talk with the vehicle's occupants to get more information. If there is no reaction, emergency services are sent off without delay.

1

Emergency Call

A 112 emergency call (eCall) is made automatically by the car as soon as on-board sensors (e.g. the airbag sensors) register a serious accident. By pushing a dedicated button in the car, the occupant can also make an eCall manually.

4

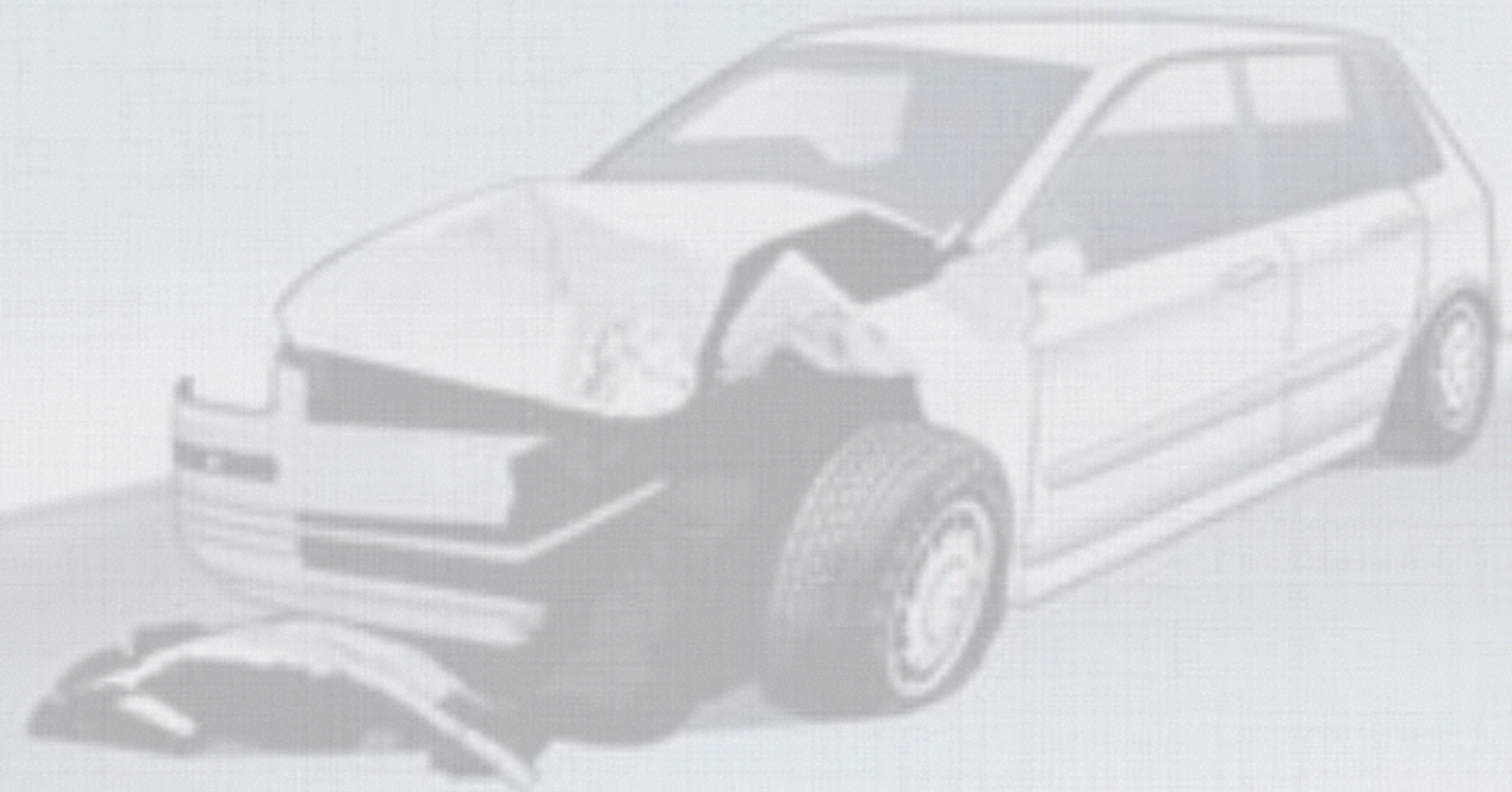
Quicker help

Thanks to the automatic notification of the crash site, the emergency services (e.g. ambulance, fire fighters, police) arrive much quicker there.

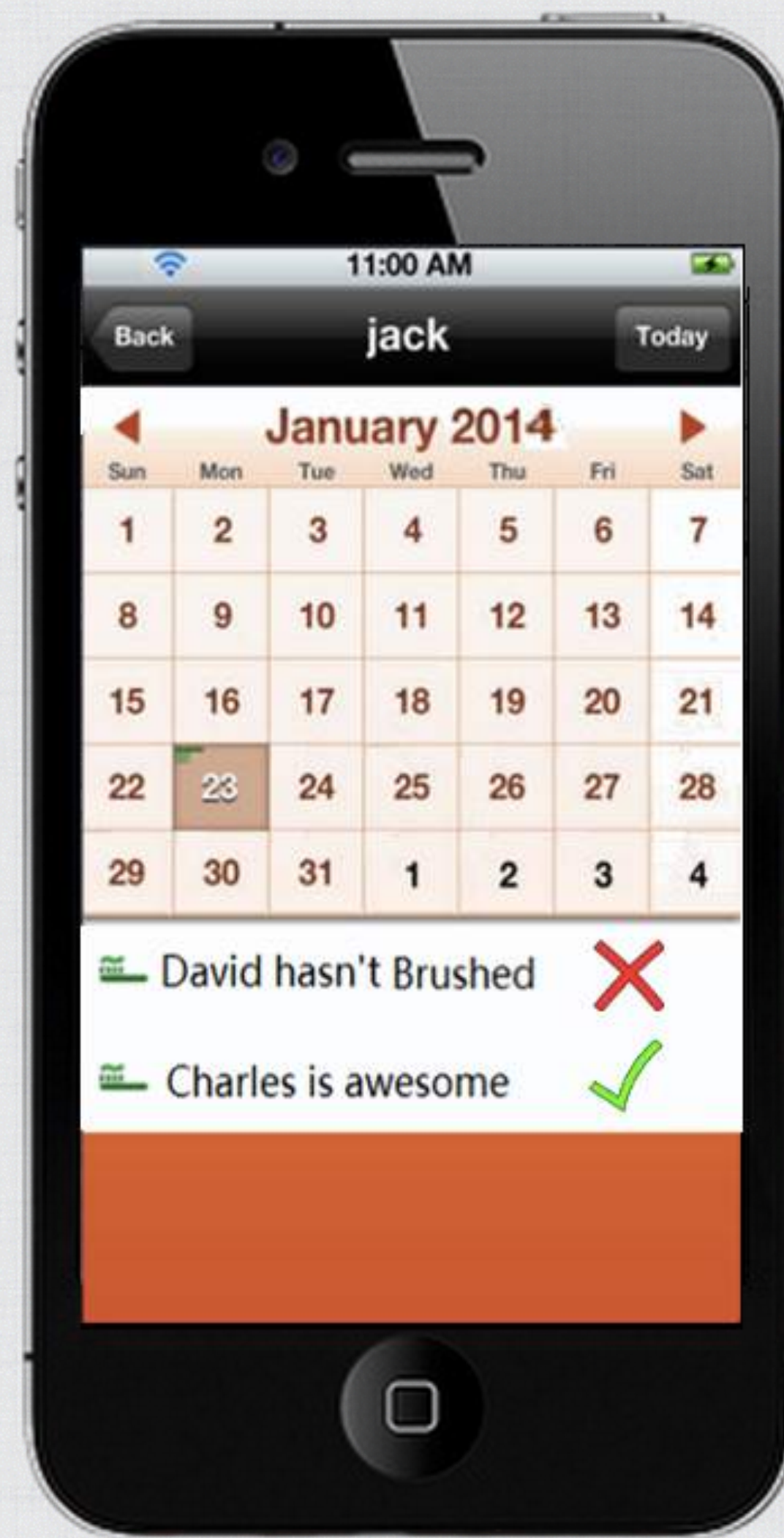
“

the deadlines for implementation will most likely be the end of 2017 or early 2018

”



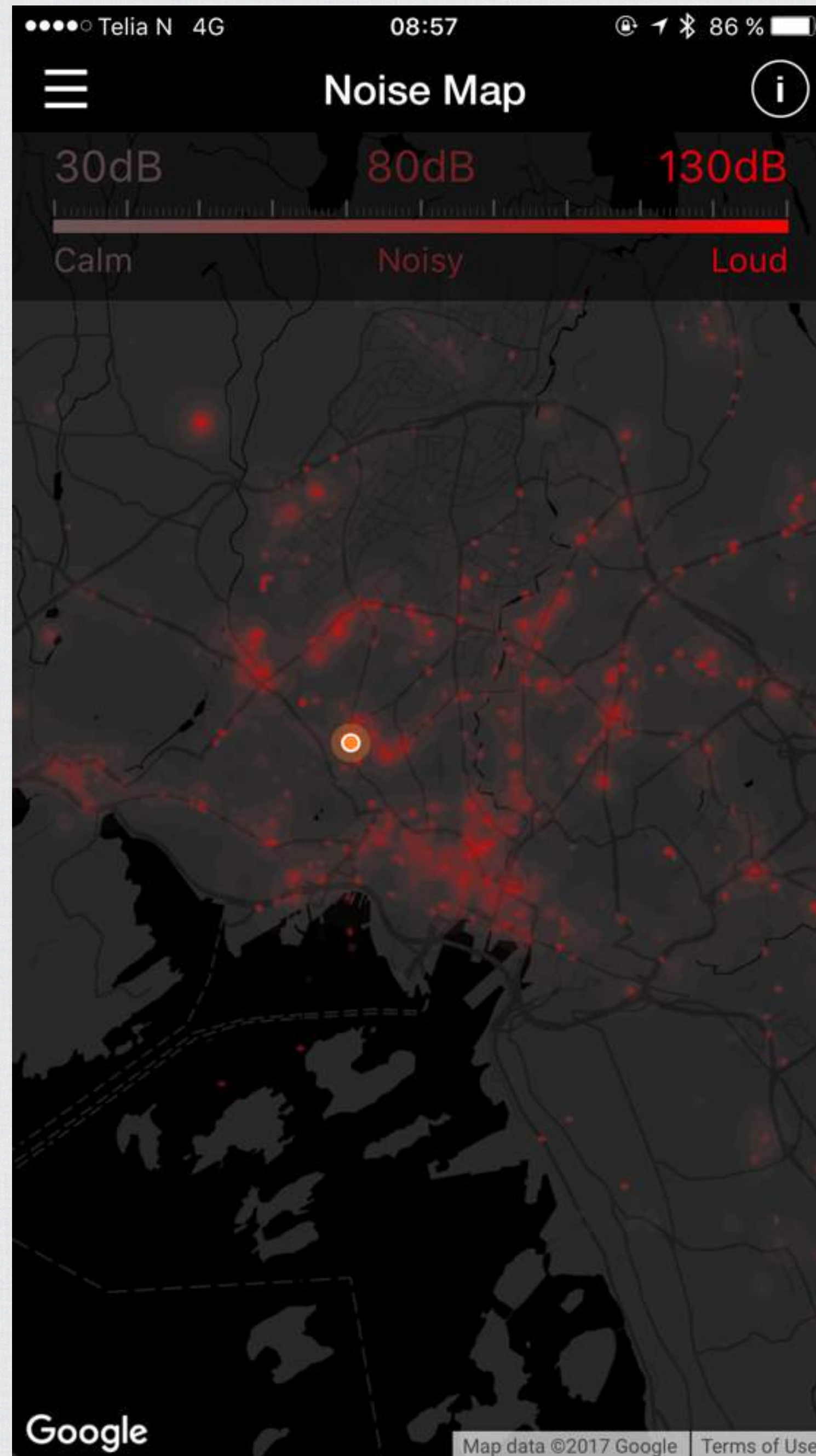




er det etisk forsvarlig å ikke bruke?



photo: Maxxii - [https://no.wikipedia.org/wiki/Nationaltheatret_stasjon_\(T-bane\)/#media/File:Nationaltheatret_stasjon_Oslo.jpg](https://no.wikipedia.org/wiki/Nationaltheatret_stasjon_(T-bane)/#media/File:Nationaltheatret_stasjon_Oslo.jpg)



IT-eksperter refser Remas svar etter Æ-tabbe

IKT Norge reagerer på at matvaregiganten mener sikkerhetshullet «ikke gir noen grunn til bekymring».



Torgeir Waterhouse mener Rema burde ha utsatt lanseringen av appen til de var sikre på at sikkerheten til brukerne var ivaretatt.
FOTO: VIDAR RUUD / NTB SCANPIX



Su Thet Mon
@sutmon
Journalist



Peder Ottosen
Journalist

- MER OM NORGE
- MER OM MATBRANSJEN
- MER OM TEKNOLOGI OG DATA

Oppdatert i går, kl. 19:28

sikkerhet for hva & hvem?

breach of the day anyone?



The image shows a screenshot of a tweet from Intel Security (@IntelSecurity). The tweet text discusses data breaches and mentions the #NCSAM hashtag. It includes engagement statistics for retweets and likes, a list of users who interacted with the tweet, and the timestamp.

Intel Security 
@IntelSecurity

With over 164.4 million people affected by data breaches this year, [#NCSAM](#) is more important than ever. intel.ly/2dlwlls [#CyberAware](#)

RETWEETS: 14 LIKES: 11

 IQT     UV

5:54 PM - 3 Oct 2016

← ↻ 14   11 ⋮

The anonymous Internet

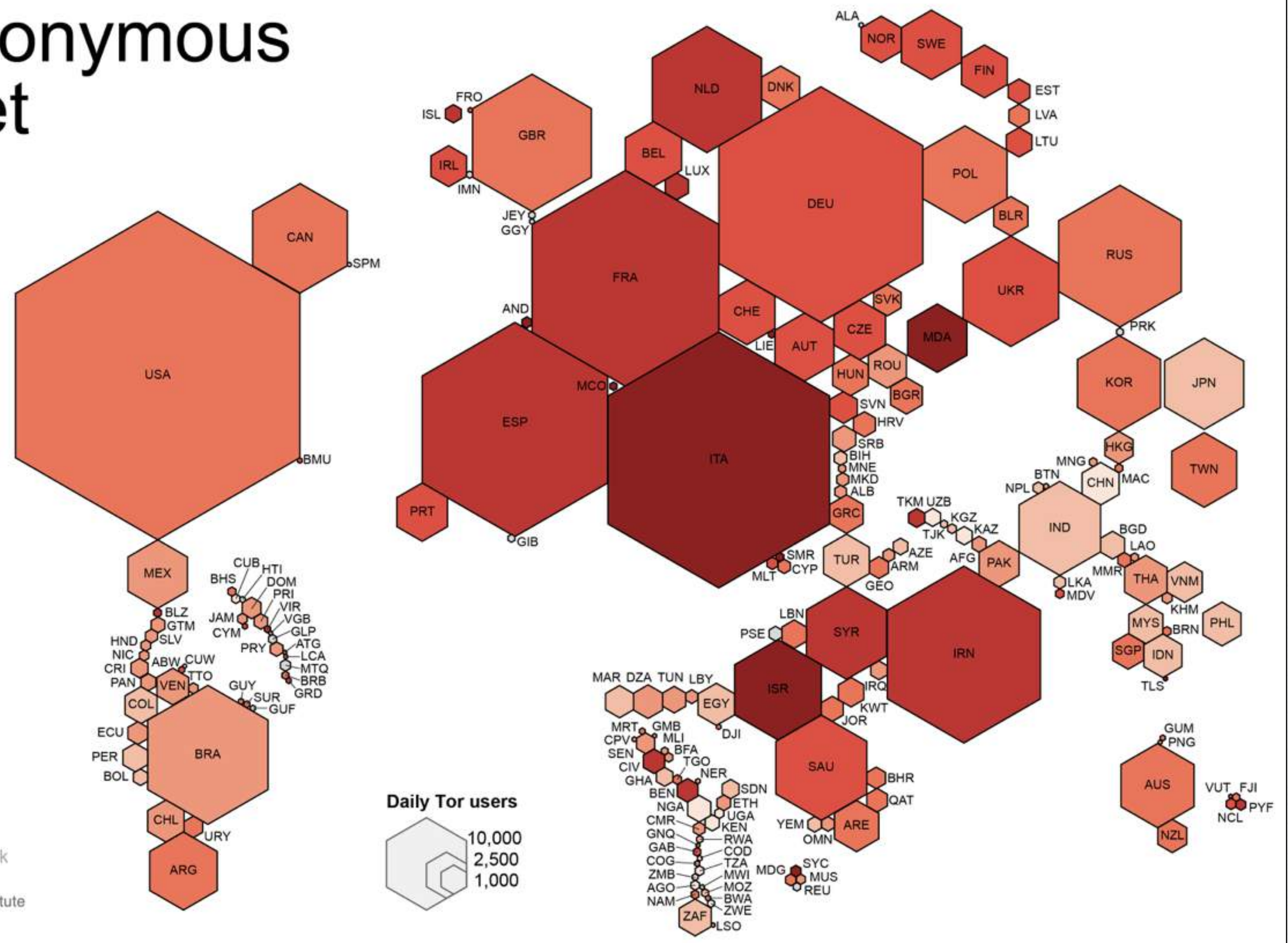
Daily Tor users per 100,000 Internet users

- > 200
- 100 - 200
- 50 - 100
- 25 - 50
- 10 - 25
- 5 - 10
- < 5
- no information

Average number of Tor users per day calculated between August 2012 and July 2013

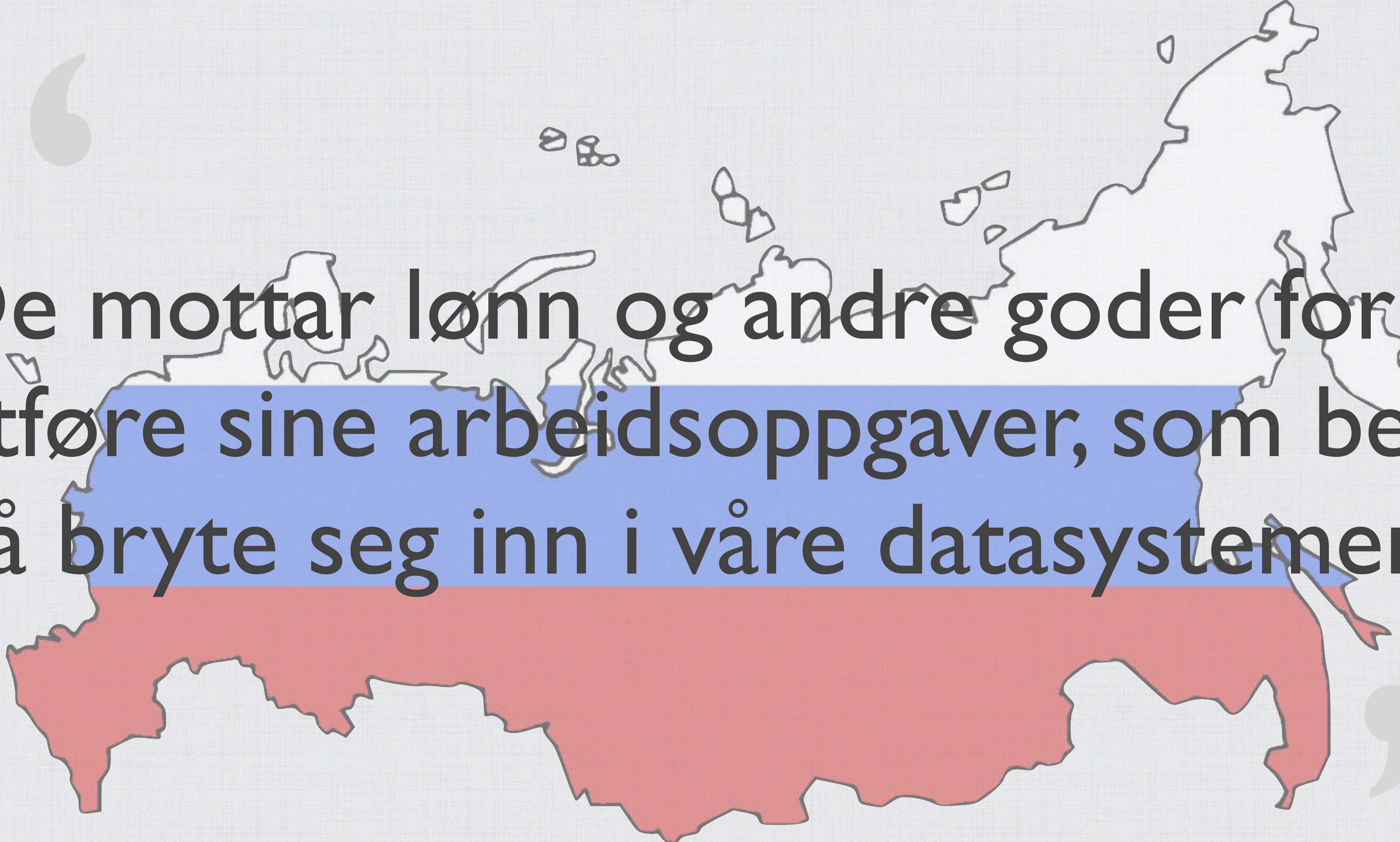
data sources:
 Tor Metrics Portal
metrics.torproject.org
 World Bank
data.worldbank.org

by Mark Graham (@geoplace) and Stefano De Sabbata (@maps4thought)
 Internet Geographies at the Oxford Internet Institute
 2014 • geography.oii.ox.ac.uk





https://en.wikipedia.org/wiki/Beagle_Boys



“ De mottar lønn og andre goder for å utføre sine arbeidsoppgaver, som består i å bryte seg inn i våre datasystemer ”



In the Future, Hackers Will Build Zombie Armies from Internet- Connected Toasters

July 5, 2016 // 08:30 AM EST



Written by
**LORENZO FRANCESCHI-
BICCHIERAI**
STAFF WRITER



July 5, 2016 // 08:30 AM EST



September 29, 2016 // 12:03 PM EST

kompetanse?





secure.online.alt

“

Prediction: Through 2020, **99% of vulnerabilities exploited** will continue to be ones **known by security and IT professionals** for at least one year.

”

“

Prediction: By 2020, **a third of successful attacks** experienced by enterprises will be on their **shadow IT resources**.

”

shadow it

“

the typical firm has on the order of **15 to 22 times more cloud applications** running in the workplace than have been authorized by the IT department.

”

ANDY GREENBERG SECURITY 08.10.16 4:29 PM

A NEW WIRELESS HACK CAN UNLOCK 100 MILLION VOLKSWAGENS



KAZUHIRO NOGI/AFP/GETTY IMAGES



CYBERSECURITY FUTURES 2020

CENTER FOR LONG-TERM CYBERSECURITY

UNIVERSITY OF CALIFORNIA BERKELEY



Scenario ONE

The New Normal

Following years of mounting data breaches, internet users in 2020 now assume that their data will be stolen and their personal information broadcast. Law enforcement struggles to keep pace as larger-scale attacks continue, and small-scale cyberattacks become entirely commonplace—and more personal. . . .



- mer datainnbrudd
- brukere forventer at data blir stjålet
- myndighetene makter ikke etterforske/håndtere



Scenario TWO

Omega

Data scientists of 2020 have developed profoundly powerful models capable of predicting—and manipulating—the behavior of single individuals with a high degree of accuracy. For those responsible for cybersecurity, the stakes have never been higher....



- modeller som forutser og manipulerer brukere



Scenario THREE

Bubble 2.0

Two decades after the first dot-com bubble burst, the advertising-driven business model for major internet companies falls apart. As overvalued web companies large and small collapse, criminals and companies alike race to gain ownership of underpriced but potentially valuable data assets. . . .



- datadrevne modeller kollapse
- kriminelle og nye aktører kjemper om å overta datasettene



Scenario FOUR

Intentional Internet of Things

In 2020, the Internet of Things (IoT) is a profound social force that proves powerful in addressing problems in education, the environment, health, work productivity, and personal well-being. Because the IoT is everywhere, cybersecurity becomes just "security" and essential to daily life....



- IoT er over alt
- IT sikkerhet blir til sikkerhet



Scenario FIVE

Sensorium (Internet of Emotion)

In 2020 wearable devices won't care about how many steps you take; they will care about your real-time emotional state. Whether for blackmail, "revenge porn," or other motives, cybercriminals and hostile governments find new ways to exploit data about emotion....



- Wearables måler følelser
- Kriminelle og "fiendtlige" myndigheter misbruker datasettene

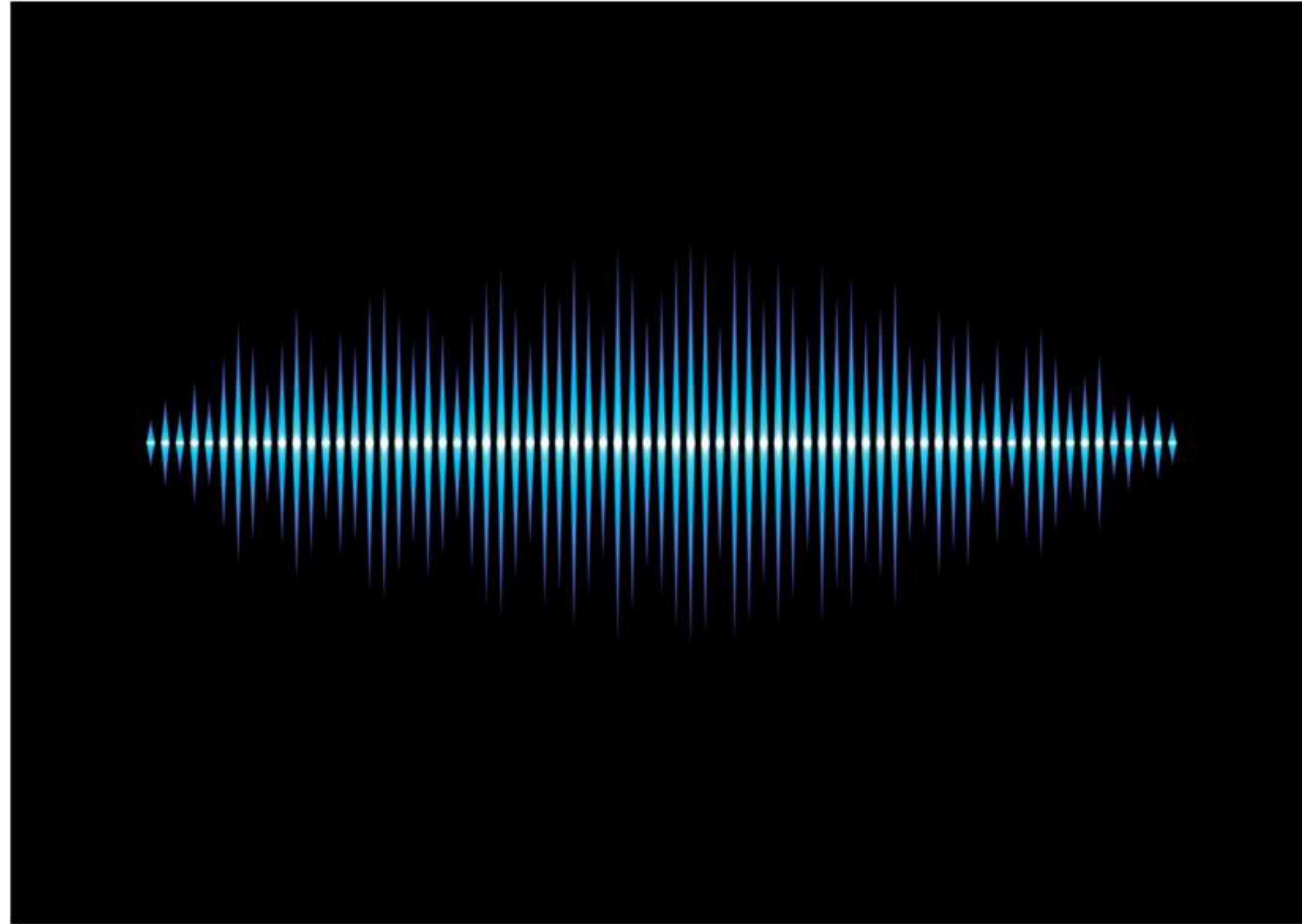


Scenario FIFTEEN+

ONE + TWO + THREE + FOUR + FIVE + MORE = FIFTEEN+

GERALD SAUER SECURITY 02.28.17 10:00 AM

A MURDER CASE TESTS ALEXA'S DEVOTION TO YOUR PRIVACY





“

You have all these rules,
and you think they'll save you!

”

cocky raus og rosa så meg influensa(r) markedsfører

vs ein white (og kanskje litt grey) hat techie?

“

You know we're sitting on four million pounds of fuel, one nuclear weapon and a thing that has 270,000 moving parts built by the lowest bidder. Makes you feel good, doesn't it?

”

Armageddon (1998)

hva er personopplysninger?

råvare

handelsvare

korrekt representasjon ?

premiss for drift, etc

eiendom?


bevis

konfliktmateriale

elhub

L. Ron Hubbard?






ENGLISH

Søk

NYHETER OM ELHUB DOKUMENTER KONTAKT



Elhub skal være den sentrale datahuben for måleverdier og markedsprosesser i det norske kraftmarkedet. Elhubs hovedfunksjoner er automatisert måleverdiprosessering og måleverdidistribusjon samt prosessering av markedsprosesser som leverandørbytter, flyttinger og rapportering. Elhub vil endre og forenkle hverdagen for alle kraftleverandører og nettselskaper i Norge. Elhub skal settes i drift i februar 2017.

Hvorfor Elhub?

NVE besluttet i 2013 at det skal etableres en datahub i Norge. Det overordnede formålet med Elhub er å etablere en samfunnsøkonomisk effektiv IKT-infrastruktur for sluttbruker-markedet for kraft i Norge.

[Les mer](#)

Hva er Elhub?

Elhub er navnet for den norske datahuben for måleverdier i kraftmarkedet. Elhub skal være den offisielle kilden til måleverdiene som skal danne grunnlag for fakturering av sluttkunder.

[Les mer](#)

Hvordan fungerer det?

Når en sluttkunde forbruker strøm registres dette av AMS måleren. Det samlede forbruket hos sluttkunden overføres til nettselskapet i nettområdet og videreføres inn til Elhub innen kl. 07.00 påfølgende dag, og er tilgjengelig for kraftleverandør og sluttkunde kl. 09.00.

[Les mer](#)



mulighet

risiko

fragmentert

uklart?

unnskyldning?

forhandlingskort

samfunn?

GDPR?

GDPR: følger du regelverket i dag?

GDPR: hvilke data har du?

GDPR: hvilke data trenger du?

GDPR: hvor har du data?

GDPR: hvem har tilgang til dataene?

GDPR: kjenner du risikoener for dataene?

GDPR: 2/3 vs 1/3

“to av tre tror de må endre rutiner for å innfri kravene i den kommende personvernforordningen, må det bety at 1 av 3 vil komme til å få en brutal oppvåkning”

det som ikke er personvern,
men likevel blir personvern?

data, meta-data; history, integrity,
communication, anonymity,
pseudonymity, identity, location &
context, always context...





“

The new Regulation will establish a single, **pan-European** law for data protection, replacing the current inconsistent patchwork of national laws allowing companies to deal with one single supervisory authority, rather than 28, **estimating the benefits to be valued at €2.3bn per year.**

”

opportunity vs. problem?

law vs. climate of trust?

law, regulation, soft law, defined goals,
expectations, (random) ideas, moral panic,
(fluffy) expectations, (expectations of) csr,
sep...

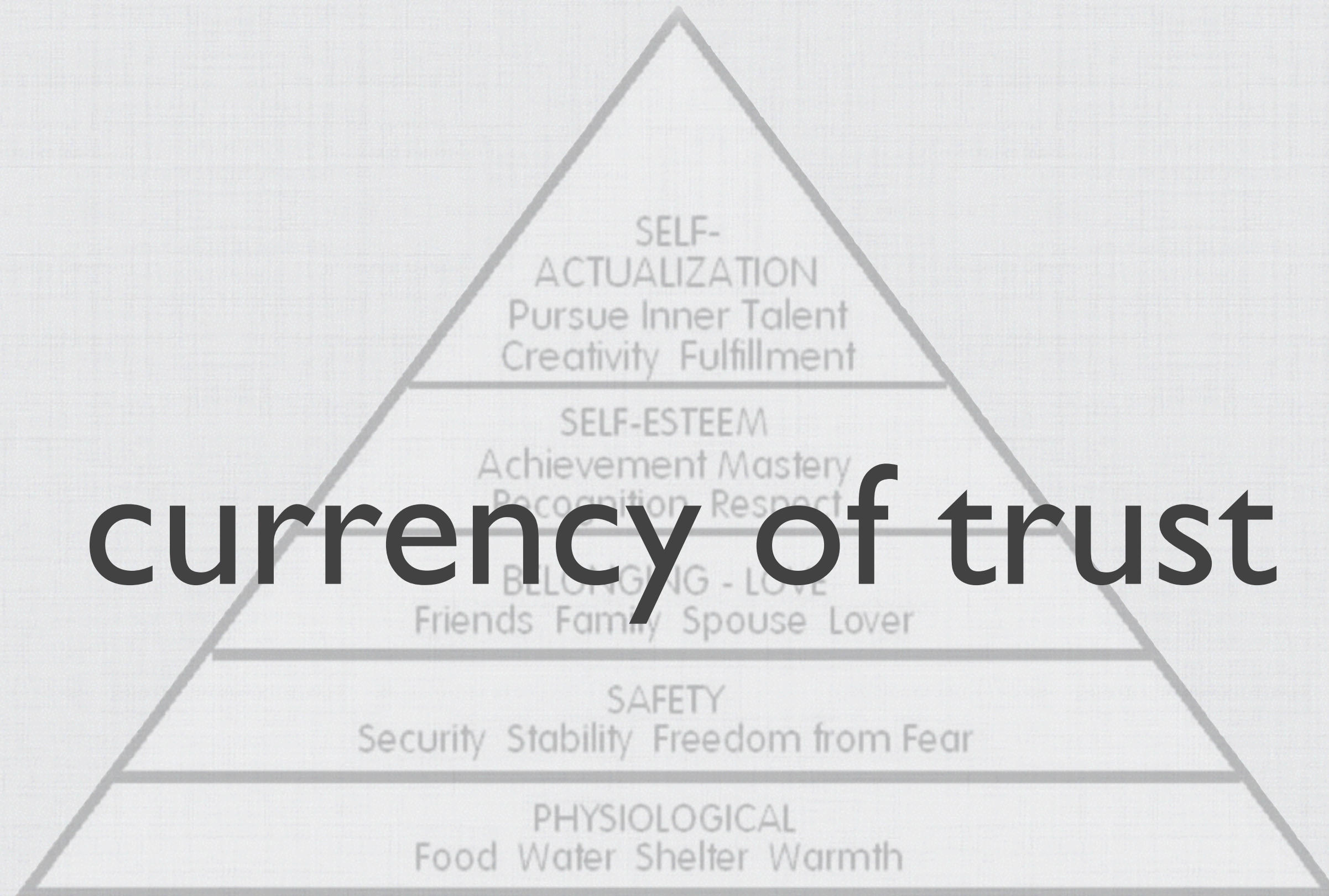
& more...



THE SLIDE FROM "SELF-REGULATION" TO CORPORATE CENSORSHIP

THE SCALE AND SIGNIFICANCE OF MOVES TO ENTRUST INTERNET INTERMEDIARIES WITH A
CORNERSTONE OF DEMOCRACY - OPEN ELECTRONIC COMMUNICATIONS NETWORKS





from **privacy** by design

to **privacy** as a feature

“anon” vs. “identifying” data

it's all context?

AOL

“The release was intentional and intended for research purposes; however, the public release meant that the entire Internet could see the results, rather than a select number of academics.”

A Face Is Exposed for AOL Searcher No. 4417749

By MICHAEL BARBARO and TOM ZELLER Jr.
Published: August 9, 2006

Buried in a list of 20 million Web search queries collected by AOL and recently released on the Internet is user No. 4417749. The number was assigned by the company to protect the searcher's anonymity, but it was not much of a shield.



Erik S. Lesser for The New York Times

Thelma Arnold's identity was betrayed by AOL records of her Web searches, like ones for her dog, Dudley, who clearly has a problem.

No. 4417749 conducted hundreds of searches over a three-month period on topics ranging from "numb fingers" to "60 single men" to "dog that urinates on everything."

And search by search, click by click, the identity of AOL user No. 4417749 became easier to discern. There are queries for "landscapers in Lilburn, Ga," several people with the last name Arnold and "homes sold in shadow lake subdivision gwinnett county georgia."

It did not take much investigating to follow that data trail to Thelma Arnold, a 62-year-old widow who lives in Lilburn, Ga., frequently researches her friends' medical ailments and loves her three dogs. "Those are my searches," she said, after a reporter read part of the list to her.

 SIGN IN TO E-MAIL THIS

 PRINT

 REPRINTS

BROOKLYN
NOW PLAYING
GET TICKETS

17556639 how to kill your wife
17556639 how to kill your wife
17556639 wife killer
17556639 how to kill a wife
17556639 poop
17556639 dead people
17556639 pictures of dead people
17556639 killed people
17556639 dead pictures
17556639 dead pictures
17556639 dead pictures
17556639 murder photo
17556639 steak and cheese
17556639 photo of death
17556639 photo of death
17556639 death
17556639 dead people photos
17556639 photo of dead people
17556639 www.murderdpeople.com
17556639 decapitated photos
17556639 decapitated photos
17556639 car crashes3
17556639 car crashes3
17556639 car crash photo

kompetanse?

Disse har søkt på nyhetsdirektørjobben i NRK

1. Morten Arne Alsos (36), Horten
2. Alexandra Beverfjord (38), Oslo
3. Trukket
4. Frode Nielsen Børfjord (52), Austre Gausdal, Seniorrådgiver
5. Thorbjørn Gaarder (60), Oslo, Chief credit officer
6. Trukket
7. Veronika Ingebretsen (24), Bjøneroa
8. Kvinne (56)
9. Trukket
10. Trukket
11. Kyrre Nakkim (49), Oslo, Redaktør
12. Mann (40)
13. Eirik Nødset (36), Oslo Chairman and general manager
14. Andreas Olaussen (32), Sarpsborg
15. Mann (41)
16. Prodromos Zachariadis (45), Os, Project Manager

forankring & beslutninger?

– De unge opplever at dette er blitt så vanlig at de henger seg på trenden for å være in i et ungdomsmiljø, sier Berit Skog.

> **LES OGSÅ:** [Oppfordrer unge til å dele nakenbilder](#)



Det finnes flere kontoer på Snapchat som deler bilder av ungdom som kler av seg.
FOTO: MONTASJE

– Krenkende

13 år gamle Nora Bjørnstad fra Trondheim er som nesten alle sine venner på Snapchat, og hun har iallfall en gang fått nakenbilder. Det samme har 12 år gamle Sara Myrvang.

“

De har jo sjøl lagt det ut på et nettsted, da

Merete Verstad, Redaksjonssjef NRK Trøndelag

”



ledelse & styre?

no vs. local vs. cloud data

temporary vs. persistent data

data transparency & ownership*

*education, healthcare, data retention, personalisation, etc.

the right to be forgotten

got consent?

up front & for every single
bloody microscopic change

reduced bureaucracy up front
vs.
increased responsibility & risk

level playing field

competition, public procurement, etc

level playing field
really?

- lettere å komme i gang (mindre varsling etc)
- tydeligere rammer(?)
- mer ansvar & risiko (opptil 2%...?)
- regulering for de store - ikke norske små- & mellomstore(?)
- mer komplisert håndtering og utveksling av data
- mer intern (og dyrere(?)) “ikke teknisk” byråkrati og administrasjon
- stor risiko for å forvirre (eller skremme?) kunden (information & notification)
- “lik(ere)” konkurranse
- higher consumer/user trust(?)



**KEEP
CALM
IT'S
THE LAWYERS
PAY DAY**

- lettere å komme i gang (mindre varsling etc)
- tydeligere rammer(?)
- mer ansvar & risiko (opptil 2%...?)
- regulering for de store - ikke norske små- & mellomstore(?)
- mer komplisert håndtering og utveksling av data
- mer intern (og dyrere(?)) “ikke teknisk” byråkrati og administrasjon
- stor risiko for å forvirre (eller skremme?) kunden (information & notification)
- “lik(ere)” konkurranse
- higher consumer/user trust(?)
- høyere advokatregninger (ref. personvernombud)

gdrp, eprivacy, security, etc by design

INTERNET
SWITCH
MUST BE ON
FOR NORMAL
OPERATIONS

05823-42074-125W

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