

We Don't Want Your Data!



Privacy 1.0 – The Cookie Monster

Discovery, Transparency & Learning

Cookiepedia

[All About Cookies](#)

[EU Cookie Directive](#)

[The Cookiepedia Project](#)

[Contact Us](#)

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COOKIES 5,502,413

Search for a



Strictly Necessary Cookies	1%
Performance Cookies	5%
Functionality Cookies	3%
Targeting Cookies	58%
Unknown Cookies	32%

Persistent Cookies
76%

First Party Cookies
20%

Session Cookies
24%

Third Party Cookies
80%

Find out about your favourite sites:

All About Cookies

Cookies are a fundamental part of the modern web, they bring **many benefits**, but have a significant **impact on privacy**. New online **privacy laws** are creating opportunities for people to **take control** over what information is collected about them as well as **exercise their privacy rights**.



Consumer Attitudes to Privacy

- 75% of UK consumers are concerned about online privacy
- 78% believe that businesses get the best deal from data exchange
- 65% feel they have a lack of control to prevent companies collecting information about them
- 34% claim they are more likely to exchange their personal information in return for personalised products and services

*Consumers have become aware, and more **wary** of what happens to their data...*



What
happens
on your
iPhone,
stays
on your
iPhone.

apple.com/privacy

Spring Hill
Suites
Marmot

Elite



Tim Cook 

@tim_cook



We must keep fighting for the kind of world we want to live in. On this [#DataPrivacyDay](#) let us all insist on action and reform for vital privacy protections. The dangers are real and the consequences are too important.

 7,125 9:40 PM - Jan 28, 2019





Sam Levin 

@SamTLevin



I just tested the FaceTime bug with [@juliacarriew](#). It's real. You can call someone on FaceTime and listen to their phone's mic if they don't pick up. In some cases, you can even observe them through the camera without their knowledge. You can go to settings and turn off FaceTime.

♡ 268 1:36 AM - Jan 29, 2019

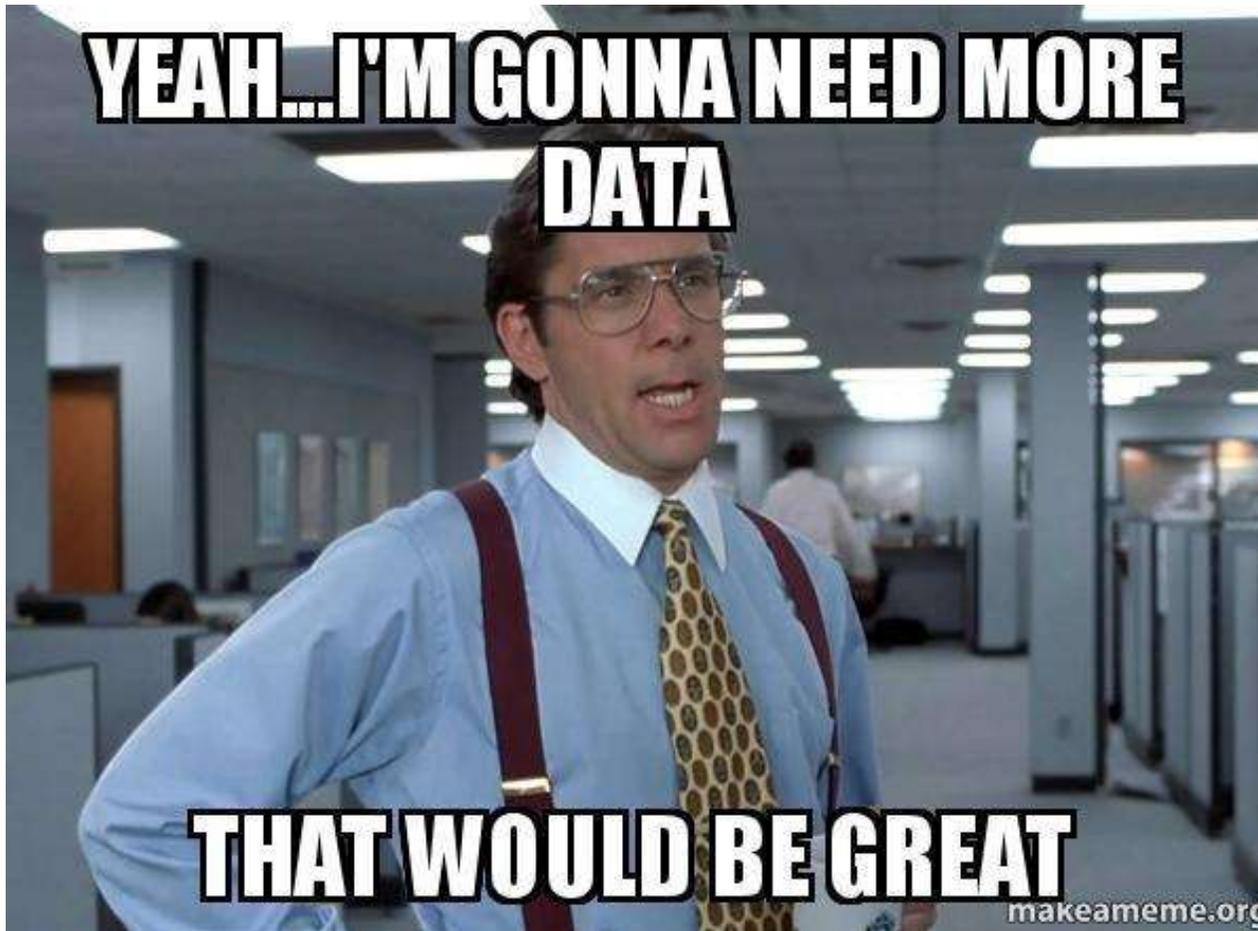
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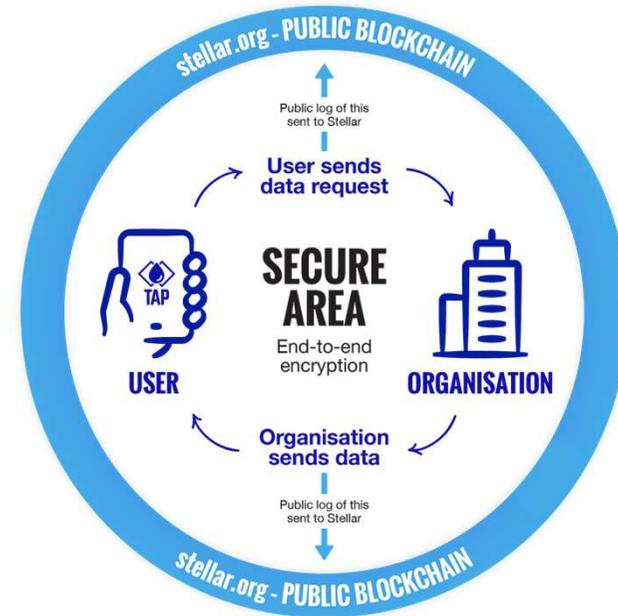


in.



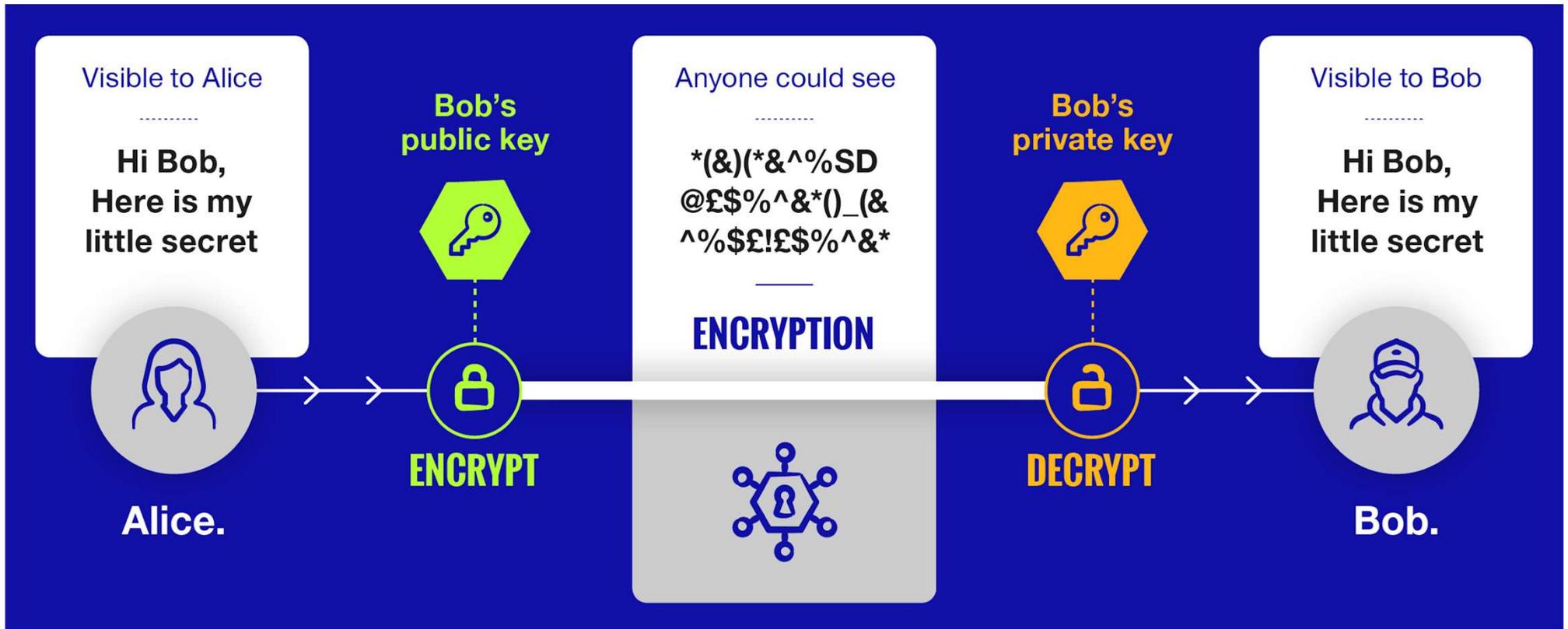


Breaking Techy
Habits



Blockchain – a Virtuous Circle

End-to-End Security – Lifecycle Protection



Request Data Access



Nationwide Passphrase

Please share this "Passphrase" with trusted team members whom require access to the portal.

paddle spike match essay offer slice world soccer mimic
reopen insect north

Copy

I confirm that I have copied the Team Passphrase

If the Passphrase is lost the data for Nationwide will be unrecoverable.

Consistency -
Key
Management
is Hard!

Applying PbD Principles as Technologists

1. Be proactive
2. Use the right defaults
3. Part of design process
4. Avoid tradeoffs, find ways of doing PbD and making it work
5. Data life cycle is part of design
6. Transparent, don't lie about what you are doing
7. Good UX design

Allow at least 50% more Time – it's a Marathon!

A New Channel for Data Rights Dialogue

- Live app launch Jan '19
- 2,400 requests sent from users to companies
- 650 engaged users
- Average 4 requests per user
- Average 7 requests per user that 'connect' their Google account
- 1,400 companies in database seeded by users
- 90 companies engaged and created accounts



Sample SAR Response – More Data Please!

Thank you for your recent enquiry.

In order for us to progress with your request, please tell us:

- *Which brands, if not all, your request relates to (i.e. MoneySuperMarket, MoneySavingExpert, TravelSuperMarket)*
- *Which products, if not all, your request relates to (for example, motor insurance, energy, etc.)*
- *Is there anything specific you would like us to include? For example, a specific quotation*

We also need the following necessary personal details so that we can locate your information:

- *Full name*
- *Date of Birth*
- *Postal Address (including postcode)*
- *Preferred contact number*
- *Email Address*
- *Any other email addresses you have used when visiting a MoneySuperMarket Group brand (**please note:** we can only give you information associated with the email addresses you give us)*

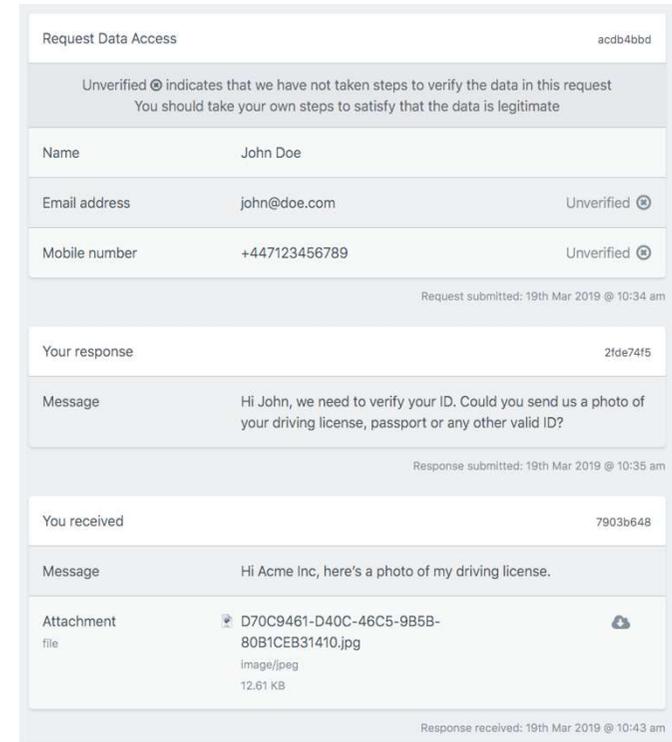
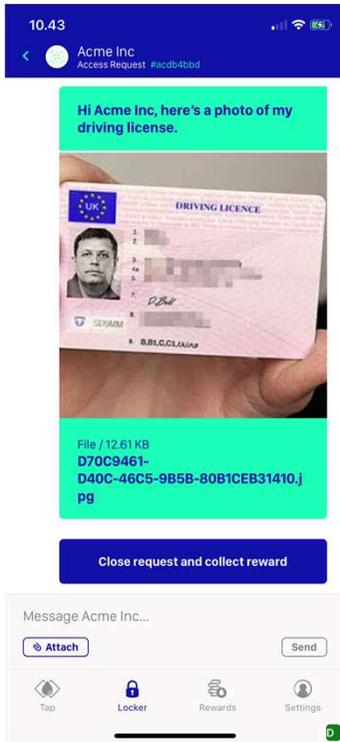
Please note: If your request relates to TravelSuperMarket only, you are not required to provide any other information than your email address.

Finally, in order for us to confirm your identity we require you to provide a form of ID. You can refer to the attached guidance document for valid forms of identification. Please attach these when replying this email.

Under the General Data Protection Regulation (GDPR), we legally have one calendar month to process your request. We will start processing your request when we receive **all of the required information**. Whilst we endeavour to process your request in advance of this deadline, we cannot guarantee this will be the case, as any missing information will cause a delay.

For guidance on timescales set by the Information Commissioners Office, please see the following link: <https://ico.org.uk/your-data-matters/time-limits-for-responding-to-data-protection-rights-requests/>

Kind Regards,



Self-Sovereign ID – the missing piece?