

# Is Online Privacy a Privilege?

## Open Science Scientists Investigating Cookies to Improve GDPR Compliance

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COP** RESEARCH AND INNOVATION PROJECT.



# Mentimeter Interaction

- **POLL: please go to**
  - [www.menti.com](https://www.menti.com) and use the code
    - 3228 7585
  - Choose one response to the question:
    - *Is Privacy dead?*
  - Results at the end of the session



©CSI-COP Jaimz Winter



Menti QR code  
left, OR

**www.menti.com** and  
use the code:  
**3228 7585**

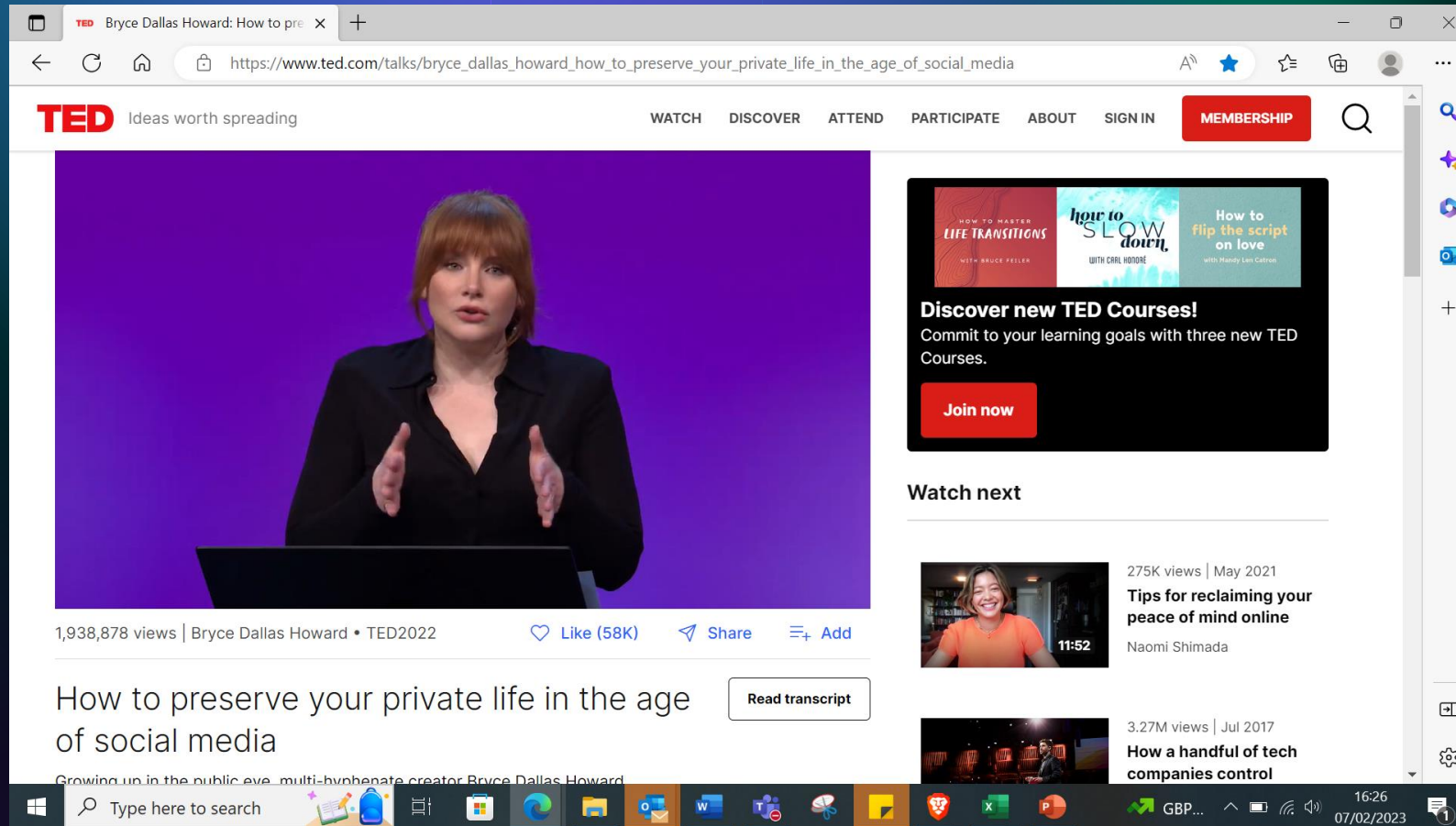
# Privacy: *do we have any?*

- In a 2016 movie, *I.T.* the antagonist plays an expert in I.T. and I.T. security systems
- This character, called Ed Porter, states that:
  - **"privacy is a privilege".**

I.T.: <https://www.imdb.com/title/tt2679552/>

# Bryce Dallas Howard TED talk 2022

## *Need for preserving our private life online*



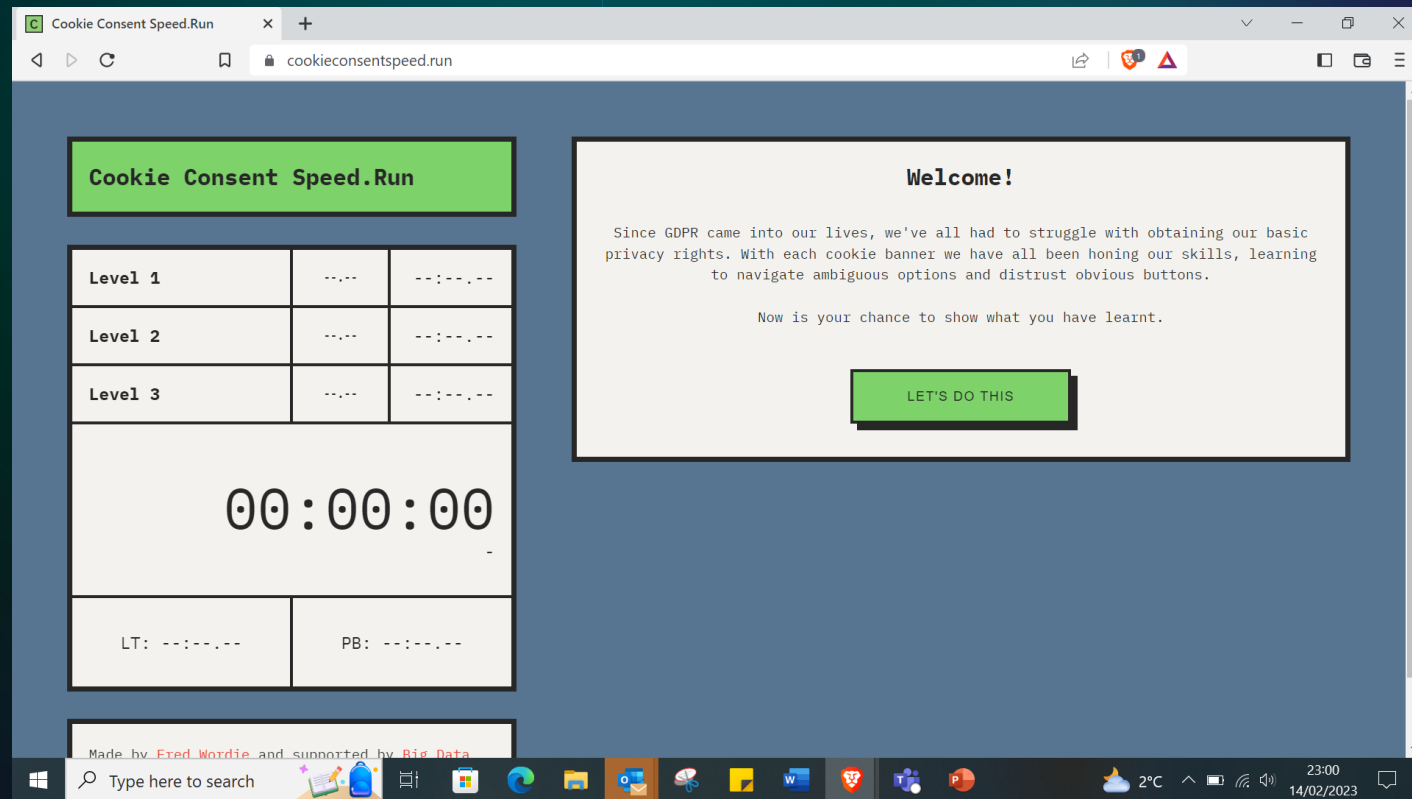
The screenshot shows a web browser window with the URL [https://www.ted.com/talks/bryce\\_dallas\\_howard\\_how\\_to\\_preserve\\_your\\_private\\_life\\_in\\_the\\_age\\_of\\_social\\_media](https://www.ted.com/talks/bryce_dallas_howard_how_to_preserve_your_private_life_in_the_age_of_social_media). The TED logo and navigation links (WATCH, DISCOVER, ATTEND, PARTICIPATE, ABOUT, SIGN IN, MEMBERSHIP) are visible at the top. The main content area features a video of Bryce Dallas Howard speaking at a podium against a purple background. Below the video, the title 'How to preserve your private life in the age of social media' is displayed, along with the view count '1,938,878 views' and the speaker's name 'Bryce Dallas Howard • TED2022'. A 'Read transcript' button is also present. To the right of the video, there are promotional cards for TED Courses and a 'Watch next' section with two video thumbnails: 'Tips for reclaiming your peace of mind online' by Naomi Shimada and 'How a handful of tech companies control'.

<https://research.coventry.ac.uk/sites/csi-cop/Shared%20Documents/Graphics/2023-02-07%2016-04-38%20-%20Trim.mp4>

# How is our privacy compromised online?

- Through the collection of our personal data from:
  - Websites we visit
  - Apps on our smart devices
  - Digital tech we use around the house connected to the internet (e.g. smart TV)

# Try the cookie game: 2mins



Game here:

<https://cookieconsentspeed.run/>

# Gifting our personal data all over the web

- **Cathy O'Neil** (2016, p.68 in book: ***Weapons of Math Destruction***)
  - "By contributing rivers of data , people ... give advertisers the ability to learn about them in great detail"

# Who we are gifting to...

## From **Bashir and Wilson (2018)**

- "52 Advertising & Analytics (A&A) companies observe at least 91% of an average user's browsing history";
- " ... **AdBlock Plus** (the world's most popular ad blocking browser extension) ... is ineffective at protecting users' privacy..." ;
- "To show relevant ads to users, advertisers rely heavily on collecting information about users as they browse the web."
- **This data collection is achieved by embedding trackers into webpages that gather browsing information about each use"**

Bashir, M.A. and Wilson, C. (2018).  
Diffusion of User Tracking Data in the Online Advertising Ecosystem.  
*Proceedings on Privacy Enhancing Technologies*, 4: 85-103

<https://www.petsymposium.org/2018/files/papers/issue4/popets-2018-0033.pdf>

# Our data extracted without our knowledge...

From **Bashir and Wilson's 2018\*** paper:

- "When a user visits a website, JavaScript code from a third-party advertiser is automatically downloaded and executed in the user's browser";
- "... **cookie matching** ... a process by which different Advertising and Analytics companies exchange their unique tracking identifiers for specific users."

\*Bashir, M.A. and Wilson, C. (2018).  
Diffusion of User Tracking Data in the Online Advertising Ecosystem.  
*Proceedings on Privacy Enhancing Technologies*, 4: 85-103

<https://www.petsymposium.org/2018/files/papers/issue4/popets-2018-0033.pdf>

But what data? >

*Personal data*

# Personal data

https://coventry.learnupon.com/dashboard

Data Protection (GDPR)

## Securing personal data

Examples of personal data include names, (email) addresses, or someone's date of birth. The GDPR also brings in new things - such as IP addresses. Particular care must be taken with 'special categories of personal data' (e.g. information on someone's physical or mental health, sex life, and now - under the GDPR - biometric data).

From: Coventry University's **GDPR** Information

Personal Data is:

'Any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental economic, cultural or social identity of that natural person'.

1 2 3 4 5 6

3 of 28

Navigation icons: back, home, help, search, and forward.

# Examples of *personal data*?

- From Irwin (2021): “Under certain circumstances, **any of the following can be considered personal data**”:
  - A name and surname
  - A home address
  - An email address
  - An identification card number
  - Location data
  - An Internet Protocol (IP) address
  - The advertising identifier of your phone

Irwin, L. (2021). *Personal data vs. sensitive data: what's the difference?*

IT Governance.

[https://www.itgovernance.co.uk/blog/the-gdpr-do-you-know-the-difference-between-personal-data-and-sensitive-data?utm\\_source=social&utm\\_medium=twitter&utm\\_campaign=personal-data-blog#what-is-personal-data](https://www.itgovernance.co.uk/blog/the-gdpr-do-you-know-the-difference-between-personal-data-and-sensitive-data?utm_source=social&utm_medium=twitter&utm_campaign=personal-data-blog#what-is-personal-data)

It wasn't always like this on the Internet:

**in the early days *the user was in control.***  
SO WHAT CHANGED?

- “Number of years since launch as at 2020:
  - **Amazon-25 years (still <age 30 in 2023!!!)**
  - **Google-22 years**
  - Netflix-22 years
  - iPod-19 years
  - Skype-17 years
  - **Facebook-16 years**
  - **Gmail-16 years**
  - **Twitter-14 years**
  - **iPhone-13 years**
  - **WhatsApp-11 years**
  - **Uber-11 years**
  - iPad-10 years
  - **Instagram-10 years (now a teen in 2023!)**
  - Snapchat-9 years
  - **Zoom-8 years**
  - AirPods-4 years”

October 11, 2020

<https://twitter.com/JonErlichman>

# Mobile phone companies and your data

- Brodtkin (2021):
  - "Starting April 26, 2021, T-Mobile will begin a new program that uses some data we have about you, *including information we learn from your web and device usage data* (like the apps installed on your device) and interactions with our products and services for our own and 3rd party advertising, unless you tell us not to,"

Brodtkin, J. (2021).

*T-Mobile will sell your web-usage data to advertisers unless you opt out.*

arsTECHNICA

<https://arstechnica.com/tech-policy/2021/03/t-mobile-will-tell-advertisers-how-you-use-the-web-starting-next-month/>

# T-Mobile, privacy and consumer data

- Brodtkin (2021):
  - **"T-Mobile** said in a privacy notice. "When we **share this information with third parties, it is not tied to your name or information that directly identifies you.**"
  - **"... customers who say they've had problems opting out ..."**

Brodtkin, J. (2021).

*T-Mobile will sell your web-usage data to advertisers unless you opt out.*

arsTECHNICA

<https://arstechnica.com/tech-policy/2021/03/t-mobile-will-tell-advertisers-how-you-use-the-web-starting-next-month/>

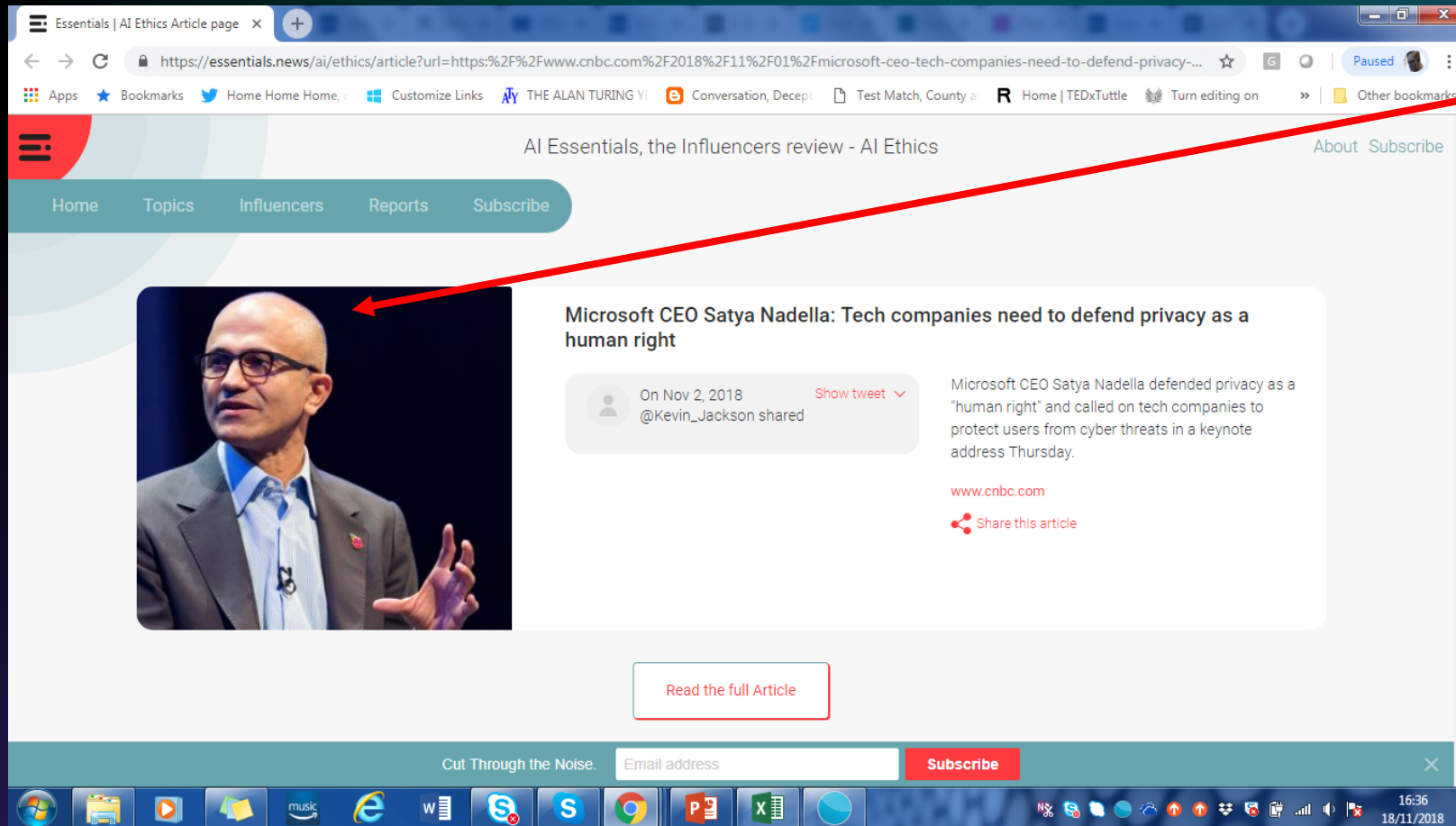
# Google snoops on you in *Incognito mode*

- Nayak and Rosenblatt (2021):
  - **Google** failed to kill a lawsuit alleging that it secretly scoops up troves of internet data even if users browse in “Incognito” mode to keep their search activity private.”

# Google's gimmick *Incognito mode*

- Nayak and Rosenblatt (2021):
  - "The consumers who filed the case as a class action alleged that **even when they turn off data collection in Chrome**, other Google tools used by websites end up amassing their personal information. A federal judge on Friday denied the **Alphabet Inc.** unit's initial request to throw out the case."

# Human rights



**Microsoft CEO**  
Satya Nadella:  
- "Tech  
companies  
need to  
defend  
privacy as a  
human right"

# But ....Microsoft and *DuckDuckGo* browser

- Cyberguy 2022:
  - “**DuckDuckGo**, an alternative **browser** known for its stance **and embrace of privacy first**, has been sharing tracking data from its customers with Microsoft.”
  - “In an apparent deal struck between DuckDuckGo and Microsoft, tracking data is shared when others may have thought their web activity was completely anonymous.”

From [here](#)

# Human rights 1

- Article 12 of the **1948 Universal Declaration of Human Rights** includes this statement:
  - “No one shall be subjected to arbitrary interference with his [her] privacy ... [or] correspondence.”

1948 Universal Declaration of Human Rights. Retrieved November 2, 2020 from here:

<https://www.un.org/en/universal-declaration-human-rights/>

# Human rights2

- Article 1 of the **2000 EU Charter of Fundamental Rights** states that:
  - “Human dignity is inviolable. It must be respected and protected”.

EU Charter of Fundamental Rights. Retrieved November 2, 2020 from here:

<https://fra.europa.eu/en/eu-charter/article/1-human-dignity>

# Human rights<sup>3</sup>

- The 2018 general data protection regulation (**GDPR**): “sets a high standard for consent” (ICO).
- This *informed* consent entails:
  - “offering individuals real choice and control”
  - “genuine consent should put individuals in charge, build trust and engagement”.

ICO. (n.d.)

*GDPR Informed Consent at a glance.*

ICO

<https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/consent/>

# From Coventry University GDPR information

## Data Protection (GDPR)

### GDPR objectives

The GDPR has two main objectives:

- 👤 Protection of fundamental rights and freedoms of individual persons with regard to processing of personal data; and
- 👤 Protection of the principle of free movement of personal data within the EU.

As of early 2018, the UK Government has published its new Data Protection Bill, which will implement exemptions from the GDPR. The Bill repeals the Data Protection Act 1998 and enshrines GDPR into UK law post-Brexit. It also incorporates a distinct national security regime, gives effect to the Law Enforcement Directive and creates two new criminal offences.

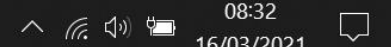
**Select the Next arrow to continue.**



6 of 28



Type here to search



08:32  
16/03/2021

*But* those website third-party cookies!

# Microsoft's strategy in practice online

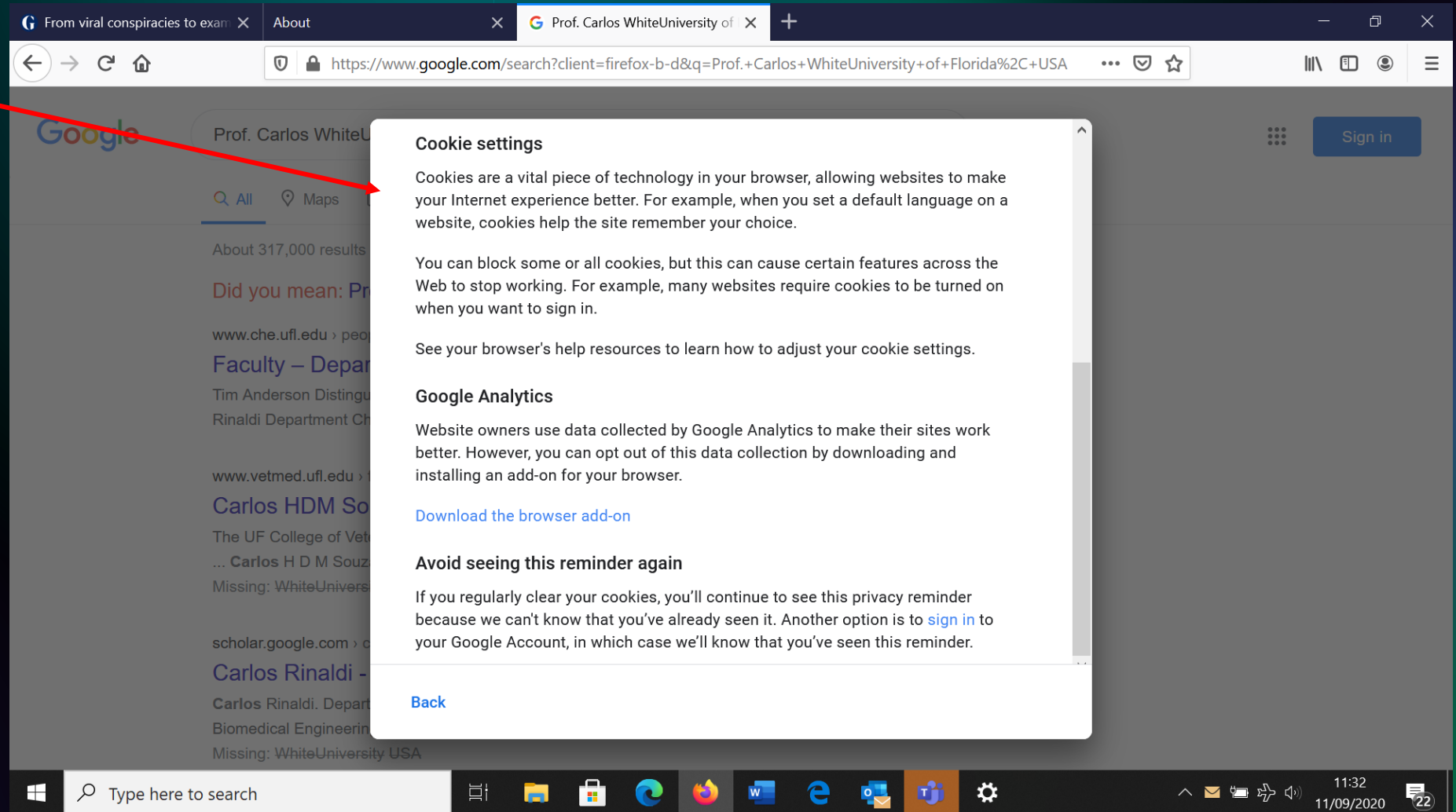
Microsoft and our third-party vendors use cookies and other data to deliver, maintain and improve our services and ads. If you agree, we will personalise the content and ads that you see.

You can select 'Accept' to consent to these uses, or click on 'More options' to review your options. You can change your selection under 'Manage Cookie Preferences' at the bottom of this page. [Privacy Statement](#)

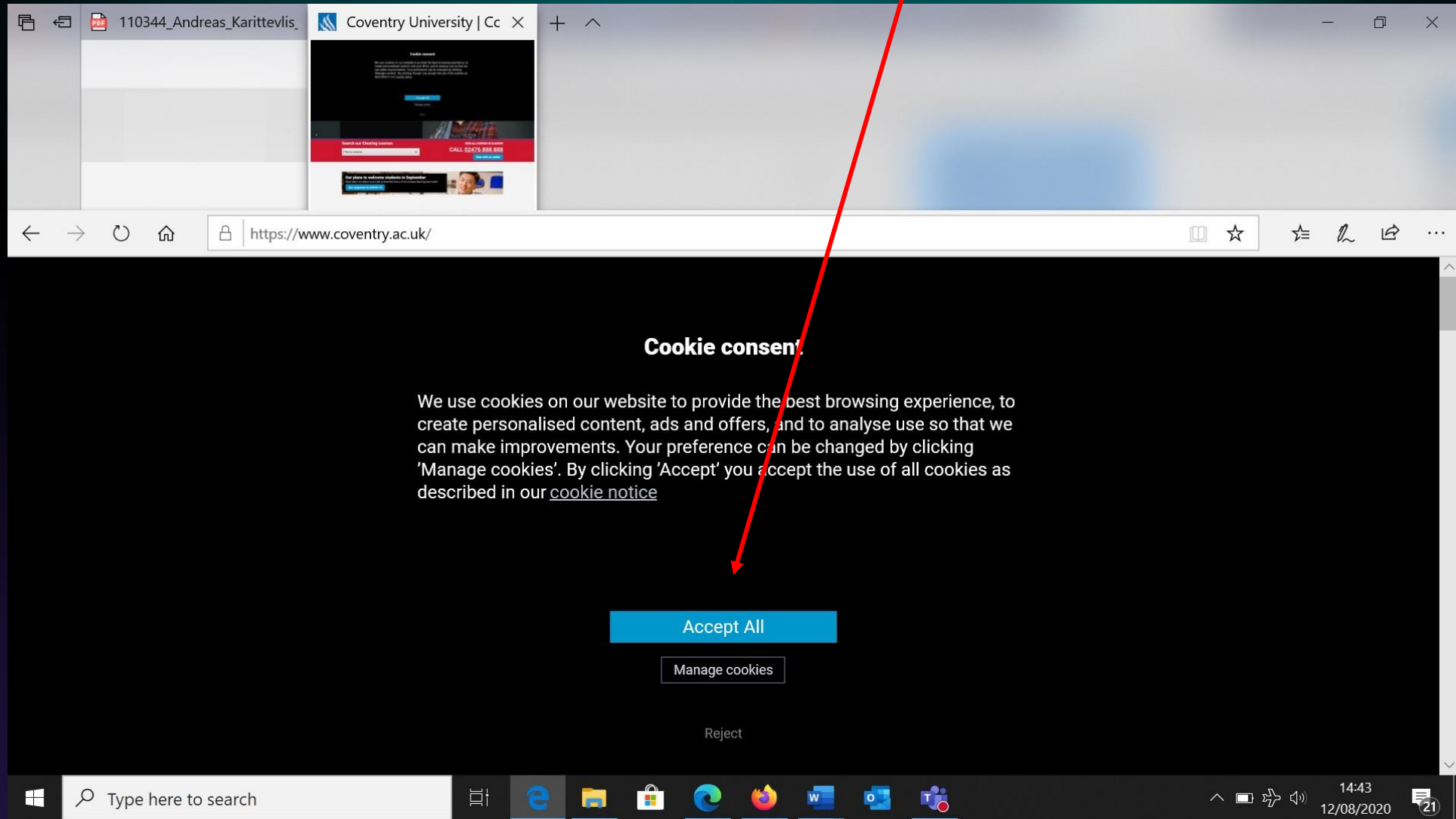
 Accept

# Google.com

**“Cookies** are a **vital piece of technology** in your browser allowing websites to make your internet experience better”



Previously, Coventry University website:  
dark pattern **nudged** you to **Accept All** cookies



# Change in Coventry University website from 15 March 2021 (CSI-COP project)

*Dark pattern gone - tracking by default.*

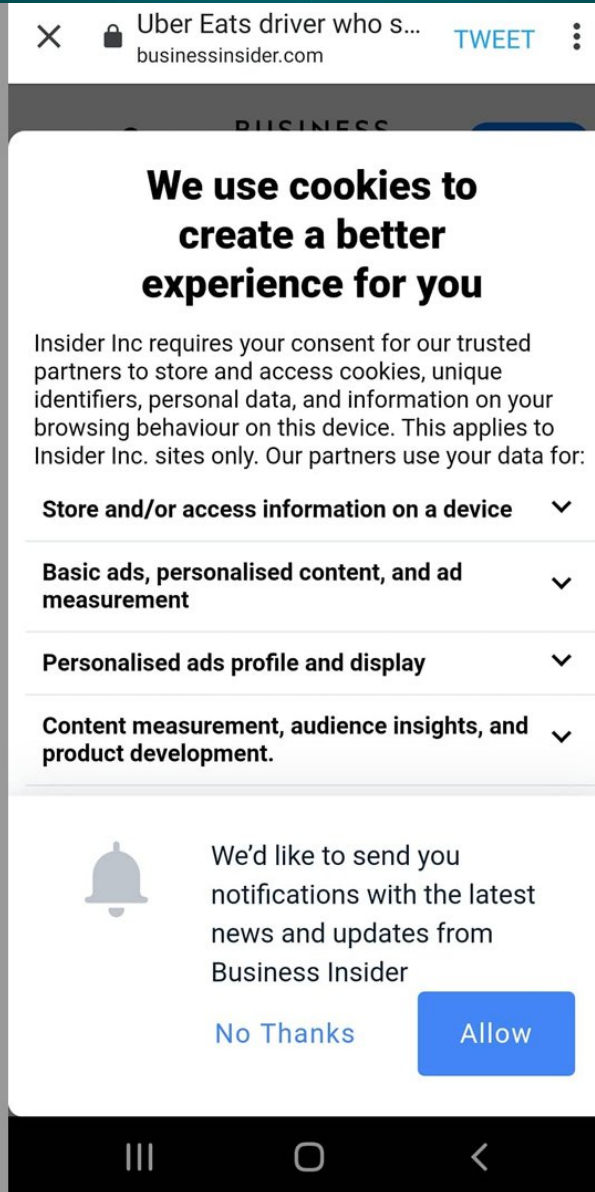
**Does this comply with GDPR?**

The screenshot shows the Coventry University website with a cookie consent modal open. The modal has a sidebar with categories: Privacy Policy, Necessary, Functional, Analytics, Performance, and Advertisement. The 'Analytics' category is selected, and the 'Analytics' toggle is turned on. A table lists the cookies used, including Google Analytics (\_ga). The modal also includes a 'Save my preferences' button and a 'Powered by CookieYes' logo.

Cookie	Type	Duration	Description
_ga	http	2 years	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.

At the bottom of the modal, there are three buttons: 'Manage My Choices', 'Reject Additional Cookies', and 'Accept Additional Cookies'. Below the modal, a footer message states: 'We use necessary cookies to make our site work. We'd like to set additional cookies to understand site usage, make site improvements and to remember your settings. We also use cookies set by other sites to help deliver content from their services. View our [Cookie Notice](#)'.

# Business Insider



# Spotify

The screenshot shows a web browser window with the Spotify Advertising page. The browser's address bar displays the URL <https://ads.spotify.com/en-US/news-and-insights/i-feel-you-and-your-ads/>. The page header includes the Spotify Advertising logo, navigation links for 'How It Works', 'News & Insights', 'Inspiration', and 'Help Center', and buttons for 'SIGN UP' and 'LOG IN'. The main content area features a large green banner with the text 'NEWS & INSIGHTS' and 'I feel you, and'. A black cookie consent banner is overlaid on the green banner, containing the text: 'We – and our partners – use cookies to deliver our services. By using our website, you agree to the use of cookies described in our Cookie Policy.' A red arrow points from the text 'and our partners' in the cookie banner to the text 'We and our partners use cookies to deliver our services' in the background. In the bottom right corner, there is a video player showing a woman wearing headphones, with a black overlay that says 'Let's talk.' and a plus sign.

Spotify Advertising

How It Works ▾ News & Insights Inspiration Help Center SIGN UP LOG IN

NEWS & INSIGHTS

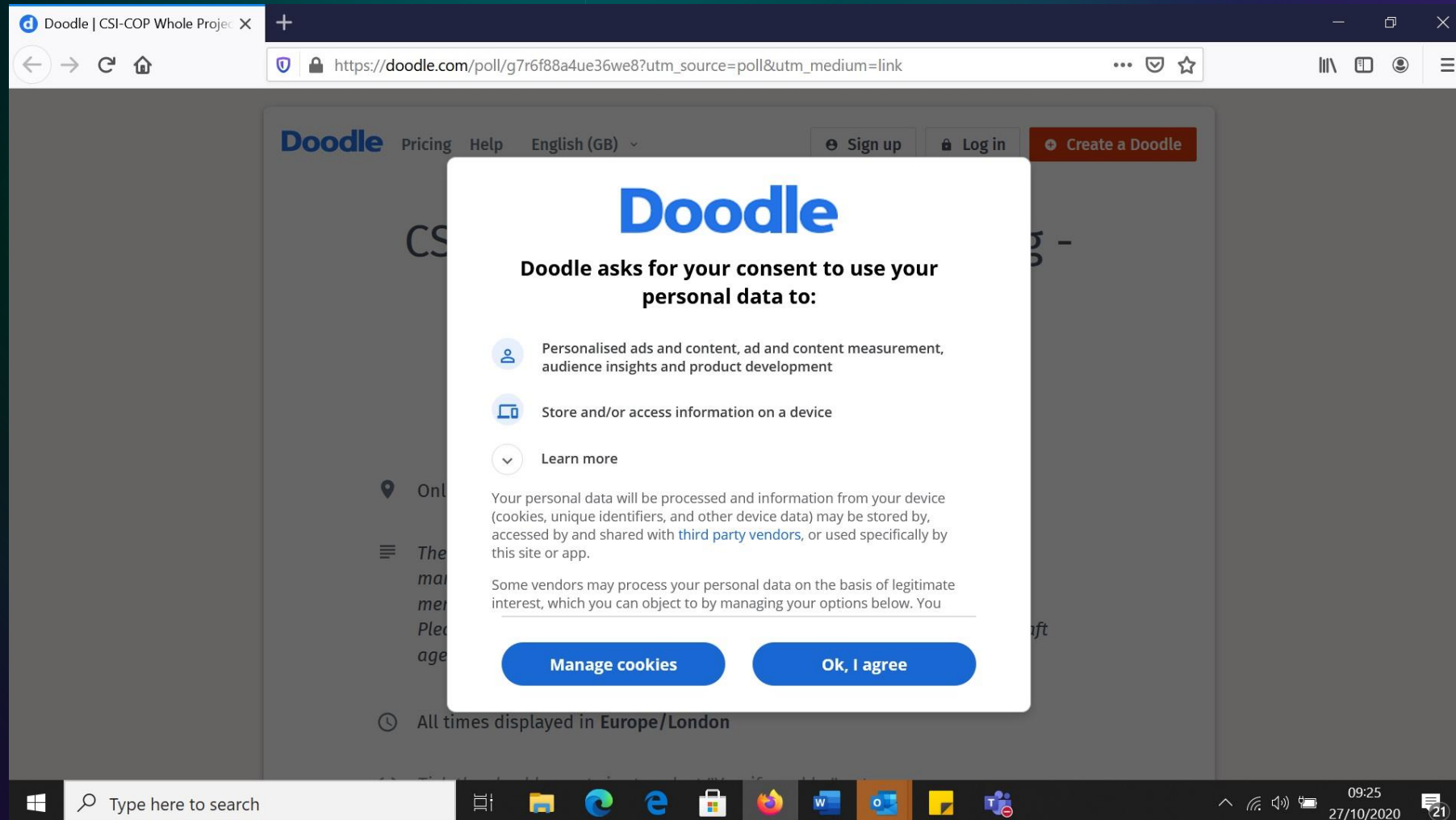
I feel you, and

We – and our partners – use cookies to deliver our services. By using our website, you agree to the use of cookies described in our Cookie Policy.

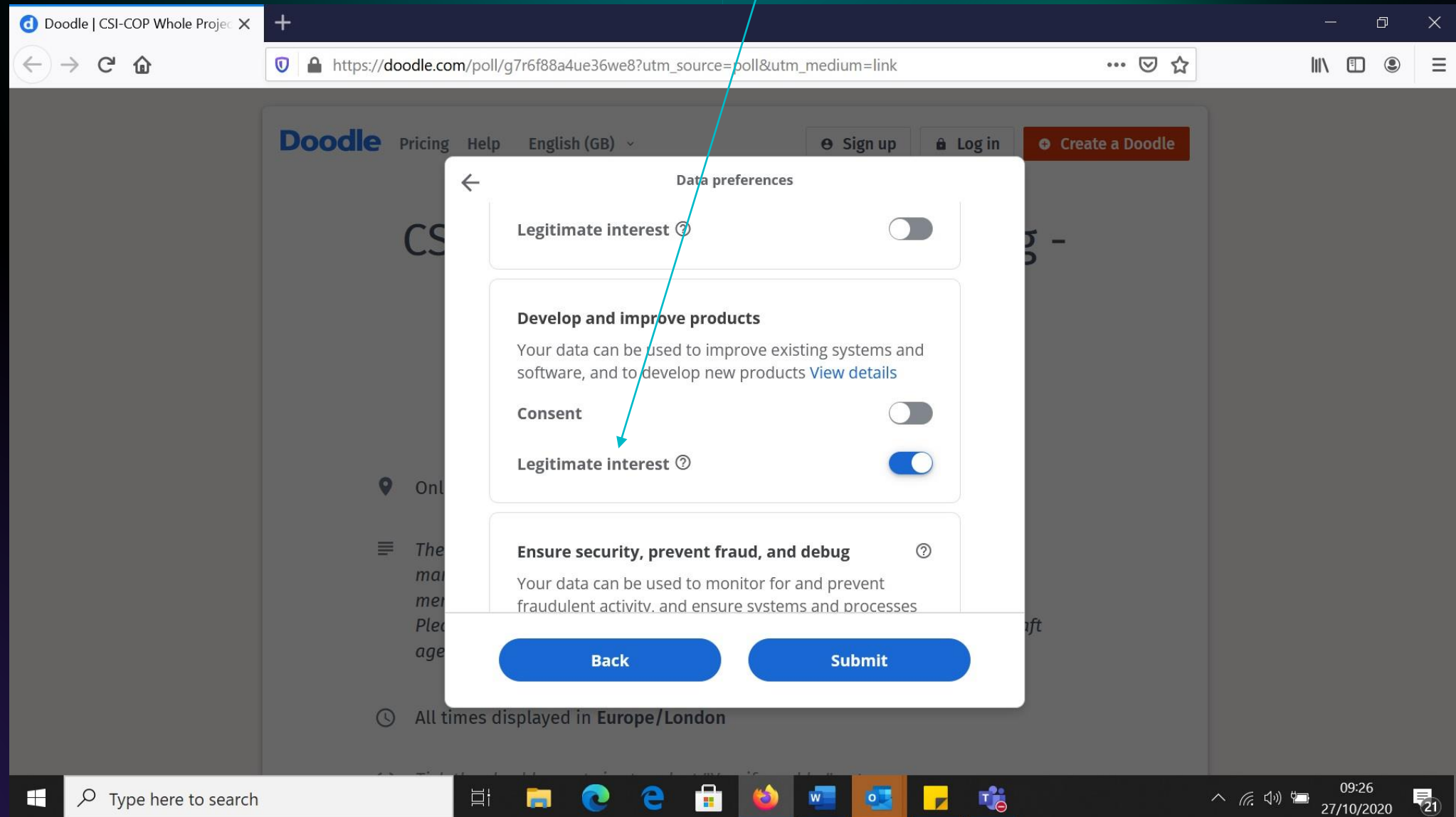
Let's talk. +

19:45 10/10/2020 22

# Doodle Poll



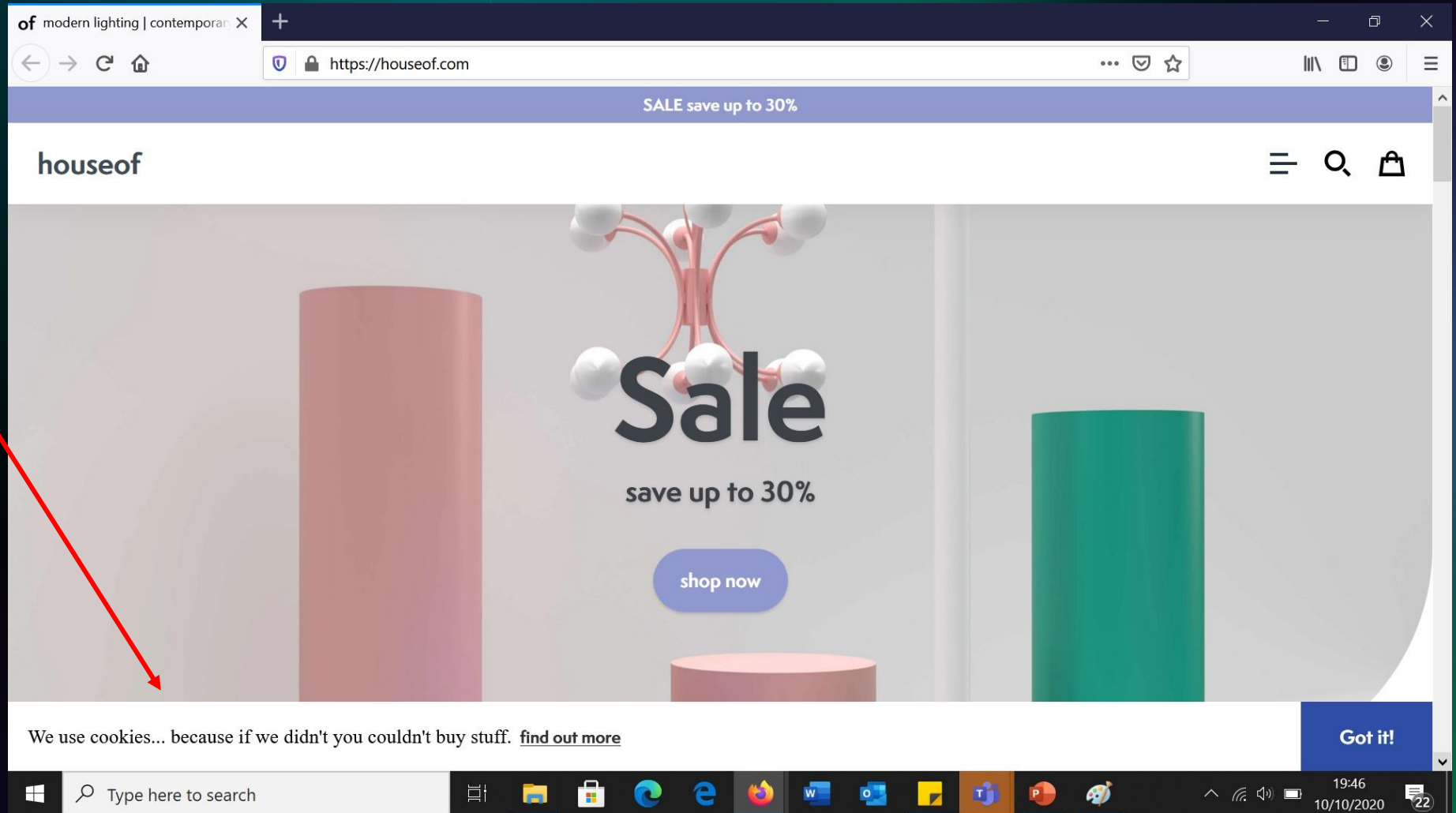
# What is legitimate interest?? Why is it defaulted to accept?



AND NOW FOR THE  
WORST EXCUSE!

# Houseof.com

"We use cookies  
....  
because  
if we  
don't you  
couldn't  
buy stuff"





# Mobile Applications GDPR Compliance

COPYRIGHT CSI-COP JAIMZ

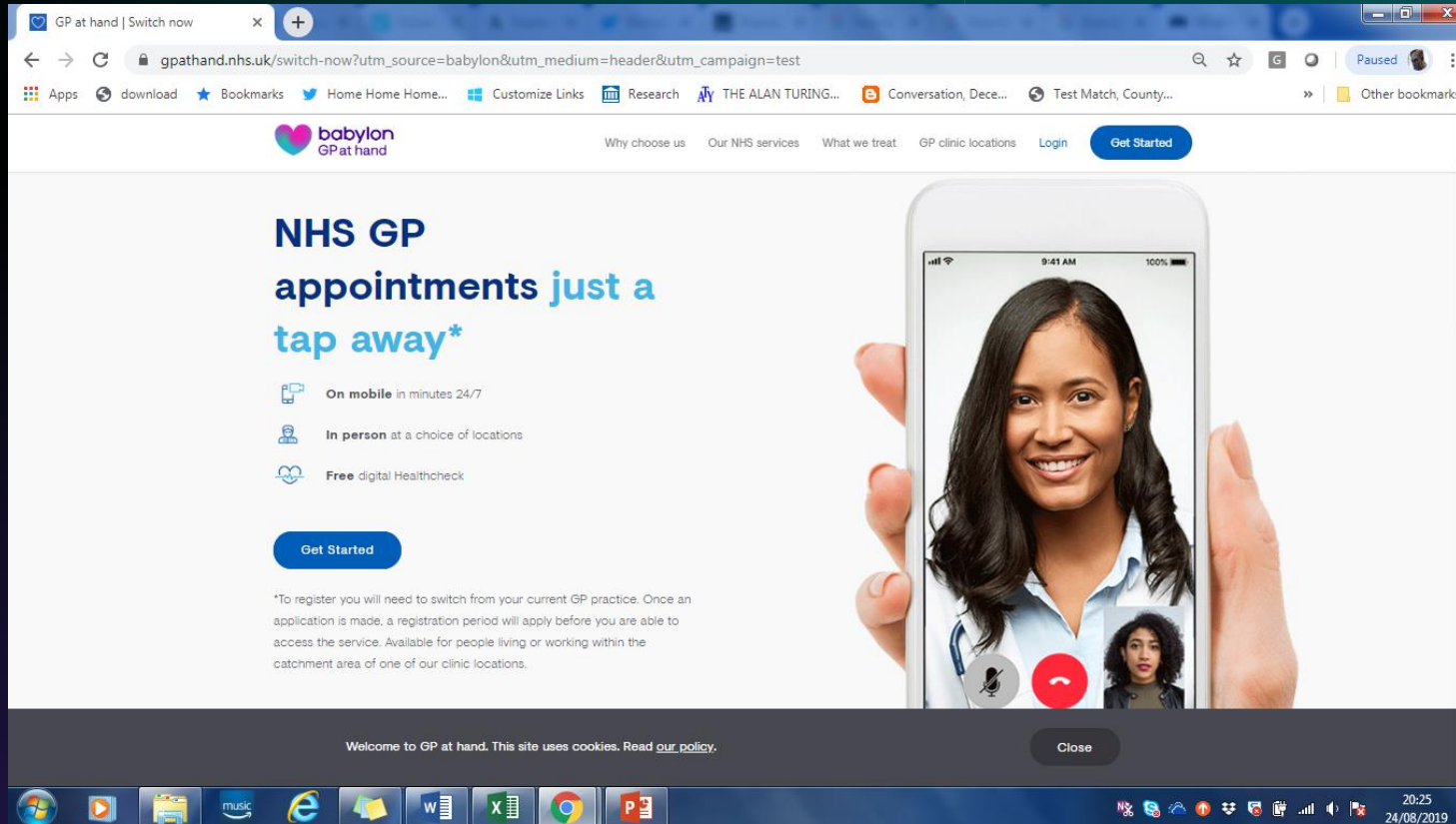
# NHS – UK's health service and Apps

- Royal Free Hospital NHS Foundation Trust - “one of the largest healthcare providers in Britain’s publicly funded National Health service (NHS)”.
- Collaboration with Alphabet’s (Google) UK company, DeepMind Technologies Ltd.
- From Powles and Hodson (2017):
  - “... transfer of identifiable patients’ records **without explicit consent**”
  - “... sensitive medical data on millions”

<https://link.springer.com/article/10.1007%2Fs12553-017-0179-1>

<https://deepmind.com/applied/deepmind-health/working-nhs/how-were-helping-today/royal-free-london-nhs-foundation-trust/>

# Babylon healthcare App



**Babylon's** “mission is to put an accessible and affordable health service in the hands of every person on earth”.

**Babylon** health app:  
<https://www.babylonhealth.com/>

# Embedded Trackers in Babylon App

Exodus v1.2 | Exodus Privacy | Reports | Trackers | Analysis

**5** trackers  
**26** permissions

**Babylon: online doctors & NHS GP at hand**

Version: 3.22.1.11049-armeabi-v7a  
Creator: Babylon Health  
Downloads: 100,000+ downloads

Other versions | On Google Play | APK fingerprint

Signed by:  
Fingerprint: 39d94af68f7620a9ed4533201e8b1bb5539408e8  
Issuer: countryName=UA, stateOrProvinceName=Odessa, localityName=Ukraine, organizationName=Ciklum, organizationalUnitName=Android, commonName=Eugene Dudnik  
Subject: countryName=UA, stateOrProvinceName=Odessa, localityName=Ukraine, organizationName=Ciklum, organizationalUnitName=Android, commonName=Eugene Dudnik  
Serial: 1389021976

This report was automatically issued on Aug. 18, 2018, 8:31 p.m..  
This report was automatically updated on Aug. 18, 2018, 8:31 p.m..

### 5 Trackers

We have found **code signature** of the following trackers in the application:

- AppsFlyer
- Facebook Login
- Google Crashlytics
- Google Firebase Analytics
- MixPanel

A tracker is a piece of software meant to collect data about you or your usages. We do not guarantee the exhaustiveness of this list.

Here is the list of trackers signatures found by static analysis in this APK. This is not a proof of activity of these trackers. The application could contain tracker(s) we do not know yet. If you have doubts about this report, contact us at [contact@exodus-privacy.eu.org](mailto:contact@exodus-privacy.eu.org).

### 26 Permissions

We have found the following permissions in the application:

Permission	Category
ACCESS_COARSE_LOCATION (android.permission) <i>Access Approximate Location (Network-Based)</i>	Dangerous
ACCESS_FINE_LOCATION (android.permission) <i>Access Precise Location (GPS And Network-Based)</i>	Dangerous
ACCESS_NETWORK_STATE (android.permission) <i>View Network Connections</i>	Normal
AUTHENTICATE_ACCOUNTS (android.permission)	Normal
BLUETOOTH (android.permission) <i>Pair With Bluetooth Devices</i>	Normal
BROADCAST_STICKY (android.permission) <i>Send Sticky Broadcast</i>	Normal
CAMERA (android.permission) <i>Take Pictures And Videos</i>	Dangerous
FLASHLIGHT (android.permission)	Normal
GET_ACCOUNTS (android.permission) <i>Find Accounts On The Device</i>	Dangerous

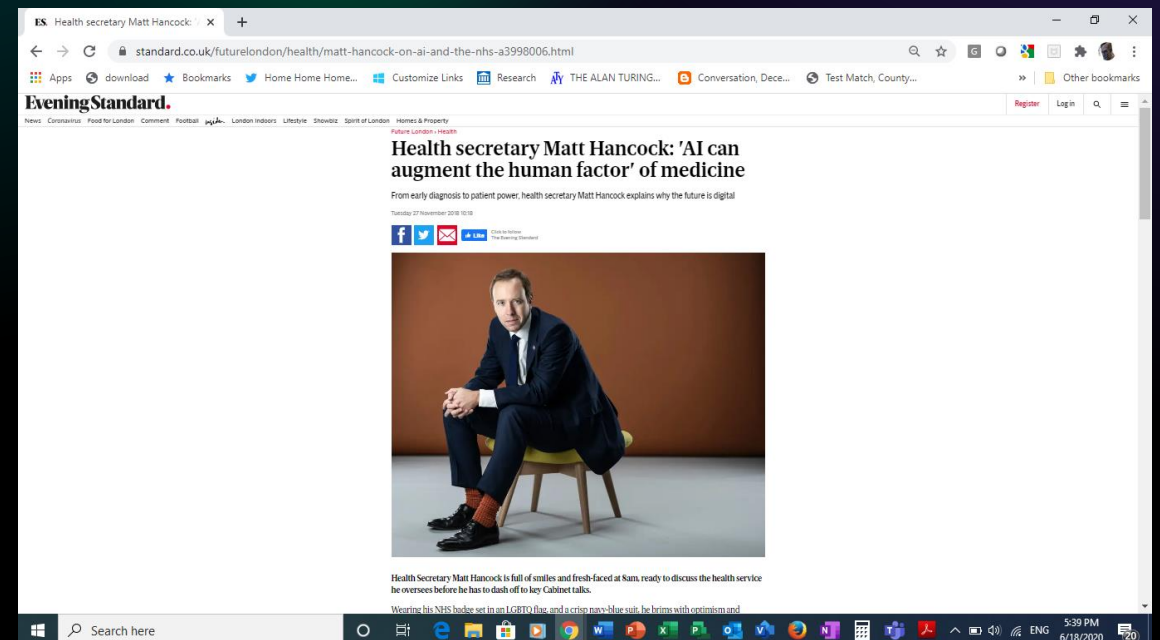
**Babylon** health app has these **embedded trackers**:

**Facebook Login**  
AppsFyer  
Mixpanel  
Google Firebase  
Google Crashlytics

# Babylon app and previous UK Govt Minister

- Matt Hancock, former UK Secretary of State for Health {*I'm a celebrity get me out of here 2022 contestant*}
  - Endorsed Babylon "private healthcare company in a sponsored newspaper supplement" (Syal, 2018).

<https://www.standard.co.uk/futurelondon/health/matt-hancock-on-ai-and-the-nhs-a3998006.html>



# Babylon app data breach

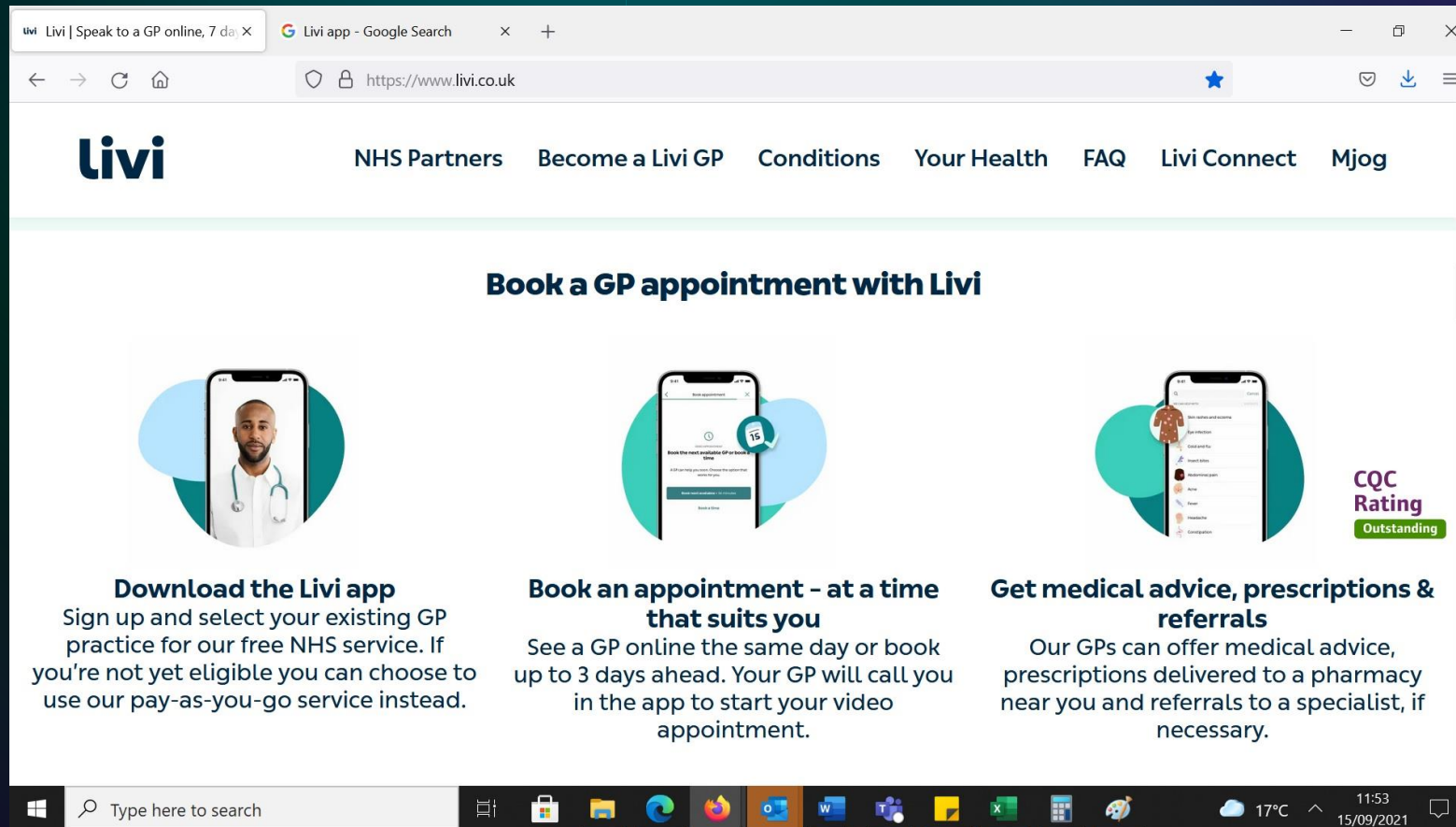
- "... one of its [Babylon app] users discovered he had been given access to dozens of video recordings of other patients' consultations." (Kelion, 2020)
- "A follow-up check by Babylon revealed a small number of further UK users could also see others' sessions." (Kelion, 2020)

Kelion, L. (2020).

***Babylon Health admits GP app suffered a data breach.*** BBC News: Technology.

<https://www.bbc.co.uk/news/technology-52986629>

# Livi app for GP appointment



The screenshot shows the Livi website interface. At the top, there's a navigation bar with the Livi logo and links for NHS Partners, Become a Livi GP, Conditions, Your Health, FAQ, Livi Connect, and Mjog. The main heading is "Book a GP appointment with Livi". Below this, there are three columns of information:

- Download the Livi app**: Sign up and select your existing GP practice for our free NHS service. If you're not yet eligible you can choose to use our pay-as-you-go service instead.
- Book an appointment - at a time that suits you**: See a GP online the same day or book up to 3 days ahead. Your GP will call you in the app to start your video appointment.
- Get medical advice, prescriptions & referrals**: Our GPs can offer medical advice, prescriptions delivered to a pharmacy near you and referrals to a specialist, if necessary.

On the right side, there is a "CQC Rating Outstanding" badge. The bottom of the screenshot shows a Windows taskbar with various application icons and a search bar.

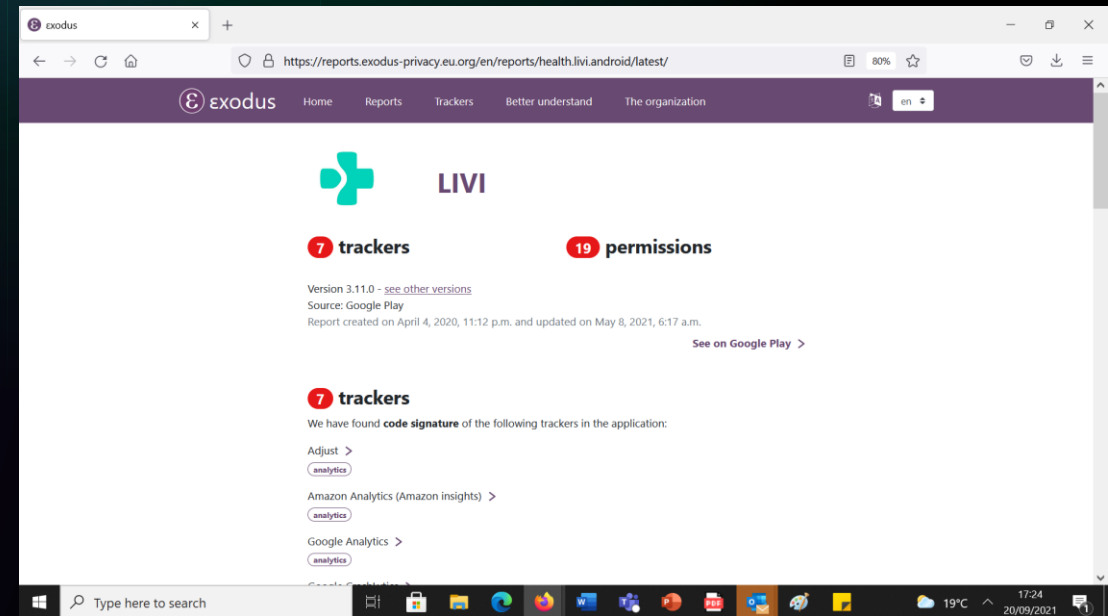
<https://www.livi.co.uk/>

# Livi GP Appointment App Trackers

## EXODUS PRIVACY TOOL

- Livi app has **7 trackers** that collect data about usage:
  - Amazon analytics (Amazon insights)
  - Google analytics
  - Snowplow "behavioral data" analytics

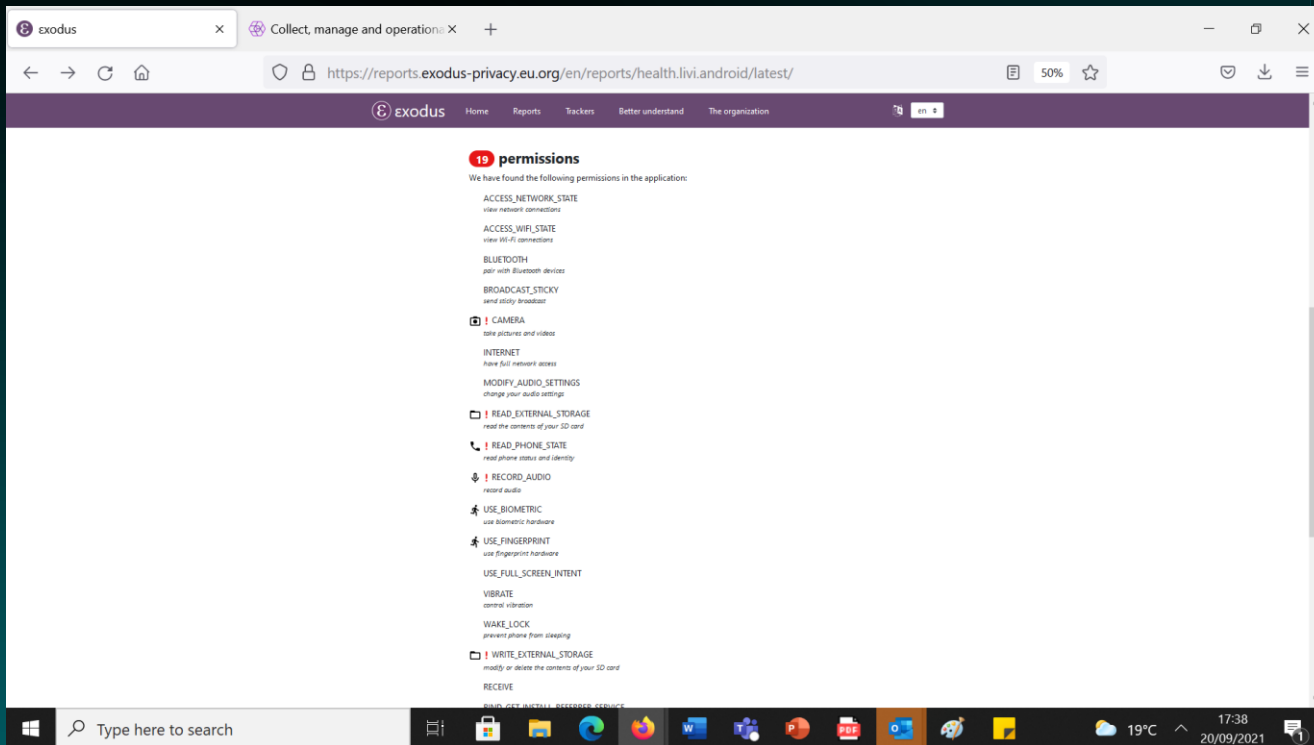
## EXODUS PRIVACY ANALYSIS



From here:

<https://reports.exodus-privacy.eu.org/en/reports/health.livi.android/latest/>

# Livi App Permissions on a Smart Phone



- Exodus Privacy tells us Livi app has:
  - 19 Permissions
- These are things the app can do with your smart phone, incl.
  - Read contents of SD (memory) card
  - Modify or delete contents of SD card
  - Take pictures/video
  - Record audio

# App permissions

- Goode (2018):
  - “mobile apps—not just Facebook—can vacuum up a crazy amount of data with every interaction.”

Goode, L. (2018).

***App Permissions Don't Tell Us Nearly Enough About Our Apps:***

*Your apps are smarter than ever. Your app permissions are not.*

Wired.

[https://www.wired.com/story/app-permissions/?code=7WCuvRW6E5wriMV\\_AIBJoeBKtaIU20xAyHqlj3KsaFS&state=%7B%22redirectURL%22%3A%22https%3A%2F%2Fwww.wired.com%2Fstory%2Fapp-permissions%2F%3Futm\\_source%3DWIR\\_REG\\_GATE%22%7D&utm\\_source=WIR\\_REG\\_GATE](https://www.wired.com/story/app-permissions/?code=7WCuvRW6E5wriMV_AIBJoeBKtaIU20xAyHqlj3KsaFS&state=%7B%22redirectURL%22%3A%22https%3A%2F%2Fwww.wired.com%2Fstory%2Fapp-permissions%2F%3Futm_source%3DWIR_REG_GATE%22%7D&utm_source=WIR_REG_GATE)

# App permissions

- Goode (2018):
  - **“Both iOS [Apple devices] and Android apps are capable of accessing your phone’s microphone, cameras, camera roll, location services, calendar, contacts, motion sensors, speech recognition, and social media accounts.”**

Goode, L. (2018).

***App Permissions Don't Tell Us Nearly Enough About Our Apps:***

*Your apps are smarter than ever. Your app permissions are not.*

Wired.

[https://www.wired.com/story/app-permissions/?code=7WCuvRW6E5wriMV\\_AIBJoeBKtalU20xAyHqlj3KsaFS&state=%7B%22redirectURL%22%3A%22https%3A%2F%2Fwww.wired.com%2Fstory%2Fapp-permissions%2F%3Futm\\_source%3DWIR\\_REG\\_GATE%22%7D&utm\\_source=WIR\\_REG\\_GATE](https://www.wired.com/story/app-permissions/?code=7WCuvRW6E5wriMV_AIBJoeBKtalU20xAyHqlj3KsaFS&state=%7B%22redirectURL%22%3A%22https%3A%2F%2Fwww.wired.com%2Fstory%2Fapp-permissions%2F%3Futm_source%3DWIR_REG_GATE%22%7D&utm_source=WIR_REG_GATE)

# App permissions

- Goode (2018): "Some of this access is necessary":
  - ".. a photo app doesn't work without access to a smartphone's camera..."
  - "... a ride-hailing app like Uber doesn't work without location information."
  - "Reject those permissions, and you'll break functionality. But sensor data could also reveal a lot more than some people realize, especially when patterns start to emerge."

Goode, L. (2018).

***App Permissions Don't Tell Us Nearly Enough About Our Apps:***

*Your apps are smarter than ever. Your app permissions are not.*

Wired.

[https://www.wired.com/story/app-permissions/?code=7WCuvRW6E5wriMV\\_AIBJoeBKtalU20xAyHqlj3KsaFS&state=%7B%22redirectURL%22%3A%22https%3A%2F%2Fwww.wired.com%2Fstory%2Fapp-permissions%2F%3Futm\\_source%3DWIR\\_REG\\_GATE%22%7D&utm\\_source=WIR\\_REG\\_GATE](https://www.wired.com/story/app-permissions/?code=7WCuvRW6E5wriMV_AIBJoeBKtalU20xAyHqlj3KsaFS&state=%7B%22redirectURL%22%3A%22https%3A%2F%2Fwww.wired.com%2Fstory%2Fapp-permissions%2F%3Futm_source%3DWIR_REG_GATE%22%7D&utm_source=WIR_REG_GATE)

# “The Internet is plagued with Trackers”\*

**\*Privacy International**

<https://privacyinternational.org/news-analysis/3188/taking-depression-test-online-go-ahead-theyre-listening>

# Internet for tracking?

- Dr. Arvind Narayanan leads *Princeton University's Web Transparency & Accountability Project* :

**"The web is a cesspit of surveillance"**

<https://www.cs.princeton.edu/~arvindn/>

<https://webtap.princeton.edu/>

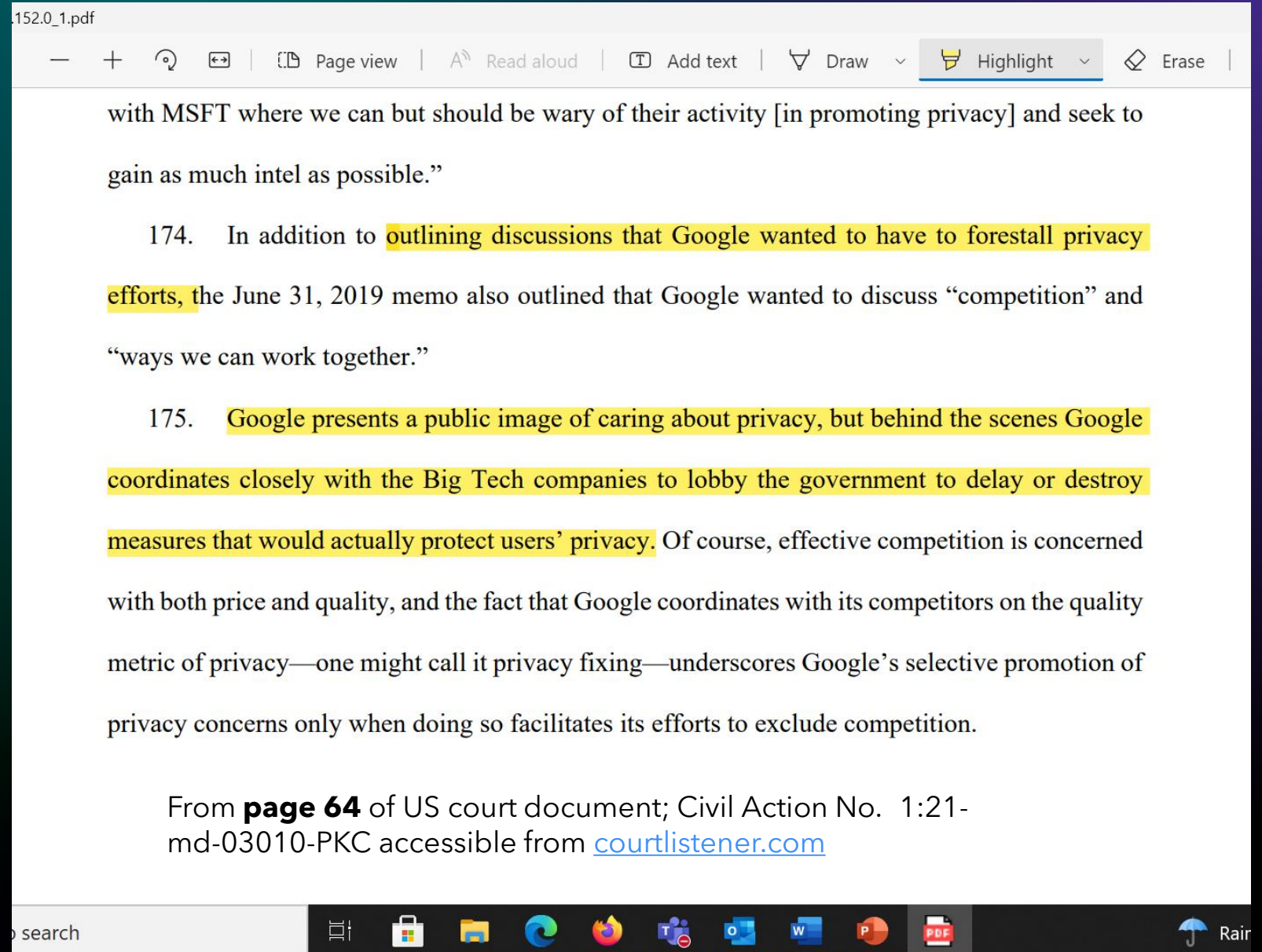


# The problem....

- ... is huge ...not going away anytime soon
- Companies thrive on cookie data-collection business model
- 'The Social Dilemma' Netflix docudrama – naïve male Silicon Valley techies explaining their '*do positive for the world*'
- Ideas that have backfired leaving the web infested with *privacy intrusion, data vampires* and fake news/bullying

# Google anti-trust case 2021

- UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK civil action RE: GOOGLE DIGITAL ADVERTISING ANTITRUST LITIGATION
- Plaintiffs are various states in the US amended complaint filed against Google September 2021



# Google Analytics & the GDPR

From The International Network of Privacy Law Professionals (**INPLP**):

- **"The Austrian Data Protection Authority** (DPA) decided in a recent ground-breaking decision (22nd of December 2021, D155.027 2021-0.586.257) that **the use of Google Analytics is currently violating the GDPR.**"
- **The Austrian Data Protection Authority** "held that the transfer of personal data to the US in light of the Schrems II decision is particularly problematic. This is the first decision on the 101 model complaints filed by noyb. Soon similar decisions are to be expected in other EU member states".

From INPLP here:

<https://inplp.com/latest-news/article/use-of-google-analytics-violates-the-gdpr-recent-decision-of-the-austrian-data-protection-authority/>

# Social media and privacy:

## Facebook parent company Meta fined \$725m

- On *Facebook User privacy lawsuit* (**CNBC**: Kharpal (2022):
  - "**Facebook parent Meta** has agreed to pay \$725 million to settle a class action lawsuit that claimed **the social media giant gave third parties access to user data without their consent.**"
  - "The class action lawsuit was prompted **in 2018 after Facebook disclosed that the information of 87 million users was improperly shared with Cambridge Analytica.**"
  - "**Cambridge Analytica**, which shut down after the allegations, was controversial because the **data it harvested from Facebook was used to inform political campaigns.**"

Accessed from

<https://www.cnn.com/2022/12/23/facebook-parent-meta-agrees-to-pay-725-million-to-settle-privacy-lawsuit-prompted-by-cambridge-analytica-scandal.html>

# Social media and privacy 2:

## EU fines Meta/Facebook €380million

- Chan (2023):
  - “European Union regulators hit Facebook parent Meta with hundreds of millions in fines for **privacy violations** and **banned the company from forcing users in the 27-nation bloc to agree to personalized ads based on their online activity.**”
  - “Ireland’s Data Protection Commission imposed two fines totaling 390 million euros (\$414 million) in its decision in two cases that could shake up Meta’s business model of targeting users with ads based on what they do online. The company says it will appeal.”

Chan, K. (2023). *European Union fines Facebook parent Meta 390M euros for privacy violations*.  
PBS Hour-World: 4 January 2023. Accessed from:  
<https://www.pbs.org/newshour/world/european-union-fines-facebook-parent-meta-390m-euros-for-privacy-violations>



- EU Horizon2020 research and innovation **CSI-COP** project leveraging citizen science methodology
- Recruit citizen scientists from across Europe and beyond
- Informally educate and train on informed consent in the GDPR
- Engage citizen scientists as online privacy investigators
- Citizen scientists join CSI-COP team exploring beneath websites and Android apps

# CSI-COP outcomes

- Raised awareness of rights accorded in GDPR
- Increased scientific literacy of European citizens
- Volunteer citizen scientists investigations of websites and apps realised two searchable online databases:
  - Websites: <https://csi-cop.eu/project-results/citizen-scientists-website-investigations/>
  - Apps: <https://csi-cop.eu/project-results/citizen-scientists-app-investigations/>
- Investigations > innovating online accessible knowledge resource/repository of tracking in websites & apps (due May 2023)

# Free tools available to check websites

- There is **no standard tool** but there are online tools to assess privacy and security of website visitors' data:
  - Webbkoll: <https://webbkoll.dataskydd.net/en>
  - Page X-ray: <https://pagexray.fouanalytics.com/>
  - Security Headers: <https://securityheaders.com/>
  - Cookieserve: <https://www.cookieserve.com/>
  - Cookiemetrix: <https://www.cookiemetrix.com/>
  - Web privacy check: <https://webprivacycheck.plehn-media.de/en>
  - 2GDPR: <https://2gdpr.com/>

# For apps on Android devices

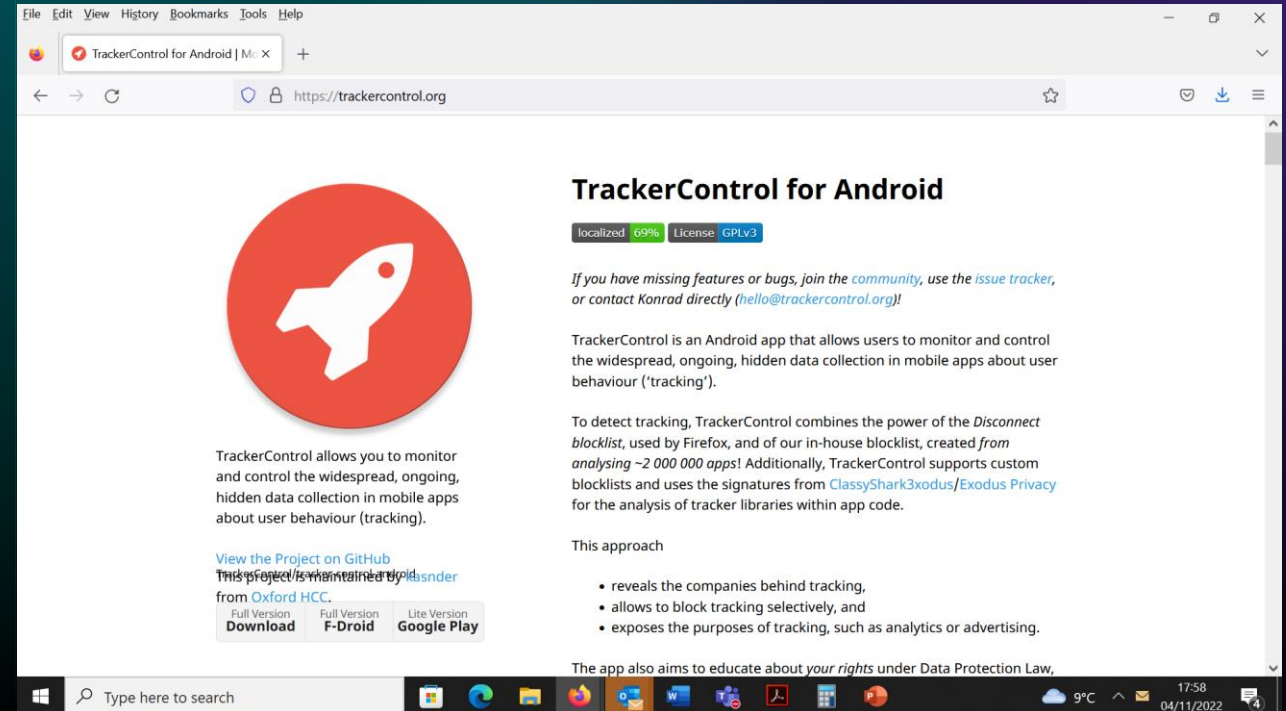
- Exodus privacy



# Another for apps

- **Tracker Control TC**

<https://trackercontrol.org/>





# Brave browser

ProtonM

Proton  
mail

# General Public → Informed Citizen

- As members of the public, we are also *citizen scientists*
- '**Your Right to Privacy Online**', free informal education resource available in English and twelve translations from here:

**<https://csi-cop.eu/informal-education-mooc/>**

- We can all become privacy champions and stop accepting cookies on websites
- Check permissions in apps you download
- Stop purchasing from sites that violate our *right-to-choose*

Citizen Scientists Investigating Cookies and App GDPR compliance (CSI-COP)  
 9th Newsletter, December 2022- January 2023

### CSI-COP's 9<sup>th</sup> Newsletter Presents:

- Project purpose - **page 1**
- Free educational resource 'Your Right to Privacy Online' (MOOC): **page 1**
- Project updates incl. 'Best Innovative Privacy Project' Picasso Privacy award: **page 2**
- Partner Activities: **page 3**
- Guest Interview: CSI-COP Citizen Scientist: **page 6**
- Meet more of CSI-COP team members: **page 8**
- CSI-COP partners: **page 15**

### Project Purpose

CSI-COP project at its core aims to engage citizen scientists across Europe and the world to explore their own digital journeys by recording the number, and type, of third-party tracking cookies they find across the web and in apps on their mobile devices. Frequently asked questions (FAQs) about CSI-COP have been translated into Greek, Hebrew, and Hungarian and can be found here: <https://csi-cop.eu/faq/>

For further information please contact CSI-COP's Co-Investigator and Director of Science:

Dr. Huma Shah on [ab7778@coventry.ac.uk](mailto:ab7778@coventry.ac.uk)

### Free educational resource

CSI-COP's free informal education resource (MOOC) 'Your Right to Privacy Online', which you can complete in your own time, is available to download as a document in **English** and twelve translations (**Catalan, Czech, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Polish, Romanian** and **Spanish**) from the project website here: <https://csi-cop.eu/informal-education-mooc/>

In five easy-to-follow steps, the course on 'Your Right to Privacy Online' can be completed in under half-a-day. The course covers:

- Step 1 - The concept of 'privacy'.
- Step 2 - What is 'personal data'?
- Step 3 - How are we tracked online?
- Step 4 - What rights do we have to online data protection and privacy?
- Step 5 - Free online tools to protect our data-privacy.

This MOOC is also available in English from the [EU-Citizen.Science](https://moodle.eu-citizen.science/) platform, from here: <https://moodle.eu-citizen.science/>

Citizen Scientists Investigating Cookies and App GDPR compliance (CSI-COP)  
 9th Newsletter, December 2022- January 2023

### Project updates:

CSI-COP has been very busy since the [last Newsletter](#) in October-November 2022. Citizen scientists have been completing website and app investigations, and partners have been organising parent-teacher roundtables and stakeholder cafés. You can read and download CSI-COP's previous newsletters here: <https://csi-cop.eu/news-letters/>

### CSI-COP wins 'Best Innovative Privacy Project' in inaugural Picasso Privacy Award

On Thursday evening 8 December 2022, CSI-COP project were represented in the awards ceremony of the inaugural 'Privacy, Infosec, Culture, Change, Awareness, Societal, Organisation' **Picasso Privacy awards** for the 'Best Innovative Privacy Project' category, nominated by Dr. Huma Shah from [CU-Coordinating partner](#). Immer Besser's Dr Tiberius Ignat and Adriana Ignat joined CU's Huma and Jaimz Winter. [CSI-COP were thrilled to learn that the project won the Best Innovative Privacy Project](#) category featuring strong contenders including the UK data protection authority, the ICO, Nokia, PwC, and the UK Cabinet Office. You can find the award winners in all the Picasso Privacy award categories [here](#). You can view Tiberius' short [Vimeo](#) of the moment CSI-COP won the award [here](#).

An [official album](#) of the event can be found [here](#). CSI-COP team pictures from the event are below:



### CSI-COP Year3-end meeting in Munich, 13 December 2022

Immer Besser's Dr Tiberius Ignat and Adriana Ignat hosted CSI-COP's Year3-end hybrid meeting in Munich on 13 December 2022. In the morning's closed session, Partners presented their progress virtually through Zoom, or in person in the Eurostar Book Hotel in Munich city centre. The meeting included an opportunity for in-person attending partners to gather for a group photo with the Picasso award.

In the afternoon CSI-COP hosted an open session with two invited guest speakers: Advisory Board member, Emerita Professor [Diane H. Sonnenwald](#), and Professor of computer science, [Dagmar Monett Diaz](#) at the Berlin School of Economics and Law (HWR Berlin).

# Concluding: *Be proactive*

- Take back your *free-will*: control it
- Do not allow erosion of your **right to privacy**
- Protect your human rights

# Results of Mentimeter poll

- <https://www.menti.com/al81ipacae1p>

# Thank you for listening

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## ***ANY QUESTIONS?***