

DE LA RECHERCHE À L'INDUSTRIE

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User Empowerment for Enhanced Online Presence Management

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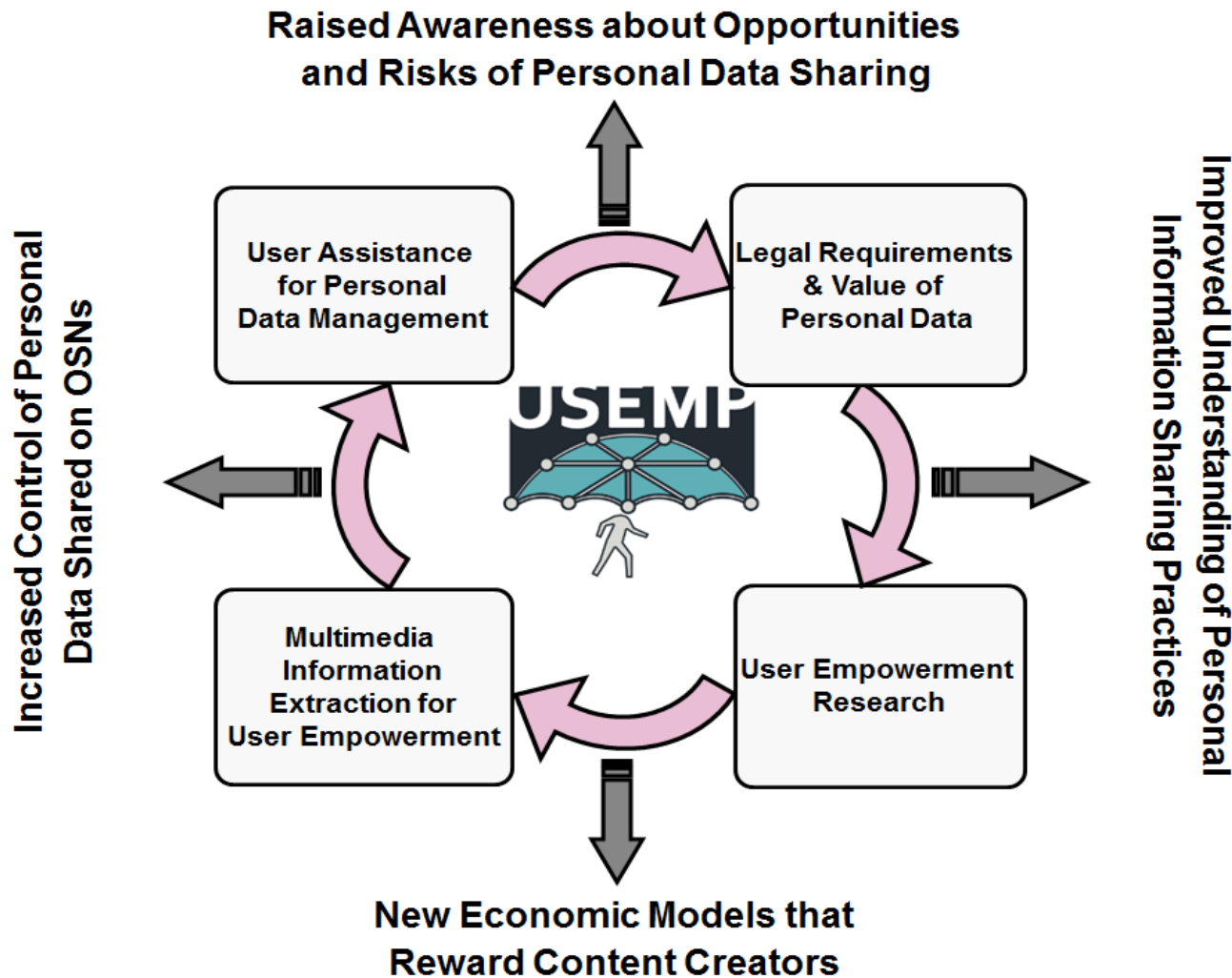
- **A large majority of Europeans engage with Online Social Networks (OSNs)**
 - 74% of users consider that they do not have sufficient control
 - 70% are concerned with the way such data are handled by OSNs

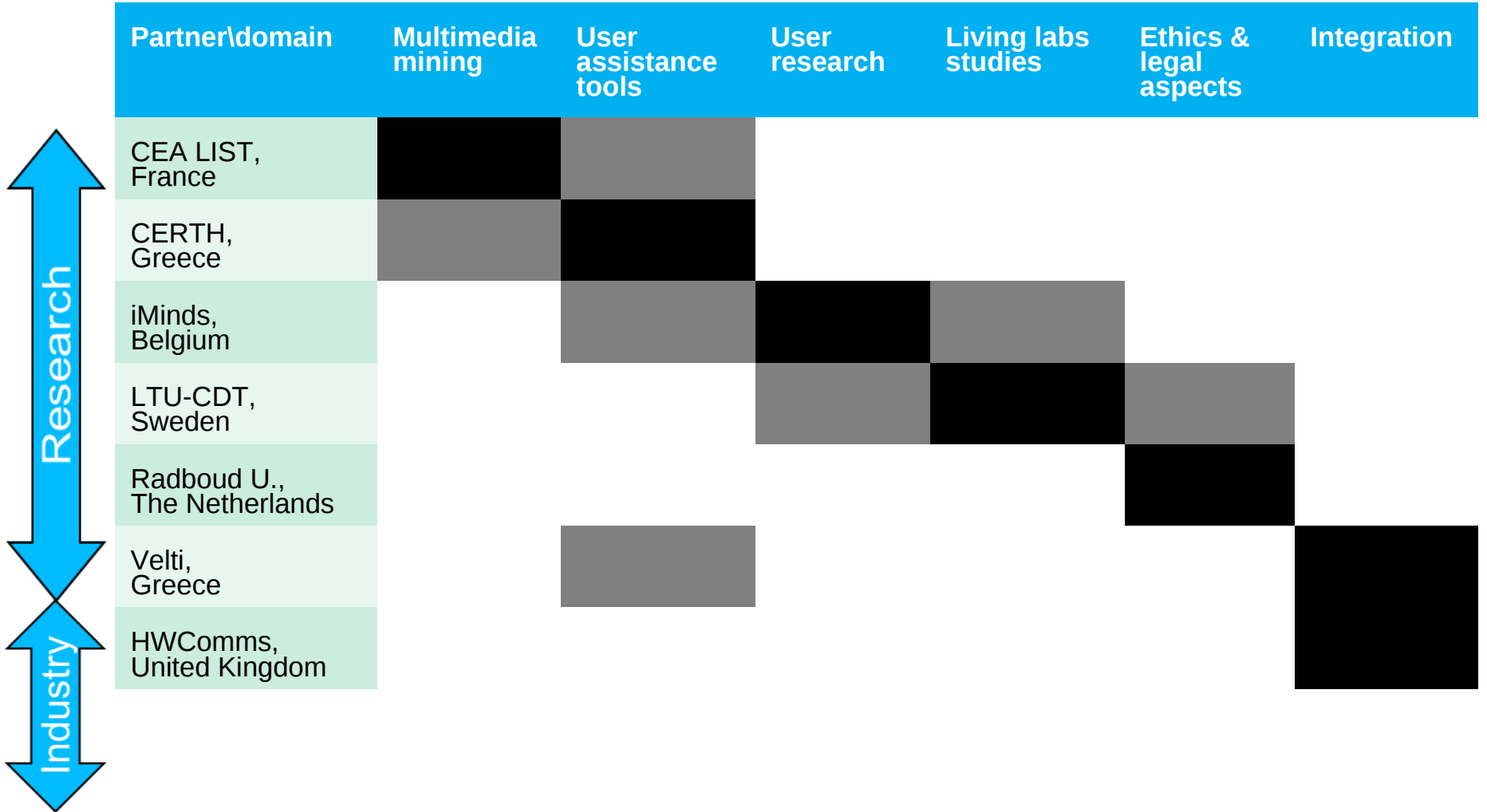
- **Upcoming EU General Data Protection Regulation – harmonisation of EU's legal framework, notably requiring Data Protection by Design**

- **There is an asymmetry between data processing and control means available to OSNs and those afforded by citizens**

- **Personal data sharing is a complex and pervasive process that is still not well understood**

- **Work in different relevant fields is most often performed in isolation**





- **S1: Analyse the existing and proposed legal framework of privacy and data protection with regard to OSNs and assess the value of shared personal information**
- **S2: Advance the understanding of personal data handling through in-depth user research focused on Privacy Feedback Awareness (PFA) tools and quantitative and qualitative lab studies**
- **S3: Create multimedia information extraction methods adapted to personal information management, with focus on user feedback and explainability**
- **S4: Improve the management of personal information via semi-automatic awareness tools data and assist the users in their interaction with these data.**
- **S5: Contribute to the current debates on whether and if so how personal data should be monetised**
- **S6: Propose an innovative living labs approach, adapted for personal data handling in OSNs**

■ Use case 1: USEMP OSN Presence Control Tool

- (a) Real-time OSN presence management
 - Development of semi-automatic privacy preservation tools
 - Joint analysis of volunteered, observed and inferred data
- (b) Long-term OSN presence management
 - Visualisation tool that summarizes the privacy levels
 - Controls for quick personal data visibility change

■ Use case 2: USEMP Economic Value Awareness Tool

- (a) Awareness of Economic Value of Personal Information
 - Tool for understanding which part of personal information is monetised
 - Contribution to the explainability of OSN business models
- (b) Personal Content Licensing
 - Framework for a licensing and control mechanism for the personal information
 - Avoidance of personal information commodification through an adapted rewards mechanism

- Enforcement of the upcoming EU General Data Protection Regulation through personal data management tools
- Reduction of the asymmetry concerning data control between social networks and citizen
- Raising citizens' and societal awareness with respect to the advantages and risks of sharing personal information
- Prototyping of semi-automatic PFA tools driven by social sciences research and multimedia information extraction
- Development of multidisciplinary user research on personal data within the FIRE infrastructure
- Reinforcement of the position of EU academic and industrial actors in a key area of the Internet