



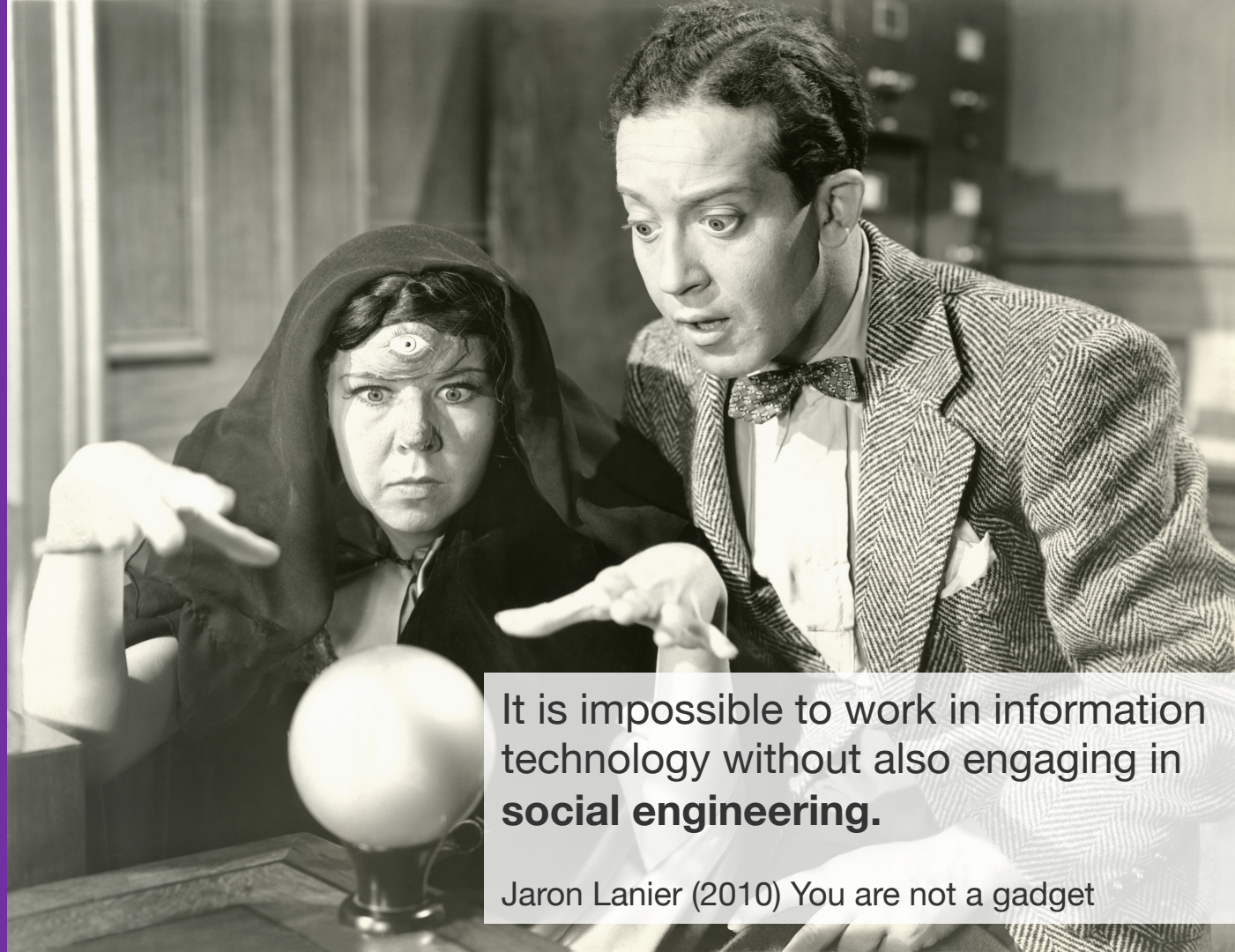
# Innovation in publishing: a few ideas about responsibility

NEM SUMMIT 2019

**Patricia Castillo**  
**Head of European Programmes**

# The (big) data promise

Know your customers better than they know themselves.



It is impossible to work in information technology without also engaging in **social engineering.**

Jaron Lanier (2010) You are not a gadget



**TYPES: Towards transparency  
and Privacy in the online  
advertising business**

<http://www.types-project.eu/>



**GDPR Compliance Cloud  
Platform for Micro Enterprises**

<https://smoothplatform.eu/>

Privacy enhancing  
technologies

Digital identities  
and Security

Computational  
social science

Algorithmic  
bias

Responsible data  
management

Data  
Valuation



**Seize the opportunity to drive the business in a way that works for all.**

# Privacy

Privacy enhancing technologies are methods and approaches for protecting user's Personally identifiable Information (PII).

**Know you can have both:**  
Services based on data mining  
that can extract value from  
minimum PII

## Mind the people behind profiles



1:11 PM - 28 Dec 2017

# Security

Breaches in privacy may lead to a wide range of security problems, including harassment or extortion.

40% apps for children shared personal information without applying reasonable security measures.

“Won’t Somebody Think of the Children?”  
Examining COPPA Compliance at Scale IMDEA/ICSI  
2017

All possible users are to be protected



## The question of fair trade-offs

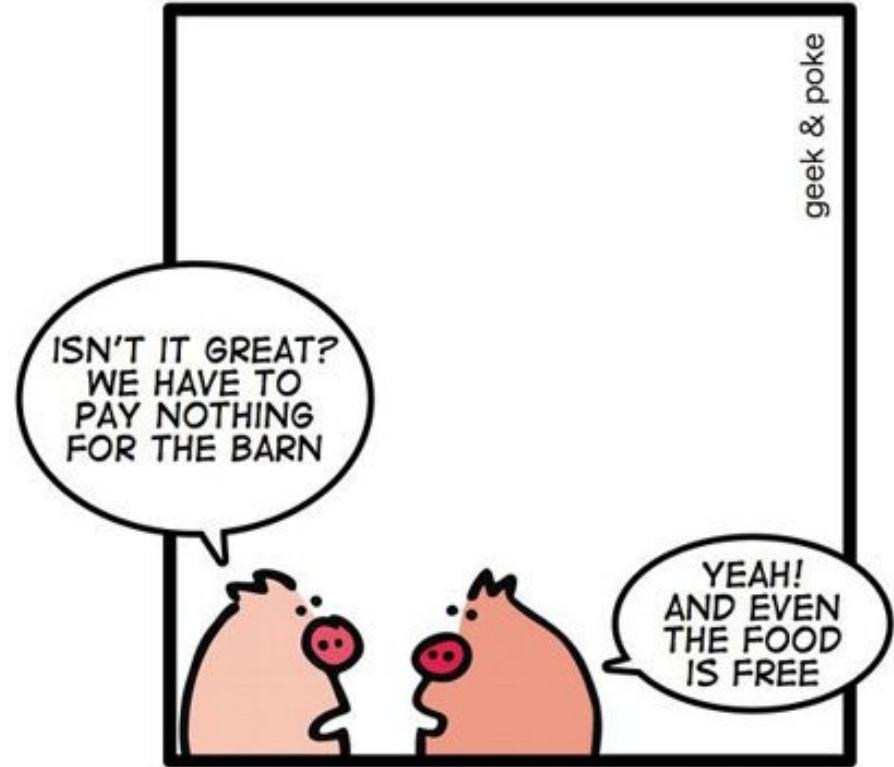
### Data sovereignty

Users in control of their own data to prevent undesired usage and to foster fair trade-offs.

Also, to encourage data donations for public good.

The value of the European data economy may increase to €739 billion by 2020, representing 4% of the overall EU GDP.

European Commission



PIGS TALKING ABOUT THE "FREE" MODEL

# Fairness

Biases and imbalances in the data get often reinforced by algorithms, that may learn to discriminate.

“Amazon Reportedly Killed an AI Recruitment System Because It Couldn't Stop the Tool from Discriminating Against Women”

FORTUNE, October, 2018

No one left behind





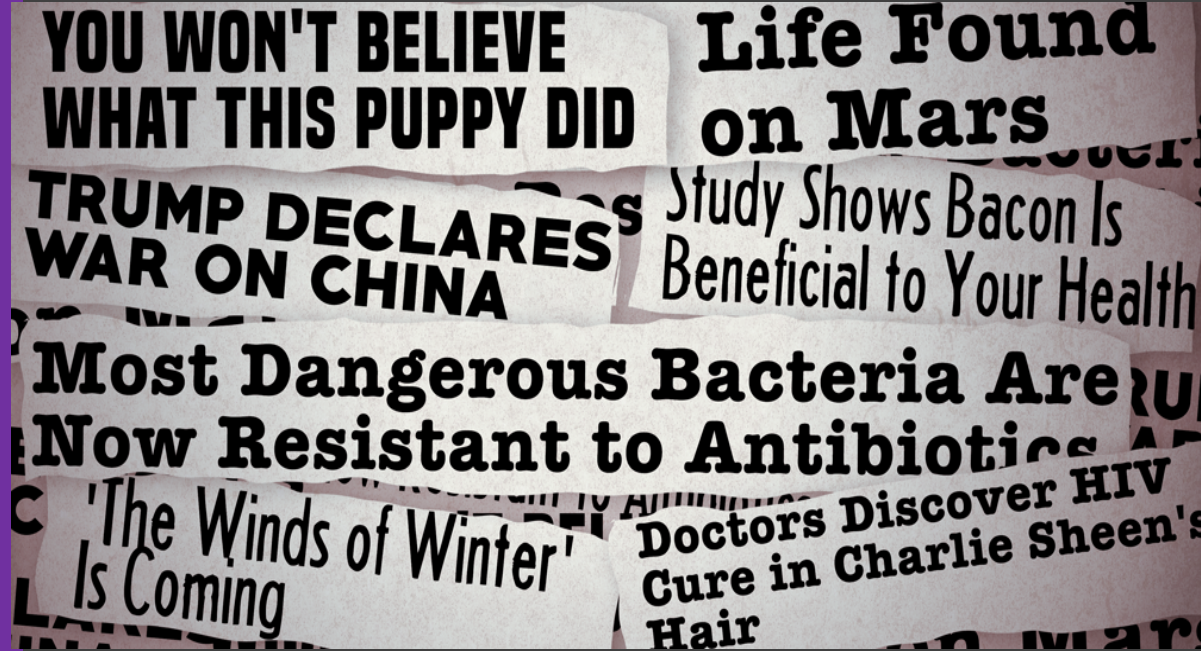
# Social cohesion

Algorithms play a role in increasing polarization and fragmentation of society; for instance, they contribute to filter bubbles and reinforcing flaming contents.

**33,54%** posts from mainstream media have clickbait headlines. In unreliable media the ratio is **39,26%**.

Diving Deep into Clickbaits: Who Use Them to What Extents in Which Topics with What Effects? University of Mississippi, university of Oklahoma

# Partnering up to shape the world



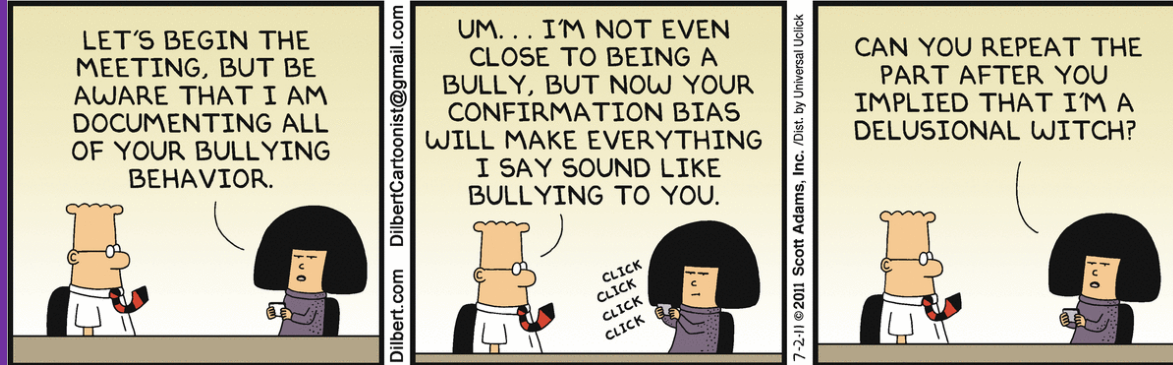
# Data delusion

Online behavioral data is only a small fraction of people's existence, preferences, values, etc. The rest are just assumptions.

**if you torture the data long enough,  
nature will always confess.**

Coase, R. H. (1995). Essays on economics and economists. University of Chicago Press.

## Pursuing the data mirage



**Patricia Castillo**  
**Head of European Programmes**  
[patricia.castillo@eurecat.org](mailto:patricia.castillo@eurecat.org)



info@eurecat.org  
www.eurecat.org



[www.twitter.com/eurecat\\_news](https://www.twitter.com/eurecat_news)



[www.facebook.com/Eurecatorg](https://www.facebook.com/Eurecatorg)

