



# **Privacy in Smartphone Ecosystems Project Seminar Kick-off**

October 18<sup>th</sup> 2017

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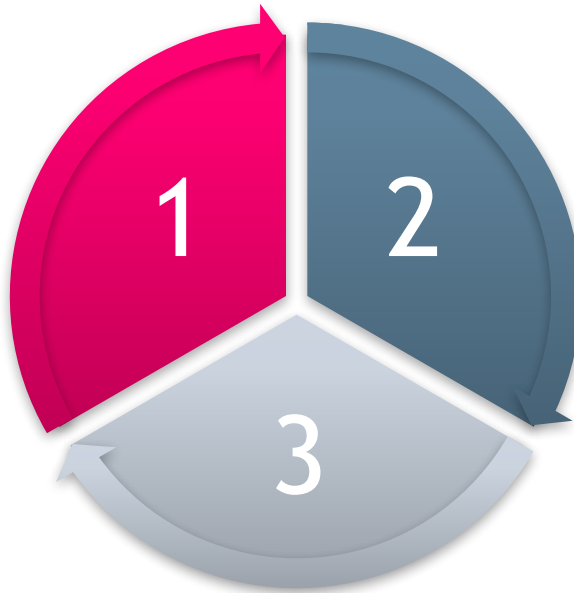
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Chair of Mobile Business & Multilateral Security

Goethe University Frankfurt

- Organizational information
- Introduction to Privacy and Data Protection
- Privacy in Smartphone Ecosystems
- Questions

- This project seminar consists of three administrative parts:



- Exam (one third)
- Report (one third)
- Presentation (one third)

- Participation in all parts is **required** for the successful completion of the seminar. The work is evaluated on individual basis (not in groups).

- For the paper, the formal requirements of the chair apply.
  - Word-template available at
    - [www.m-chair.de](http://www.m-chair.de) → Teaching
  - Number of pages required:
    - At least **50 pages**, recommended **70 pages** (including cover, table of contents, index and references)

- The seminar papers **must** be submitted in printed form to the secretariat of the chair or directly to the supervisor **in duplicate**.
- Furthermore, the seminar papers must be submitted in **electronic form** in the following formats:
  - MS-Word or OpenOffice
  - Adobe PDFvia E-Mail to: [project.seminar@m-chair.de](mailto:project.seminar@m-chair.de)

- **Exam**
  - Date: **January 10<sup>th</sup> 2018**
  - Time: **10:00-12:00**
  - Room: **RuW 2.202**
- Submission of **Seminar Paper**
  - **January 17<sup>th</sup> 2018**
- **Presentation** of the results:
  - Date: **January 31<sup>st</sup> 2018**
  - Time: **09:00-18:00**
  - Room : **RuW 2.202**

In case of any questions or problems arise during the seminar you can contact:

- Via Mail:

- [Serna-Olvera@econ.uni-frankfurt.de](mailto:Serna-Olvera@econ.uni-frankfurt.de)
- [Hatamian@em.uni-frankfurt.de](mailto:Hatamian@em.uni-frankfurt.de)

- Via Phone:

- Jetzabel Serna: (0)69 / 798 34667
- Majid Hatamian: (0)69 / 798 34662

- For comprehensive questions please make an appointment at least one week in advance.



# Privacy & Data Protection

Upcoming Exam



- Both terms are related but not synonymous and *have many definitions.*
- 2 popular ones:
  - Data protection is the protection from harmful and unsolicited usage of data linked to the personal sphere of a person.
  - Privacy is the right to be left alone, e.g. to be unwatched or anonymous [WaBr1890]
- **More work needed on a complete understanding of privacy**

- Early day definitions: “The right to be let alone” Warren and Brandeis, 1890, Harvard Law Review: “The right to privacy” [WaBr1890]
- Beginning of information age: “The claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.” Westin, 1967.



- Westin's index
  - Privacy fundamentalists
  - Privacy pragmatists
  - Privacy unconcerned

- Contemporary: **It is complex**
  - “The ability of the individual to protect information about himself” Goldberg et. al 1997
- Personal information: “Any information relating to an identified or identifiable natural person (data subject); an identifiable person is one who can be identified directly or indirectly ”



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<https://www.youtube.com/watch?v=zsboDBMq6vo>

# Dimensions of Privacy Protection

- Legal aspects of privacy
  - Supportive legal frameworks (e.g., right to be forgotten, safe harbor/privacy shield)
- Technical aspects of privacy
  - Privacy engineering, and PETs
- User aspects of privacy
  - User awareness, and usability



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- EU Privacy Law (Privacy directive ... )
- eIDAS Regulation
- General Data Protection Regulation
- ePrivacy (proposal)



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## 9 Principles of EU Privacy Law I

1. **Intention and notification:** The processing of personal data must be **reported in advance** to a Data Protection Authority.
2. **Transparency:** The person involved must be able to **see who is processing** her data for **what purpose**.
3. **Finality principle:** Personal data may only be collected and processed for **specific, explicit and legitimate purposes**.
4. **Legitimate grounds of processing:** The processing of personal data must be based on a foundation referred to in **legislation**, such as permission, agreement, and such.
5. **Quality:** Personal data must be as **correct** and as **accurate** as possible.

6. **Data subject's rights:** The parties involved have the **right to take cognisance** of and to update their data as well as the right to raise objections.
7. **Processing by a processor:** This rule states that, with the **transfer of personal data to a processor**, the **rights of the data subject remain unaffected** and that all restrictions equally apply to the processor.
8. **Security:** A controller must take all meaningful and possible **measures for guarding the personal data**.
9. **Transfer of personal data outside the EU:** The **traffic of personal data is permitted** only if that **country offers adequate protection**.

[BlaBorOlk2003]



# Protection of Personal Data

[http://ec.europa.eu/justice/data-protection/index\\_en.htm](http://ec.europa.eu/justice/data-protection/index_en.htm)

[EC-Prot-2014]

# General Data Protection Regulation

- The European Commission says that the recently approved regulation “puts the citizens back in control of their data, notably through”:
  - **A right to be forgotten** - Users will have the right to demand that data about them be deleted if there are no “legitimate grounds” for it to be kept.
  - **Data minisation**: adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
  - **Privacy by design and by default** - privacy friendly default settings to be the norm.
  - **Transparency** - processed lawfully, fairly and in a transparent manner in relation to the data subject.
  - **Purpose limitation** - collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
  - **Accuracy** - every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay
  - **Storage limitation** - kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed;
  - **Security (integrity and confidentiality)**

[EC2014]

- REGULATION on electronic identification and trust services for electronic transactions in the internet market.
- One of the objectives is to remove existing barriers to the cross-border use of electronic identification means used in the Member States to authenticate, for at least public services.
- Authentication for an online service should concern processing of only those identification data that are adequate, relevant and not excessive to grant access to that service online.

[Electronic identification and trust services (eIDAS): regulatory environment and beyond, ec.europa.eu]

- Data protection / Privacy law alone not sufficient
  - Not all processing can be controlled (e.g. every network node).
  - Deliberate breaking and bending of law (different legislations on the internet)
  - Economic pressure can force customers to give consent to almost any kind of ‘privacy’ policy (e.g. selling privacy for “peanuts”).

[Reagle1998, SelfReg1999, Bell2001, Hoofnagle2005]

⇒ Technical Privacy Protection

- Privacy by Design
- Privacy Engineering
- Privacy enhancing technologies



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PbD: refers to the notion of embedding privacy directly into the design of ITs and systems

- There are 7 foundational principles:

Proactive not reactive

Privacy as the Default setting

Privacy Embedded into the Design

Full Functionality

End-to-End Security

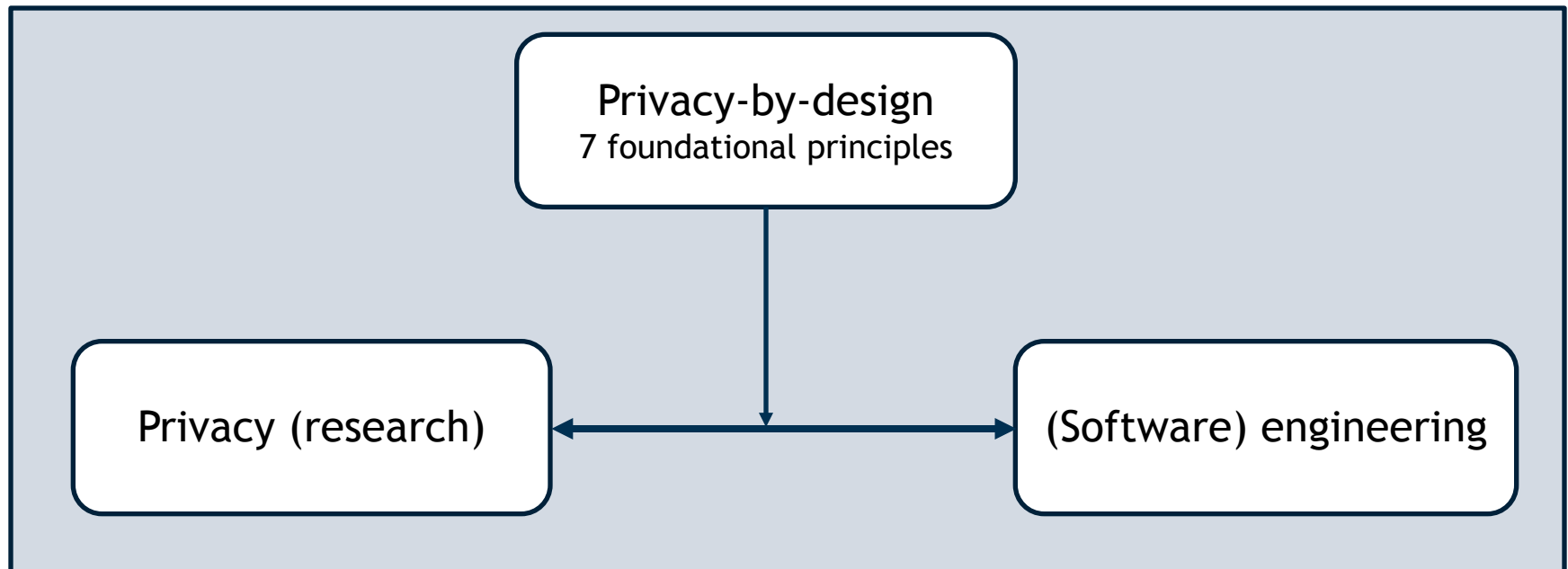
Visibility and Transparency

Respect for User Privacy

## ■ Adoption

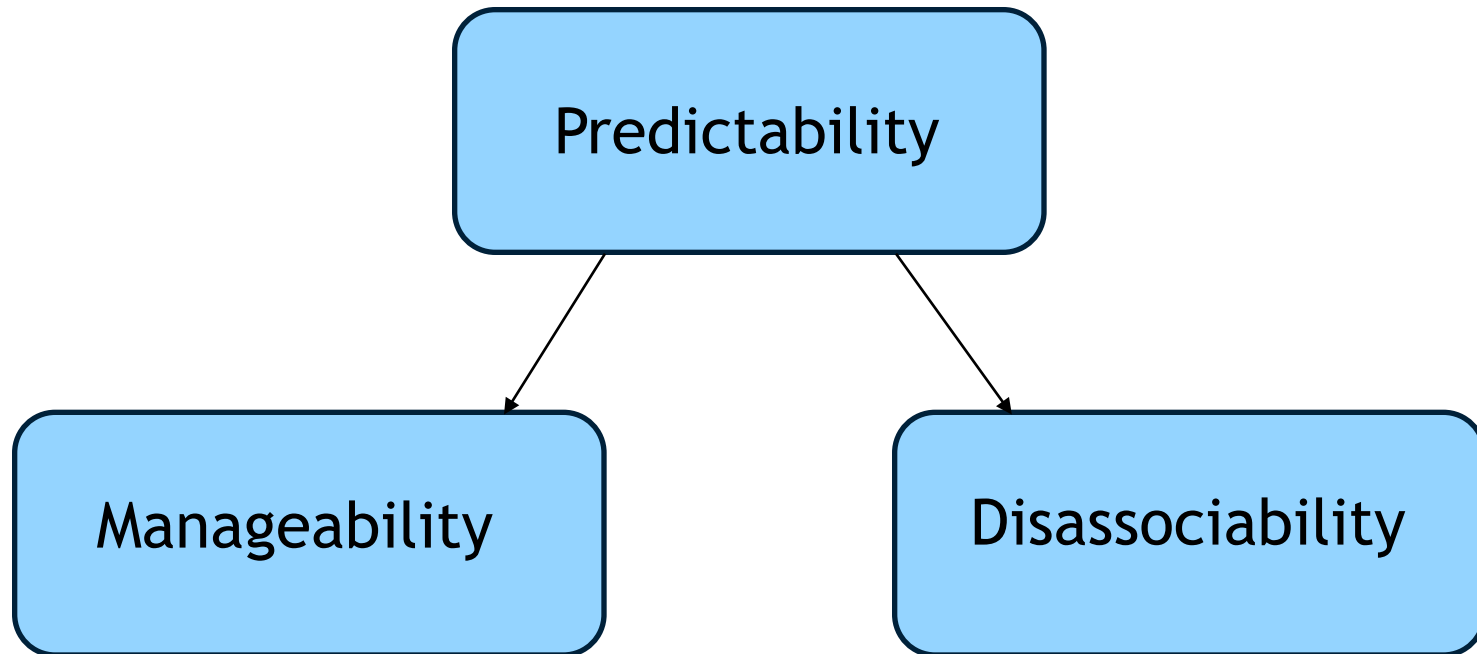
- 2010: The International Conference of Data Protection and Privacy Commissioners unanimously endorsed PbD.
- 2012: The Federal Trade Commission (FTC) in the US, proposed a framework for business and policymakers with PbD as a core value.
- 2014: The European Commission announced that: 'Privacy by Design' and 'privacy by default' will become essential principles in EU data protection rules.

- Connection between research and practice (privacy and software engineering)





- Three main goals:



- Field of research and practice that **designs, implements, adapts,** and **evaluates** **methods, techniques,** and **tools**:
  - **methods** are approaches for systematically capturing and addressing privacy issues
  - **techniques** are procedures, possibly with a prescribed language, to accomplish privacy-engineering tasks or activities
  - **tools** are means that support privacy engineers during part of a privacy engineering process

# Privacy enhancing technologies

- Privacy Enhancing Technologies (PETs)
  - It refers to the category of technologies that minimise the processing of personal data
- Examples
  - Automatic anonymisation (e.g. Anonymizer, iPrivacy)
  - Encryption tools (e.g. SSL)
  - Policy Tools (e.g., P3P, TRUSTe)

- User awareness



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<https://pixabay.com/es/advertencia-signo-de-exclamaci%C3%B3n-34621/>

- Usability



Source: <https://pixabay.com/es/equipo-parry-juntos-s%C3%ADmbolos-403505/>

- User awareness (transparency)
- Solution should:

be  
comprehensible

not be time-  
consuming

be easy to use

not require a  
specific user  
interaction

be adapted to the  
limited size of  
phone displays

“Can I do what I want to do?”

Effectiveness

“Does the system accomplish  
my tasks quickly? “

Efficiency

Satisfaction

“Do I feel secure and comfortable  
while using the system? “

[National Academy2010]

- Resources
  - This presentation
  - References on this presentation

# Privacy in Smartphone Ecosystems

Seminar projects



# Motivation/Problem Statement

- Smartphones applications collect lots of information from sensors, etc.
- Users are often unaware of what information is being collected, how often, for which purpose?
- Neither applications nor marketplaces provide an appropriate level of transparency.
- Current privacy risk information does not inform users about individual privacy risks of apps in an appropriate manner.

- **Increase user privacy awareness & enhance privacy protection in smartphone ecosystems.**
  - Analyze data flows and data types in order to better understand the privacy threats of mobile apps.
  - Analyze crowdsource comments reporting issues about privacy to measure the privacy invasiveness of an app
  - Develop privacy indicators to support effective risk communication.

# Assessing privacy of smartphone apps through user comments

Topic 1

- Serves as a valuable source of information for evaluating a mobile app, for both new users and developers.
- For the purpose of evaluation on the security/privacy aspects of an app, user comments are not always directly useful.

- We still need a criterion which enables us to:
  - estimate how much an app could be a threat for the users' privacy?
- Privacy risk score is a metric which is:
  - obtained regarding the analysis of the comments

- An extensive literature review
- implementation of a prototype using (e.g. using machine learning techniques) to identify the context and usage of the application as well as privacy related comments and ultimately provide a privacy risk score.

# Understanding user's privacy risk perception

Topic 2

- Users are not aware of:
  - Which data are being accessed?
  - How frequent?
  - For which purpose?
- **Android Apps Behaviour Analyser (A3)**
  - Monitoring resource accesses
  - Identifying privacy misbehaviours
  - Alarming users



- A two phase user study
- ❖ Phase I: Understanding users' concern, experience, and expectation of the apps' behaviour
  - Q1: What are the users' concern about privacy when it comes to using smartphone apps?  
Q2: How do the users feel about their privacy in smartphone ecosystems?
  - Q3: What kind of expectations do they have about their privacy in smartphone apps?
- ❖ Phase II: Understanding and comparing the perceived expectations and actual behaviour of smartphone apps:
  - Q1: Will the users' perception regarding their privacy will change after doing the study?
  - Q2: Will the users behave differently at the end of the experiment? E.g. will they limit or uninstall apps that they found them invasive for their privacy?

- A detailed literature review
- A two-fold user study:
  - Capturing the users' concern, experience, and expectation,
  - Investigating the users' perception
  - Usability aspects
- A user study should be conducted (between 20 to 25 participants) to implement both desired phases.

# Assessing privacy risk of smartphone apps through metadata analysis

Topic 3

- Every app has access to different kinds of data (data flow):
  - Location, SMS, Contacts, etc.
- Every app has a specific functionality, thus
  - it requires to just have access to a certain number of information flows which are related to its functionality

- Important question:
  - Which apps have access to the data which do not pertain to their functionality?
- Measuring a privacy risk score according to:
  - analysis of permissions which are being used by installed apps
  - analysis of metadata on smartphone ecosystems (e.g. Google Play Store)

- An in-depth literature review to analyze and investigate which characteristics make an application a potential danger with regard to user's security and privacy.
- Providing a privacy score that will take into consideration the behavior of the application with regard to
  - metadata analysis (e.g. apps' descriptions)
  - access permissions and data flow analysis (e.g. frequency of accesses)

# Privacy risk indicators for smartphone apps

Topic 4

## What are the problems with indicators?

- The main problems:
  - Ambiguity
  - Lengthful
  - Unattractive



- What will happen?
  - poor awareness or lack of knowledge of how to go about protecting privacy
  - unthinking installation of untrustworthy apps
- A potential reason is:
  - Psychological aspect

- What are the challenges?
- Why do the developers pay a limited attention to the psychological aspects of privacy in smartphone apps?
- Why the privacy indicators are most of the times ambiguous?
- How the developers can make the indicators more attractive for the users?
- Which psychological factors are important to the users to pay sufficient attention to the privacy indicators?

WHEN

WHERE

WHAT

WHO

HOW

WHY

- An extensive literature review
- Classification of the crucial psychological factors which have been ignored by the developers in designing of privacy indicators.
- A case study should be performed (between 10 to 20 participants) to assess and measure the classification of the psychological factors in terms of usability and usefulness in order to determine whether they are important to the real users or not.



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<https://pixabay.com/es/pregunta-imagen-plaza-556104/>

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