

VALENTINA LONGO

+ guests

Big Data Processing: dal Social Scoring di Stato al **CONSUMER SCORING**

il difficile equilibrio
tra marketing tecnologico e
privacy degli individui

e-privacy XXV summer edition / torino 2019

VALENTINA LONGO

+ guests



avvocato

esperta privacy

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CRESCENZO ABATE
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filosofo

CONSUMER SCORING

PROFILAZIONE

CONSUMER
SCORING

ZERO PRIVACY



ZERO PRIVACY





ADVERTISING



profilazione: qualsiasi forma di trattamento automatizzato di dati personali consistente nell'utilizzo di tali dati personali per valutare determinati aspetti personali relativi a una persona fisica, in particolare per analizzare o prevedere aspetti riguardanti il rendimento professionale, la situazione economica, la salute, le preferenze personali, gli interessi, l'affidabilità, il comportamento, l'ubicazione o gli spostamenti di detta persona fisica.

PROFILAZIONE

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trattamento automatizzato

incide sui dati personali

obiettivo: valutare aspetti personali

GDPR - Articolo 22, comma 1

"Processo decisionale automatizzato relativo alle persone fisiche, compresa la profilazione"

L'interessato ha il diritto di non essere sottoposto a una decisione basata unicamente sul trattamento automatizzato, compresa la profilazione, che produca effetti giuridici che lo riguardano o che incida in modo analogo significativamente sulla sua persona.



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VIDEO GUEST: ENZO ABBATE, XISTER

Quanto vale la
nostra privacy?



VIDEO GUEST: ENZO ABBATE, XISTER



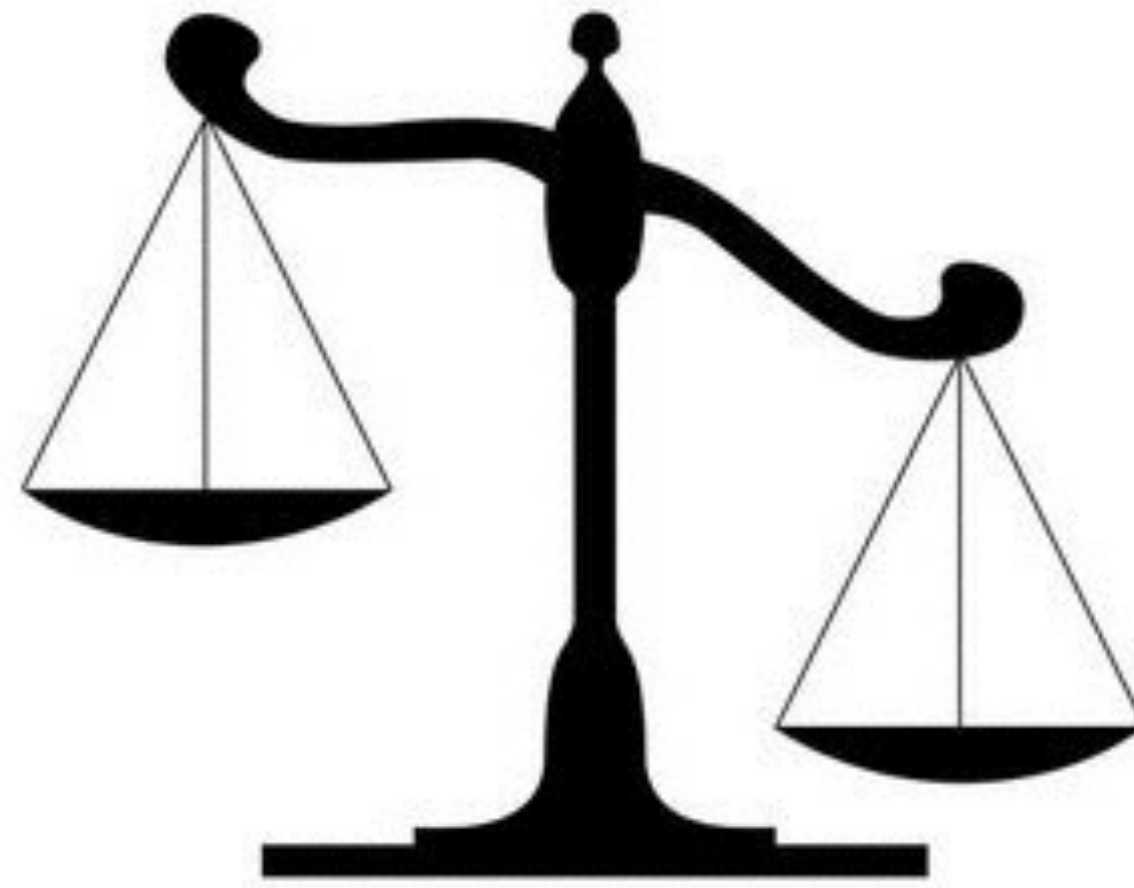
CONSUMER DATA VALUE





**“i dati personali non possono
essere considerati e trattati come
moneta o merce di scambio.”**

Franco Pizzetti, ex Garante Privacy



**“la monetizzazione dei dati
dovrebbe essere sempre
possibile.”**

Marco Pierani, EuroConsumers



Apple exec dismisses Google CEO's criticism over turning privacy into a 'luxury good'

By [Jacob Kastrenakes](#) | [@jake_k](#) | May 27, 2019, 12:18pm EDT

On China, Federighi suggests that storing data within the country isn't as big of a risk for Apple as it would be for other companies, because of "all of our data minimization techniques." Between encrypting data and collecting a small amount of data in the first place, Federighi says there's not much to access on its Chinese iCloud servers, and that anyone who does gain access wouldn't be able to do much with that information.

Federighi also says he sees the choice between collecting data and building powerful new AI features as a "false trade off." Building these features without collecting additional user data, "sometimes that's extra work," he says. "But that's worth it."

Apple does that in a handful of ways, according to the report. That includes buying a catalog of public photos it can use to train algorithms on, as well as analyzing publicly available voice data — like podcasts — instead of using voice recordings from users. Apple has also revealed in the past that it uses differential privacy techniques to anonymize user data and learn from the data in aggregate.

The privacy battle between these two companies is unlikely to slow down. Because Apple's business model doesn't involve selling ads, privacy is a key area that Apple can use to make its products stand out, which incentivizes the company to keep volleying back at Google.

Google, meanwhile, understands that the cultural tide is turning against massive data collection, largely thanks to Facebook's constant scandals, and it's been making small changes to limit some of those concerns. Just this month, that's included a new [easy-to-](#)

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BIG (CONSUMER) DATA

VIDEO GUEST: MASSIMO BURGIO, TRULY SOCIAL

Consumer
scoring:
all-you-can-eat
data



VIDEO GUEST: **MASSIMO BURGIO**, TRULY SOCIAL



A word cloud in the shape of a heart, composed of the words "Privacy", "Cookie", and "Informativa". The words are arranged in various sizes and orientations, creating a dense, overlapping pattern. The word "Informativa" is the largest and most prominent, appearing in the center. "Privacy" and "Cookie" are also large and appear frequently around the edges and within the cloud. The words are in a dark blue or black serif font. The overall shape is a heart, with the words filling the interior and some extending slightly beyond the edges.



**informativa
chiara**



**trasparenza
effettiva**



**consenso
informato**



informativa
poco chiara



trasparenza
inesistente



consenso
vago



norma

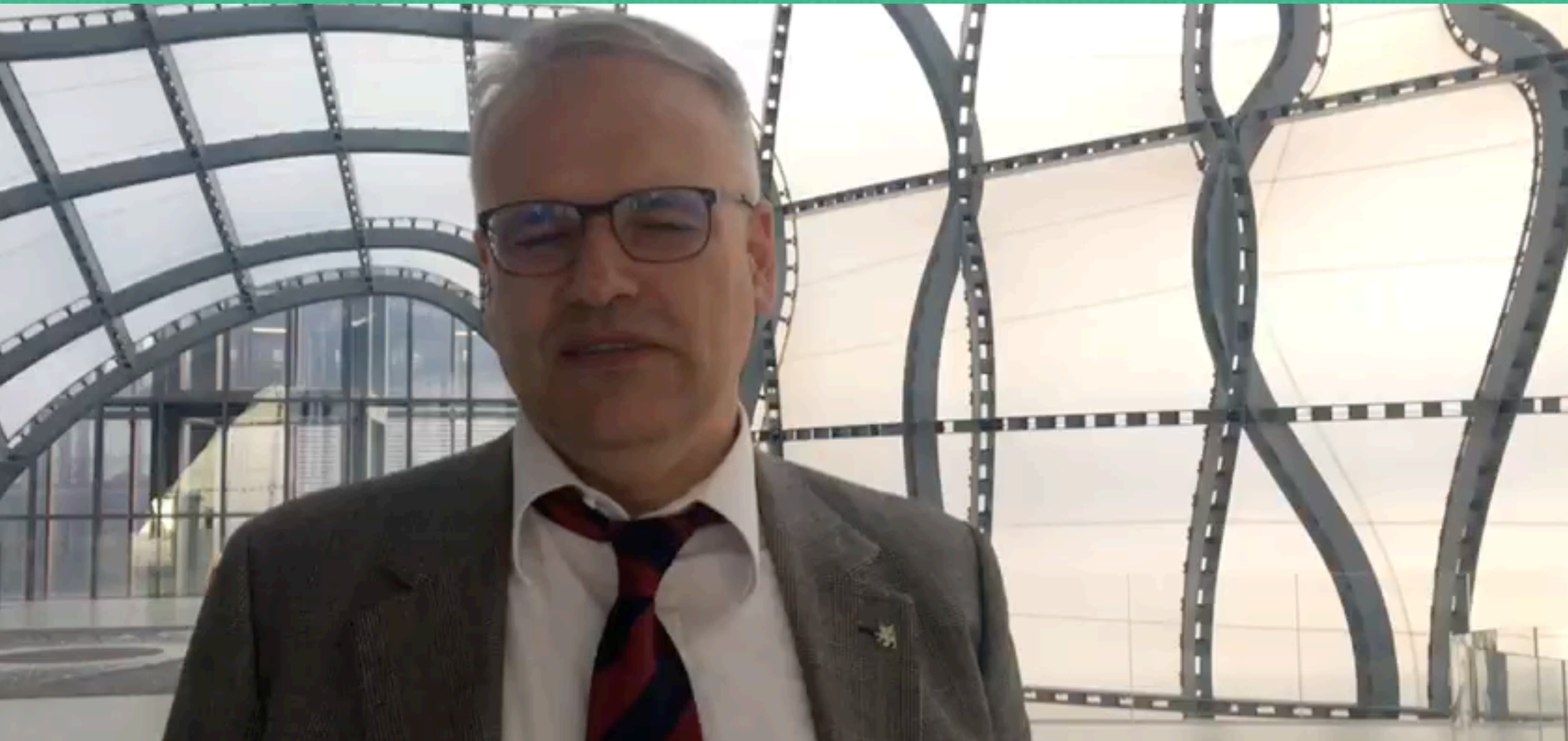
etica

VIDEO GUEST: **PIERO DOMINICI**, UNIPERUGIA

**Intelligenza
artificiale:
considerazioni
etiche**



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**Ulteriori
considerazioni
etiche su AI**



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GRAZIE



VALENTINA LONGO

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