



Does privacy matter?

Prof. Dr. Dr. h. c. Günter Müller

Institut für Informatik und Gesellschaft (IIG) – Abteilung Telematik

- A** Does privacy matter for economic progress?
- B** Does data protection practices prevent information deficits?
- C** Are PETs sufficient for a future trust in IT-infrastructure?

An individual's right "to control, edit, manage, and delete information about them[selves] and decide when, how, and to what extent information is communicated to others."

Privacy and Freedom (Alan F. Westin, 1967)

Privacy and the Internet

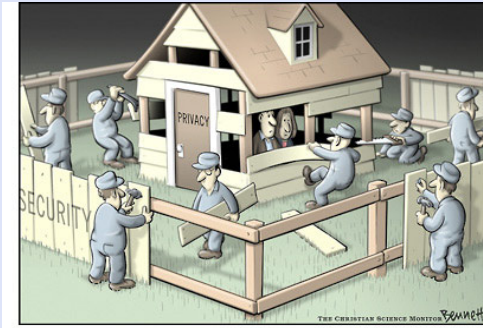


1992



"On the Internet, nobody knows you're a dog."

2005

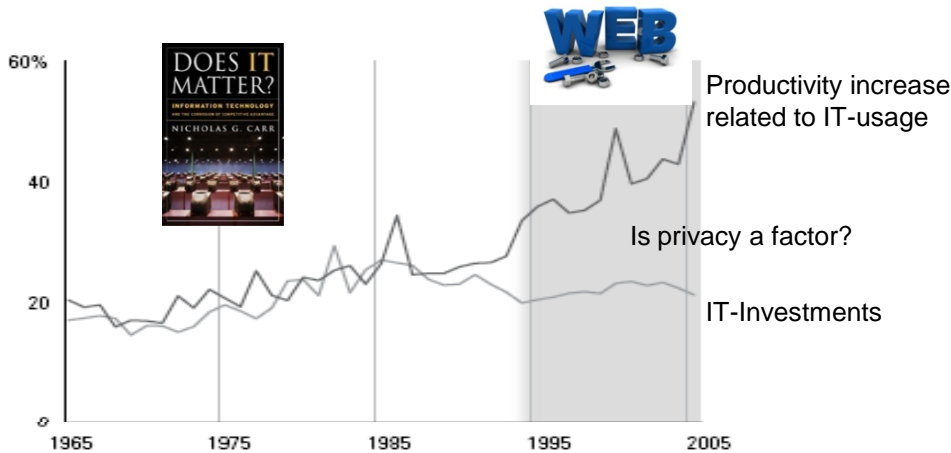


2012

Privacy equals security

Privacy challenge: people identifying information (PII)

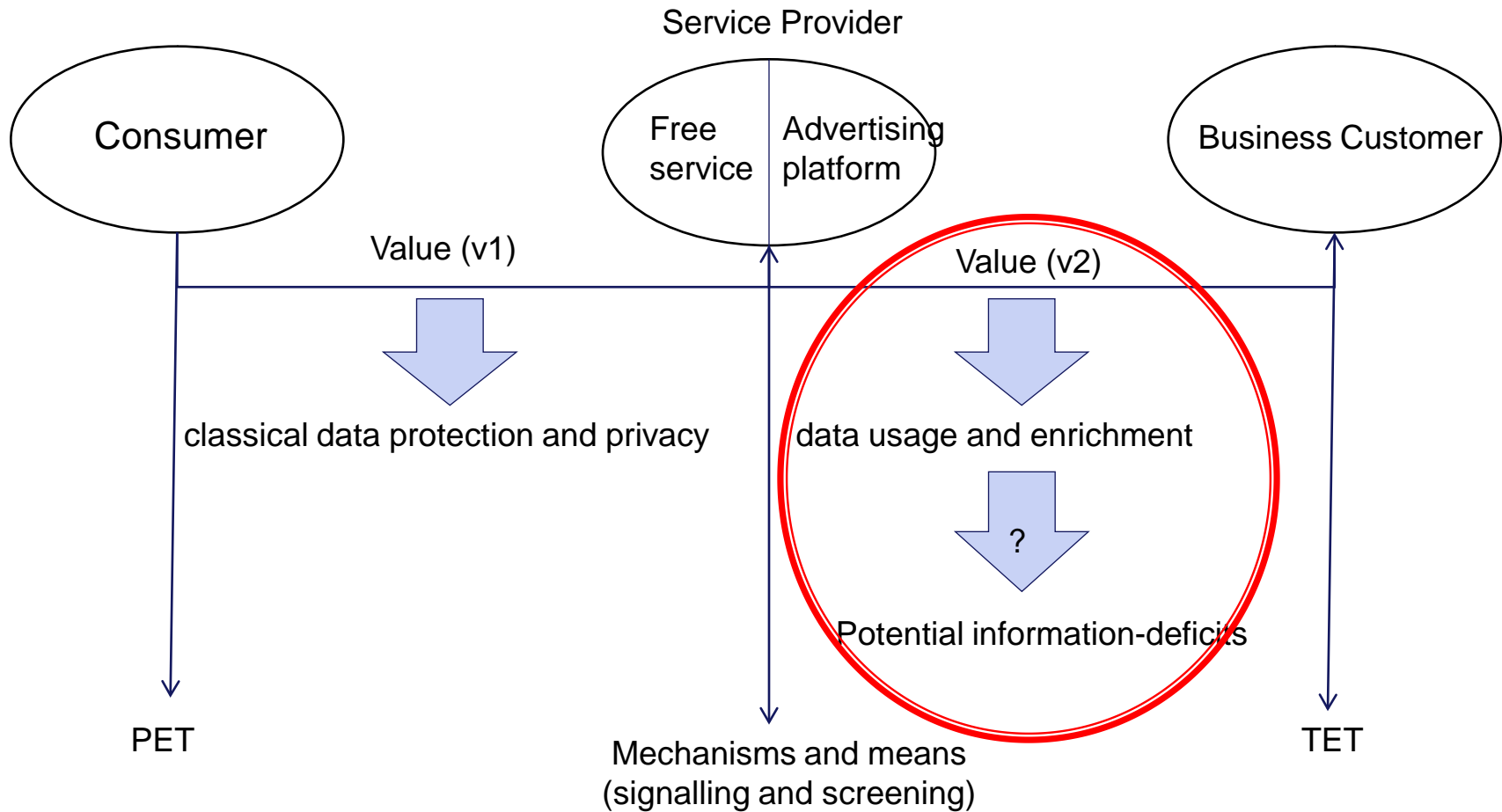
New privacy: Personal data crucial for economic growth?



Productivity gap with normalized IT-Investment (Brynjolfson, MIT 2008)



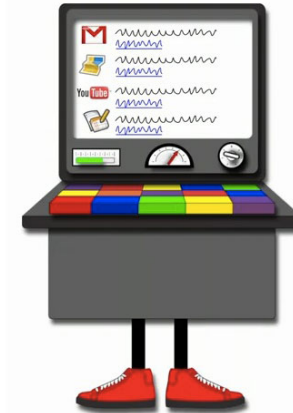
Privacy in Dual-valued Business



Screening



Signalling



Economic acceptance of PET and TET mechanisms for a trusted internet infrastructure

- Privacy is not just the protection from unauthorized access
- Management of PII does not guarantee privacy
- Combination of PET and TET define a trusted infrastructure for multi-valued transactions