

Privacy, Trust, and Ethics

Pinar Yolum

Utrecht University, Bogazici University

p.yolum@uu.nl



Rethinking Privacy

Name, email, age

Privacy Policy: One size fits all

Financial Information

GDPR for Websites: Agree to what is being shared, with whom, for what purposes

Racial or Ethnic Origin

Informed consent: Right to control information about oneself

Medical records

Political Opinions

YET, Privacy violations happen.

Privacy Violations

Does not necessarily happen
because of a system misbehavior

Inferred information from shared
data

Not all possible usages are
predefined

Information propagates

- Have you ever figured out on Facebook that two of your distant friends are friends themselves? (e.g., a picture that shows both of them, one commenting to a post of the other)
- Have you ever figured out the political stance of a friend from her posts?
- Have you ever figured out where a friend is on vacation based on content she shared?

Privacy in Context

Monitor at the cost of privacy?

Trade-off between privacy and utility

Need algorithms we can trust

Arkansas judge drops murder charge in Amazon Echo case

By Nicole Chavez, www.cnn.com

November 30th, 2017

[View Original](#)

arkansas amazon echo



Amazon Echo could help in murder case 00:56

(CNN)A judge dismissed a murder charge against an Arkansas man in a case that drew national attention when prosecutors sought evidence they believed was stored in an Amazon Echo speaker.

Back to the Basics

- Trust
- Responsibility (taking initiative on what is right)
- Accountability (transparency and explainability of decisions)

An underlying layer of ethics for algorithms