6th APSN International Conference
The Law and Technology Centre of the Faculty of Law

The University of Hong Kong

Hong Kong, U.S., 27th September 2017

Title:

Strategies to Enhance User Control

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Abstract (400 words max)**:**

In this presentation we will introduce the research report on practical and realistic options for user control in a collaborative effort to implement one of the ten Privacy Bridges detailed in the 2015 Privacy Bridges report (available at https://privacybridges.mit.edu). The User Controls Bridge calls for easy-to-use mechanisms for expressing individual decisions and making real choices about the collection and use of their personal data by organizations. The primary goal is to identify concrete privacy solutions that are effective, could be endorsed by regulators, and supported by privacy experts, which are relevant across regions.

We will briefly summarise the state of research into effective privacy controls with a model called 'Quadruple A'. 'Quadruple A' stands for the cumulative requirements stemming from *Architecture*, *Attitude* and *Agency* which are also calibrated by *Authority*. This model internalizes that user controls arise from the interplay of a number of conditions, partially technical but also user behavior as well as internal and external incentives in privacy governance. This bottom-up research concludes that building the User Controls Bridge requires 'more than technical standards' but close collaboration of system designers, developers and engineers with clear regulatory guidance from privacy regulators to provide tangible agency over privacy to users.

From the report we will present a few selected strategies to illustrate that these can operate across jurisdictions and effectively deliver user control, such as with well-designed privacy dashboards and architectural solutions to hardwire privacy controls into the technology stack. The report also provides input for further optimalization. Furthermore, an overview is provided of new promising strategies and solutions that have potential in enhancing user controls in the future, such as privacy assistants powered by artificial intelligence and machine learning.

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