



PROFILE

Analyzing and mitigating the risks of online profiling: building a global perspective at the intersection of law, computer science and sociology

INRIA
DiverSE
ASAP
Univ. Rennes 1
IODE
DRUID
Univ. Rennes 2
PREFICS



Which legal and technical instruments can be offered to individuals to protect their fundamental rights at controlling the extent to which they are profiled online?

Software protections

Are you unique?

Yes! (You can be tracked!)

- 35.84 % of observed browsers are Chrome, as yours.
- 1.15 % of observed browsers are Chrome 54.0, as yours.
- 56.91 % of observed browsers run Windows, as yours.
- 10.04 % of observed browsers run Windows 10, as yours.
- 66.21 % of observed browsers have set "en" as their primary language, as yours.
- 21.36 % of observed browsers have UTC+1 as their timezone, as yours.

However, your full fingerprint is unique among the 243112 collected so far. Want to know why? [Click here](#)

Browser fingerprinting is a new form of online tracking

- Collect attributes of a device
- Build a profile that is unique

PROFILE

- Designs software solutions against fingerprinting
- Investigates the kind of data collected and used by personalization algorithms
- Reconstructs the inner working of these personalization algorithms

Legal protection: the right to object profiling

Investigate, design, and introduce a **new right of opposition** into the legal framework of data protection to :

- better regulate profiling
- encourage companies to be more respectful of user privacy

Profiling concerns several areas of law:

- criminal law,
- employment law,
- insurance law,
- liability law

3 levels of legal protection:

- National
- European
- International

2 legal tools:

- Hard law
- Soft law

User perceptions and practices

Survey about representations

To evaluate the needs of users
To frame a sensitization of ICT users

Survey about practices

To establish practitioner's profiles

User study

What is behind the so-called **privacy paradox**?
What does *privacy* mean today?
What kind of **trace blocker** should be designed ?

Main outcome: solutions suitable with people practices

