Our team
$x = \text{Compliance}$

$y = \text{Control}$

$f(x) = y$?

In other words & in practice:

Does GDPR provide more effective Users’ control?
In practice, Privacy rights are hardly implementable (just because we use far too many services online)
Surveillance – The Foundation of a New Economic Paradigm

THE AGE OF SURVEILLANCE CAPITALISM

THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER

SHOSHANA ZUBOFF
70% d'entre nous ne souhaite pas prendre le temps d'accepter ou de refuser les cookies

76% ACCEPTENT LES COOKIES
The “Google case”

You’re in control

We know that one size doesn’t fit all when it comes to privacy, so we build powerful, easy-to-use privacy tools into your Google Account. They give you control over the privacy settings that are right for you, and what types of data we collect and use across our services.

Control how data is used across Google

Take control of data saved in your Google Account

You can find your Info, privacy, and security settings all

The CNIL’s restricted committee imposes a financial penalty of 50 Million euros against GOOGLE LLC

On 21 January 2019, the CNIL’s restricted committee imposed a financial penalty of 50 Million euros against the company GOOGLE LLC, in accordance with the General Data Protection Regulation (GDPR), for lack of transparency, inadequate information and lack of valid consent regarding the ads personalization.
The problem we try to solve
GDPR helps. But privacy controls have to be User-centric. This is ID side API: a “FB Connect” for Privacy.

My **by-default Privacy Choices**
(reasonable expectations)

+ **Specific consents**
(Case by case)
How does it work technically (1/2)?

The traditional approach

Do you accept these choices?
I accept/refuse

Site A
How does it work technically (2/2)?

IdSide reverses the paradigm of user choices.
How does it work technically (2/2)?

Browser with extension

ID side

Individual Privacy choices
+ 1-Request-only encrypted identifier

Privacy choices (+ Encrypted identifier X)

Accept

Do you want to reassess your choices for me?
I refuse
I accept

What can I offer you (Insights, Updates, personalization, discounts...)?

Updates & discounts only on a,b,c

Site A
**ID Side Cookie**

- `<choices>`; `<identifier>`; `<information URL>`

<table>
<thead>
<tr>
<th><code>&lt;choices&gt;</code></th>
<th><code>&lt;identifier&gt;</code></th>
<th><code>&lt;information URL&gt;</code></th>
</tr>
</thead>
</table>
| is string of **uppercase ascii** characters composed of:  
- the ascii character ‘1’  
- followed by 1 or more uppercase ascii characters each encoding a specific privacy choice expressed by the user  

i.e. string `<choices>` is “1BD”  
this means that the user:  
Declines commercial tracking online (A)  
Accepts analytics tracking (B)  
Declines personalised ads (C)  
Accepts personalised Discounts on any website (D)  
| is designed to be used by websites in partnership with ID side to provide **individualized but also de-identified offers** to users meeting on ID side platform (a “spam box”) in full respect of each of their Privacy Choices.  
Such identifier is composed of **35 characters**:  
- 32 hexadecimal characters,  
- followed by a minus sign (ASCII 45),  
- terminated by 2 more hexadecimal characters.  
It **changes for each request** and should not be used to track users.  
| contains a link to the latest version of a document displaying a “**Tech description**” of how ID side works.  
So that websites can move on easily to empower internet users using ID side technical platform.  
| **<Website Response>**  
To indicate they recognise & respect users’ privacy choices expressed in ID side cookie, they will respond with the following **HTTP header**:  
X-IdSide-Accept: `<choice>`
## Agenda

### 9 June 2022

Wojciech Wiewiórowski meeting with Mr Uku Särekanno, the Deputy Executive Director of Frontex, Brussels, Belgium

### 3 June 2022

- **Annual Conference on European Media Law 2022** organised by [ERA](#), Speech by Wojciech Wiewiórowski, Brussels, Belgium
- **3 June 2022**
  - Wojciech Wiewiórowski presenting the EDPS budget 2023 before the Council, Brussels, Belgium

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Registration and Coffee</td>
</tr>
<tr>
<td>8:30</td>
<td>Welcome Keynotes: <em>Cardinal Stefan, Wyszynski University</em> (speaker to be announced) - Wojciech Wiewiórowski, EDPS</td>
</tr>
<tr>
<td>9:00</td>
<td>Invited talk: Bogdan Stefan, European Commission</td>
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<tr>
<td>10:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:30</td>
<td>Session 1: State of the art of privacy preserving digital IDs Q&amp;A Session</td>
</tr>
<tr>
<td>11:30</td>
<td>Invited talk: Thomas Lohninger, EPICENTER; Rossen Naydenov, ENISA; Stephan Engberg, CitizenKey; Pat Walshe, Brave</td>
</tr>
<tr>
<td>13:00</td>
<td>Lunch</td>
</tr>
</tbody>
</table>

**Slide:**
- [Slide](#)

**Read:**
- Press Release
- Opinion
ID side WIPO patent

DESCRIPTION

TITLE: PERSONAL DATA CHOICE MANAGEMENT PLATFORM

TECHNICAL FIELD OF THE INVENTION

[0001] The present invention relates to the field of online communications. More particularly, it relates to the protection of personal data of users of communication networks such as the Internet for example.

TECHNICAL BACKGROUND

[0002] When a user accesses online services, for example on the Internet, he or she is faced with the difficulty of controlling the use that these services make of his or her personal data.

[0003] The control of this data comes up against the tedious task of expressing choices in this matter for each service used (for example on each website visited). The
Abstract

The invention relates to a network communication method for accessing a service on a remote system by a client system comprising the following steps:

1. Receiving data from a user personal data management system, said data comprising at least one definition of at least one choice of a user for processing personal data associated with the user, said at least one definition being associated with an identifier of the user,

2. Transmission of a connection request to said remote server including at least said definition associated with said identifier,

3. Establishing a first communication between said client system and said remote system, and

4. Establishing a second communication from said remote system to said client system, said second communication being authorized by said management system, based on said definition.
Brussels, 10.1.2017
COM(2017) 10 final
2017/0003 (COD)

Proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

concerning the respect for private life and the protection of personal data in electronic communications and repealing Directive 2002/58/EC (Regulation on Privacy and Electronic Communications)
Why do we think the time is right?

Review of the eIDAS regulatory framework

The European Commission is currently evaluating this regulatory framework and ran an open consultation from 24 July to 2 October 2020. The aim of the consultation was to collect feedback on drivers and barriers to the development and uptake of trust services and eID in Europe. The study also considered the impact of the options for delivering an EU digital identity.

The Commission will assess to what extent the eIDAS framework remains fit for purpose, delivering the intended outcomes, results and impact. The Commission will also consider whether it is appropriate to modify the scope of the Regulation or its specific provisions, taking into account the experience gained in the application, and technological, market and legal developments.
Dear Ms. Roques-Bonnet, Mr. Bouquet and Mr. Pannetrat,

Thank you for your letter of 7th April in which you describe the initiatives of the not-for-profit ID side for Good to empower internet users and increase control over the processing of their personal data. I have read your letter with interest, and forwarded it to my services.

I encourage you to pursue your objectives in the interest of European citizens.

Yours sincerely,

[Signature]

Brussels, 01/05/2020

Agata PAVIA (CNECT)
Agnieszka WAWRZYK (CNECT)
Matle BEYER-KATZENBERGER
What ID side enables people to do (technically)

- Control spams on your phone/email?
- Set once, and for all services, user-centric by-default choices
- Stop receiving personalised ads?
- Exercise your privacy rights?
- Use our templates for requests & claims to exercise your rights
- Customise your choices in real-time
- Stand by your children online?
- Get back on tracks with your children privacy choices
to set my privacy right(s)!

Take back control on our privacy online

Our by-default reasonable expectations (once and for all)

Our Privacy Choices in few clicks

Prior warning before any claim to DPAs

Simple sharing of my choices with individuals and companies
Thanks for your time and interest!

@MCRB-IDside / www.idside.eu / Marie-Charlotte Roques-Bonnet
Your Privacy Profile

Are you?

Share about me
Follow me
Pay me

With this profile, you set 2 key Choices as follows:

Social sharing
Private
Public

Commercial Tracking
Off
On

Want your friends and followers to know about your choices?

Save & Share

Want everyone to check your rules and ask your consent?

Save & Share

Want anyone to use your data for good and general interest?

Save & Share

Want no one to track personalize or share about you?

Save & Share

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You have a fair and balanced appraisal of what privacy is and should be. If you enjoy most of the digital services because you see them as an opportunity to solve some of your personal problems, you are likely to be a fan of those things that people empower you as a never-ending opportunity. If you recognize that this is not enough, then you might assume that most of the services are not free and that they empower you as never-ending opportunity. If you enjoy most of the digital services because you see them as an opportunity to solve some of your personal problems, you are likely to be a fan of those things that people empower you as a never-ending opportunity.
With this profile, you set 2 key Choices as follows:

Social Sharing
- Private
- Public

Commercial tracking
- Off
- On

For sure, having limited control over the processing of your data freaks you out. This is why you strive to get some control back, in your personal, collective. You are cautious on all practical steps to take whenever your privacy is at stake, from double-checking privacy...