

# VISION: VISUAL PRIVACY MANAGEMENT IN USER CENTRIC OPEN ENVIRONMENTS



**Atos**

Senior Technical Project Manager VELTI

Dr. Emmanouil Kafetzakis

Research Fellow NCSR

Mr. Jose Fran. Ruiz

Security Consultant ATOS

## Current situation

- New digital age
- New technologies => new threats
- Information is the new “gold”
- Facebook, google, etc.
- Citizens request to have more control about their data
- It exists a necessity for increasing the use of digital services => increase trust of citizens in this services

## Current situation: Challenges

### → Challenge I:

- Citizens do not trust the management organizations do of their data and how they use it

### → Challenge II:

- Public administrations search for ways to enhance the trust of citizens in order to increase the use of their digital services (e.g., increasing transparency of the management of the data)

## Current situation: Challenges

### → Challenge III:

→ The level of requirements of the services of the public administrations cover from simple data to very sensible data

### → Challenge IV:

→ New legal framework (national, european...)

## Current situation: Objective of VisiOn

- The main objectives of VisiOn are:
- Allow citizens to **specify and control** who can access to their data stored and managed by Public Administrations
- Increase **transparency** of the management of data by the Public Administrations
- **Merging and comparison** of the preferences of the citizens and existing legal framework

### → Public Administrations are able to:

- Define the privacy preferences framework of the citizens so they can specify their preferences
- Check statistics of the privacy preferences or use of data of the citizens (anonymous way)
- Obtain security and privacy reports of their systems together with additional information such as threats, etc., which could risk the safety of the data they store

### → Citizens can:

- Define their privacy preferences
- Check statistic data of the accessing and use of their data
- Have access to the value of their data from the point of view of the public administration

- ➔ These characteristics are offered by means of:
  - ➔ Creation and management of questionnaires of privacy preferences
  - ➔ Control of the privacy preferences of the citizens
    - ➔ Conflict resolution: according to the legal framework
  - ➔ Monitoring and visualization of the access to the data
  - ➔ Analysis of vulnerabilities and threats focusing on privacy
  - ➔ Generation of data privacy reports by means of the creation of privacy agreements



## Validation of the results

- Three different use cases and complementary
- Users (citizens and public admin) of differently type will validate the integration of the solutions in their systems

- DAEM (IT Company of the City of Athens)
- Athens, Greece
- Provide different services to citizens in the city of Athens
- e.g., Register and access to public infrastructures
- They integrate VisiOn in their actual system
- Integration at platform level and API level

- ➔ MISE (Ministero dello Sviluppo Economico)
- ➔ Rome, Italy
- ➔ Access to financial data of companies and employees
- ➔ They integrate VisiOn in a new system they are developing

# Public Administration Pilots

1. Identification of requirements and necessities

2. Specification of the use case using a real problem

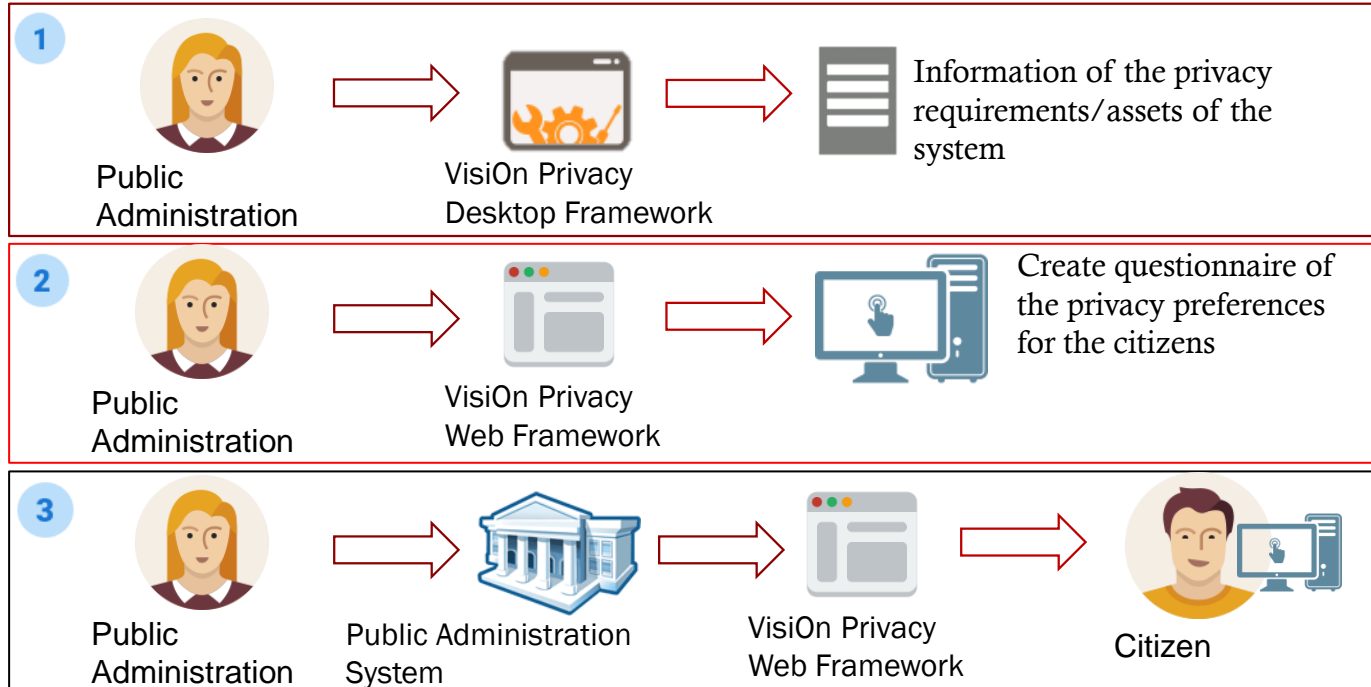
3a. Development of a new service and integration with VisiOn

3b. Integration of VisiOn with an existing service

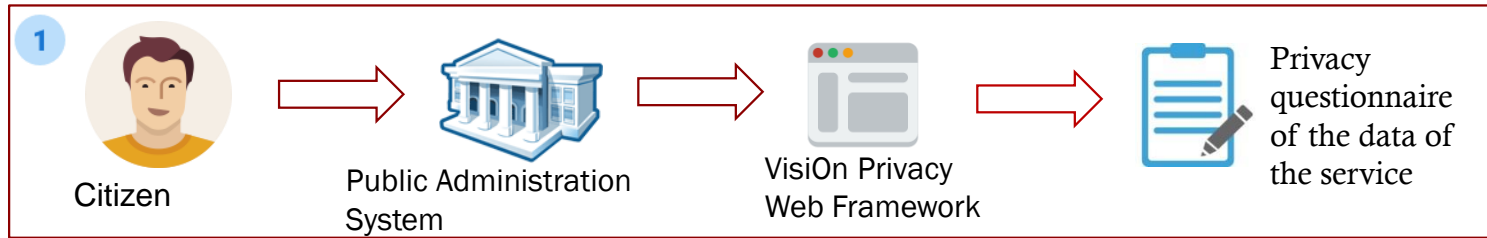
4. Validation of a solution with real users

- Two complementary solutions:
- Desktop: focused in tools for privacy analysis
- Web: development and use of privacy questionnaires, data access visualization, notifications, etc.

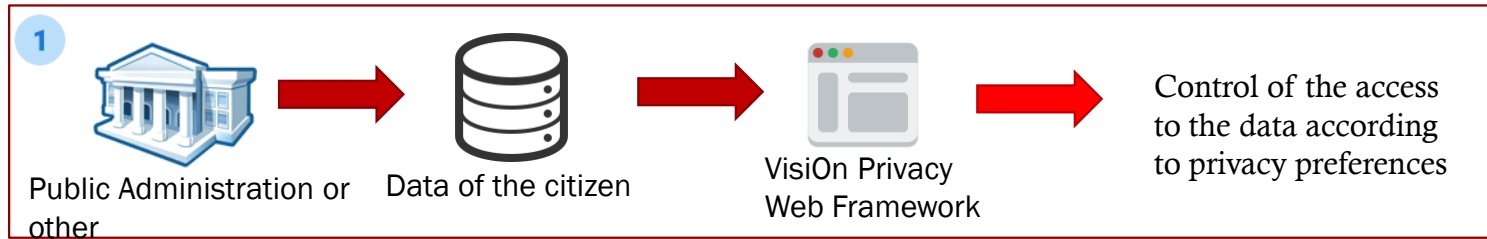
# VisiOn Platform: Example of use (i)



## VisiOn Platform: Example of use (ii)



## VisiOn Platform: Example of use (iii)





- Final phase of development
- Refinement of the solutions
- New functionalities, style, etc.
- Working with the integration with the use cases

## Status

- Link: <https://www.visioneuproject.eu>
- LinkedIn: <https://www.linkedin.com/groups/8508130>
- Twitter: @VisiOnEuProject
  
- Contact person (project coordinator): Business-e

THANK YOU

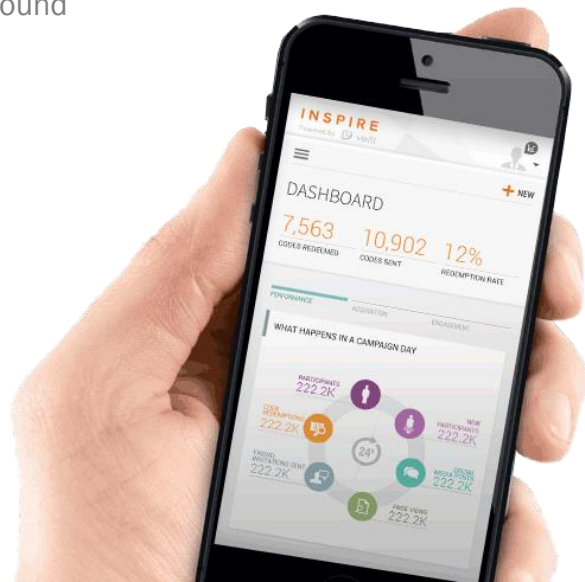


# ABOUT VELTI

Velti was founded in 2000 to develop and execute highly interactive campaigns with subscribers for mobile operators.

Fifteen years later, Velti is the leading mobile marketing platform, connecting brands with consumers around the world.

We work with hundreds mobile operators and brands around the world to deliver industry-leading mobile marketing solutions to consumers.



Velti's easy-to-use, powerful mobile marketing platform is helping marketers reach new customers, build brand engagement and create lifelong one-to-one relationships with consumers.



# VELTI INNOVATION TEAM



# INNOVATION AREAS OF INTEREST

# WE ARE GETTING INVOLVED IN TOMORROW'S TECHNOLOGIES

End-users



**Mobile rich media/mobile applications** ecosystem/new formats (e-learning/e-tourism)



**Wearable's/Internet of Things & advanced UX** (Kinect, Google Glass, Fitbit, IoT, iBeacon, NFC)

Gamification and advertising techniques

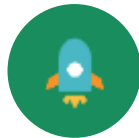


**Consumers behavior/personalized marketing/advertising**



**Gamification techniques for mobile & multi-channel marketing**

Back-end technologies



**Advanced analytics & data mining/big data/semantic web/optimization**



**Personal data privacy & innovative business models**

# VELTI participation



## National Centre for Scientific Research “Demokritos”

- The biggest and most acclaimed research centre in applied sciences in Greece
- 5 Institutes, 700+ distinguished researchers, research support professionals and scientific associates





# MEDIA NETWORKS LABORATORY



- Part of the Institute of Informatics and Telecommunications
- In the last 10 years, MNLab has participated in 18 EU funded projects and attracted about 10 M€ funding for Demokritos
- More at [www.medianetlab.gr](http://www.medianetlab.gr)



# MNL participation

