

With Intention

Ben Weatherhead

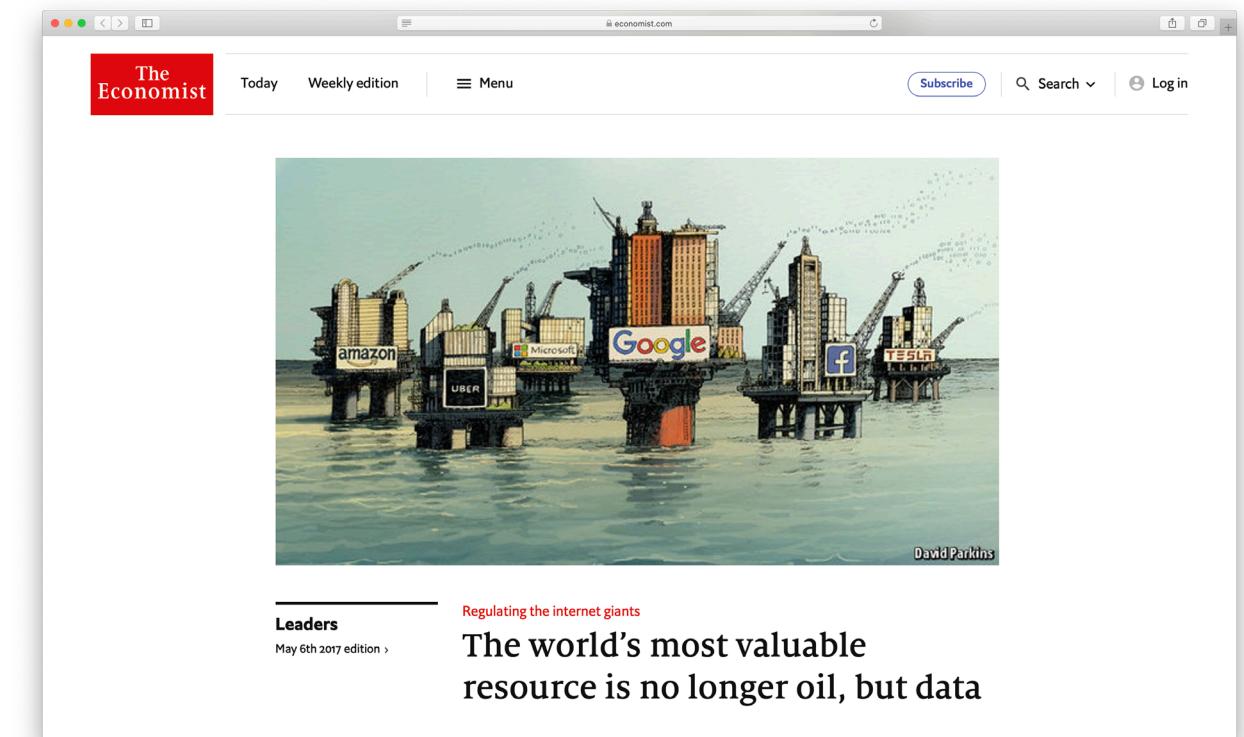
2016

In 2016, millions of people's information was compromised through facebook and used to persuade people to vote for Donald Trump. Modern technology has trained us to trade our information for convenience and entertainment to the point that we no longer consider the risks.



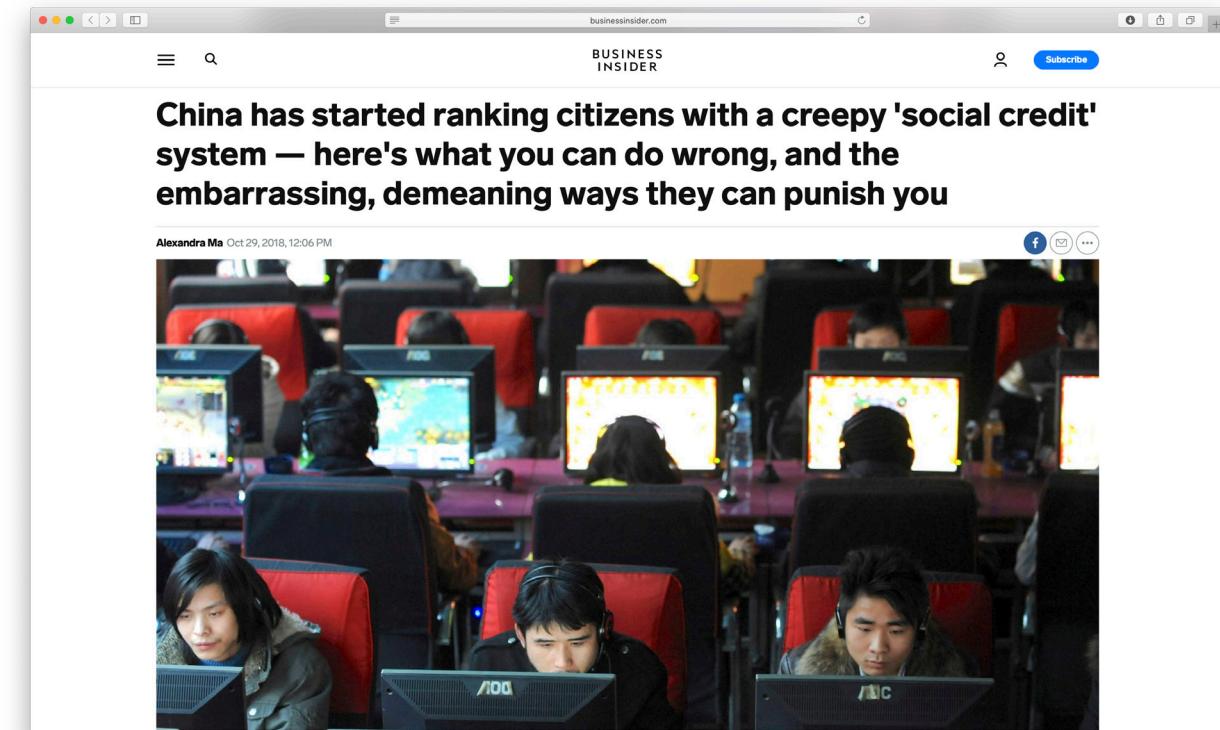
2017

In 2017 we see data surpass oil as the most valuable asset on earth due to the rise and rapid evolution of consumer technology.



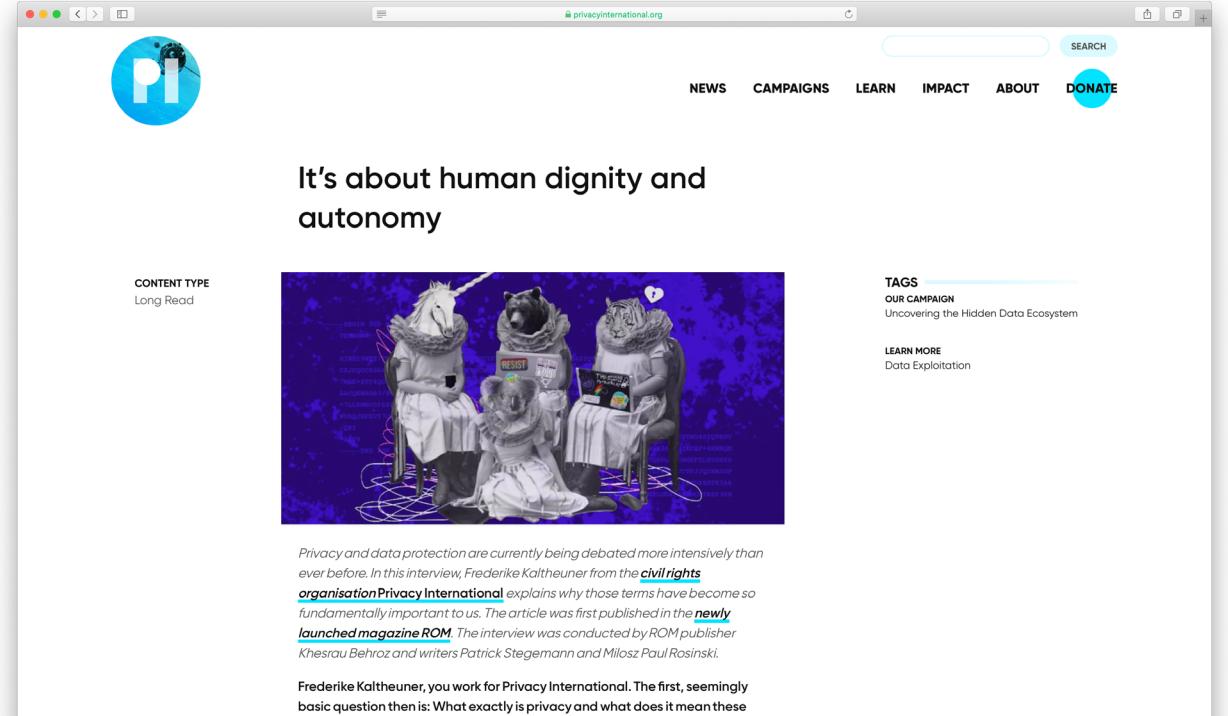
2018

China begins implementing a social credit system that uses several avenues to monitor its citizens and punish them for seemingly minor transgressions like having your dog off leash. They can punish you by throttling your internet, prevent your child from getting into a school, publicly list you as a bad citizen, or even take away your dog.



Data Matters

Data is used for many great things such as improving products and services, but in recent years a darker side of data has emerged. Companies, governments, and countless other entities are using data to sell you products, change your opinions, and punish you.



The screenshot shows a web browser displaying the Privacy International website. The header features the PI logo, a search bar, and navigation links for NEWS, CAMPAIGNS, LEARN, IMPACT, ABOUT, and DONATE. The main content area has a large heading 'It's about human dignity and autonomy'. Below the heading is a photograph of four animals (a unicorn, a bear, a tiger, and a lion) sitting at a table, each holding a book or document. To the left of the image is a 'CONTENT TYPE' section with 'Long Read'. To the right are 'TAGS' sections for 'OUR CAMPAIGN' (Uncovering the Hidden Data Ecosystem) and 'LEARN MORE' (Data Exploitation). The text below the image discusses the interview with Frederike Kaltheuner, mentioning her work at Privacy International and the launch of ROME magazine.

It's about human dignity and autonomy

CONTENT TYPE
Long Read

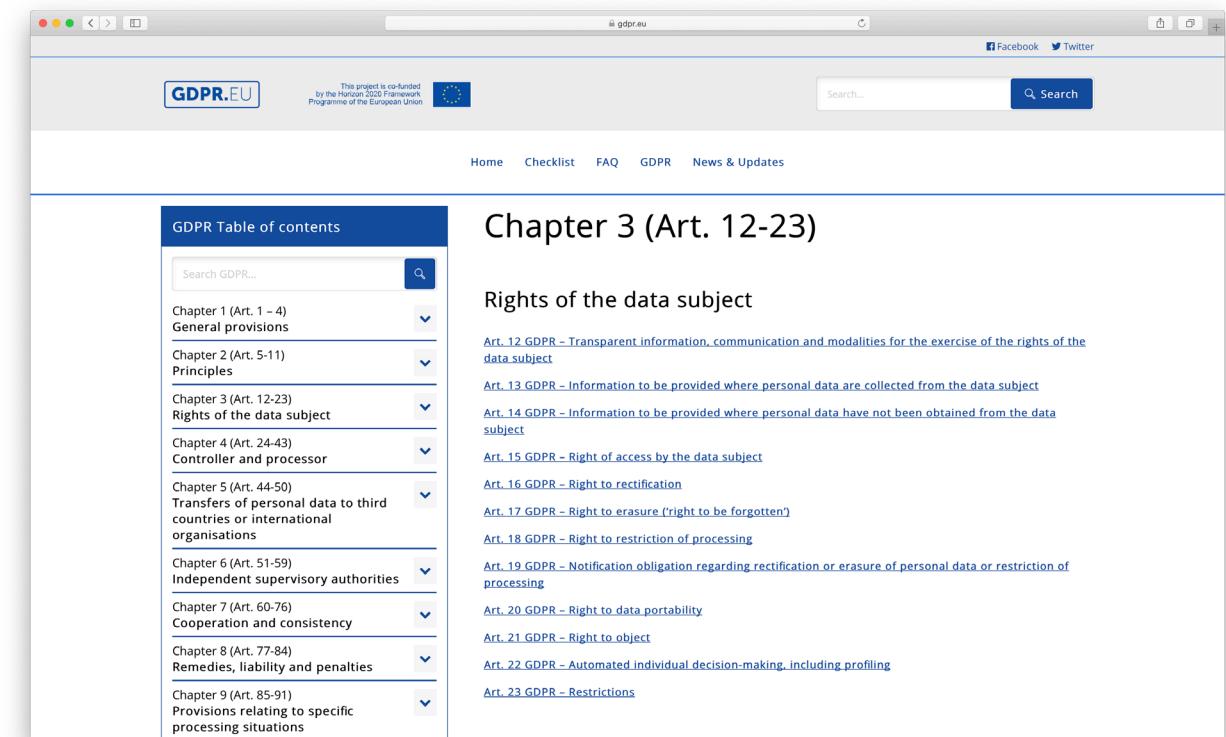
Tags
OUR CAMPAIGN
Uncovering the Hidden Data Ecosystem
LEARN MORE
Data Exploitation

Privacy and data protection are currently being debated more intensively than ever before. In this interview, Frederike Kaltheuner from the [civil rights organisation Privacy International](#) explains why those terms have become so fundamentally important to us. The article was first published in the [newly launched magazine ROME](#). The interview was conducted by ROME publisher Khesrau Behroz and writers Patrick Stegemann and Milosz Paul Rosinski.

Frederike Kaltheuner, you work for Privacy International. The first, seemingly basic question then is: What exactly is privacy and what does it mean these days?

Regulation Is Good, But It's Not Enough

Regulation is a key solution to issues around data collection and privacy, but it's not the only one. The reason being that regulation in tech is often reactive. It comes out of crises, pandemics, and data breaches in order to prevent similar events from happening again. But "data" and data collection are changing and expanding, creating new unforeseen avenues for hacking, surveillance, and manipulation.



The screenshot shows a computer screen displaying the GDPR.EU website. The top navigation bar includes links for Home, Checklist, FAQ, GDPR, and News & Updates. A search bar is located in the top right corner. The main content area features a sidebar titled "GDPR Table of contents" with a search bar and a list of chapters and articles. The main content area is titled "Chapter 3 (Art. 12-23)" and is sub-titled "Rights of the data subject". It lists several articles: Art. 12 GDPR, Art. 13 GDPR, Art. 14 GDPR, Art. 15 GDPR, Art. 16 GDPR, Art. 17 GDPR, Art. 18 GDPR, Art. 19 GDPR, Art. 20 GDPR, Art. 21 GDPR, Art. 22 GDPR, and Art. 23 GDPR. Each article link is preceded by a brief description.

GDPR Table of contents

Search GDPR...

Chapter 1 (Art. 1 – 4)
General provisions

Chapter 2 (Art. 5-11)
Principles

Chapter 3 (Art. 12-23)
Rights of the data subject

Chapter 4 (Art. 24-43)
Controller and processor

Chapter 5 (Art. 44-50)
Transfers of personal data to third countries or international organisations

Chapter 6 (Art. 51-59)
Independent supervisory authorities

Chapter 7 (Art. 60-76)
Cooperation and consistency

Chapter 8 (Art. 77-84)
Remedies, liability and penalties

Chapter 9 (Art. 85-91)
Provisions relating to specific processing situations

Chapter 3 (Art. 12-23)

Rights of the data subject

[Art. 12 GDPR – Transparent information, communication and modalities for the exercise of the rights of the data subject](#)

[Art. 13 GDPR – Information to be provided where personal data are collected from the data subject](#)

[Art. 14 GDPR – Information to be provided where personal data have not been obtained from the data subject](#)

[Art. 15 GDPR – Right of access by the data subject](#)

[Art. 16 GDPR – Right to rectification](#)

[Art. 17 GDPR – Right to erasure \('right to be forgotten'\)](#)

[Art. 18 GDPR – Right to restriction of processing](#)

[Art. 19 GDPR – Notification obligation regarding rectification or erasure of personal data or restriction of processing](#)

[Art. 20 GDPR – Right to data portability](#)

[Art. 21 GDPR – Right to object](#)

[Art. 22 GDPR – Automated individual decision-making, including profiling](#)

[Art. 23 GDPR – Restrictions](#)

Understanding Perceptions

Through interviews I was able to understand common perceptions of data. It became evident that people didn't value their digital information and didn't fully understand what they were agreeing to when accepting terms and conditions.

I don't think [companies] are doing anything malicious, partially because I don't think any of us individuals matter in the grand scheme of a million or billion people

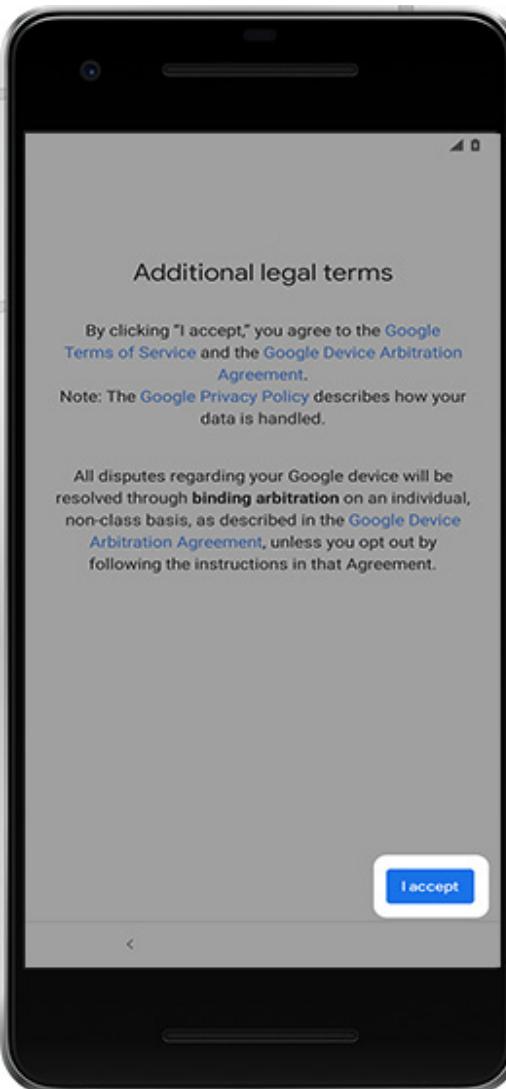
- Noah

I'm sure I should read [terms & conditions]... but there are so many words.

- Corinne

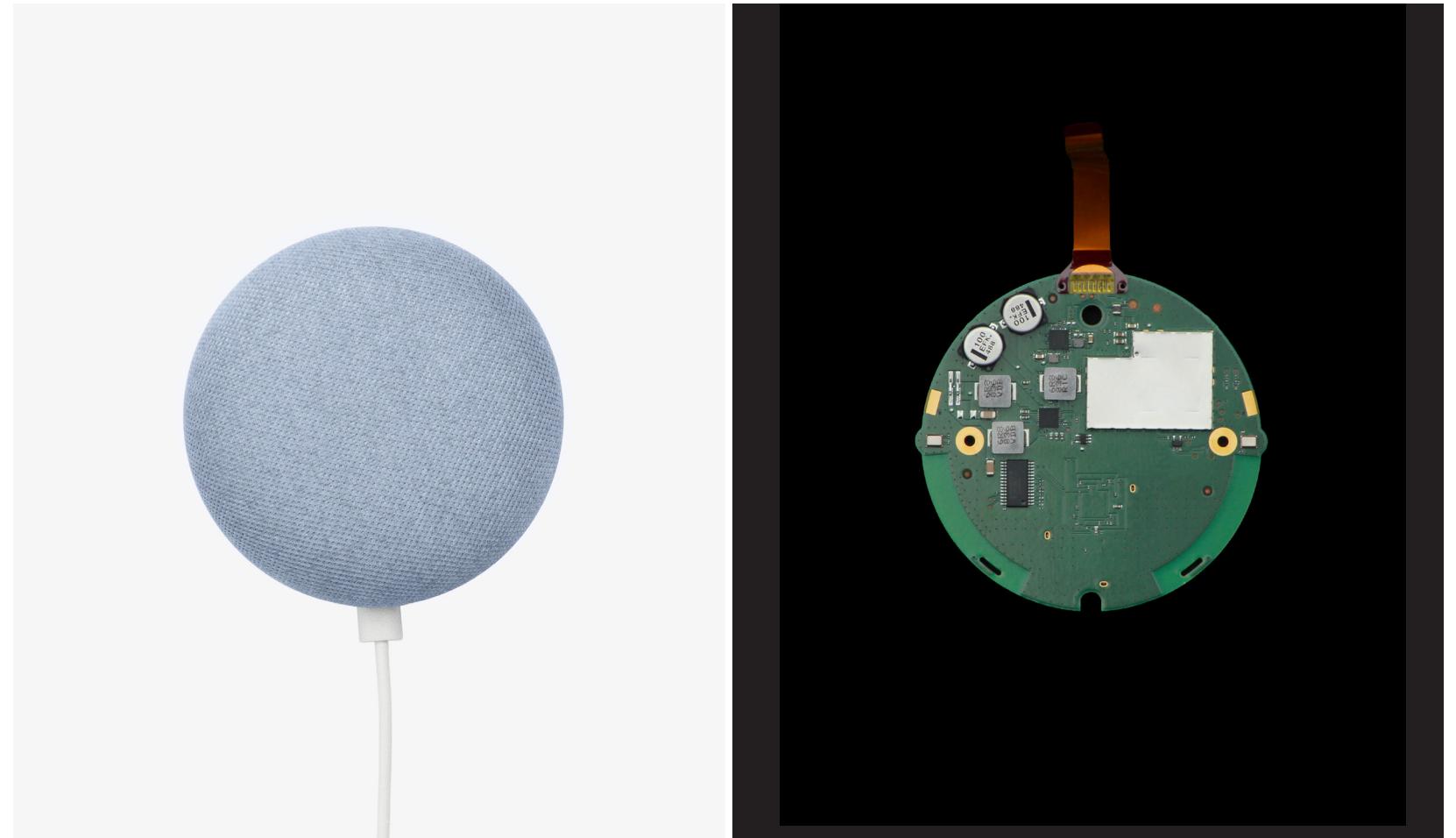
A Tap Away

To understand why we don't value our data I looked at how we interact with it. My interviews revealed that it was common for people to quickly skip through terms & conditions agreements, diminishing the act of sharing our data to a single tap.



A More Honest Approach

Despite the approachable forms of smart speakers, they are still a portal to the outside world.



Design Goals

Help people understand the value of their data.

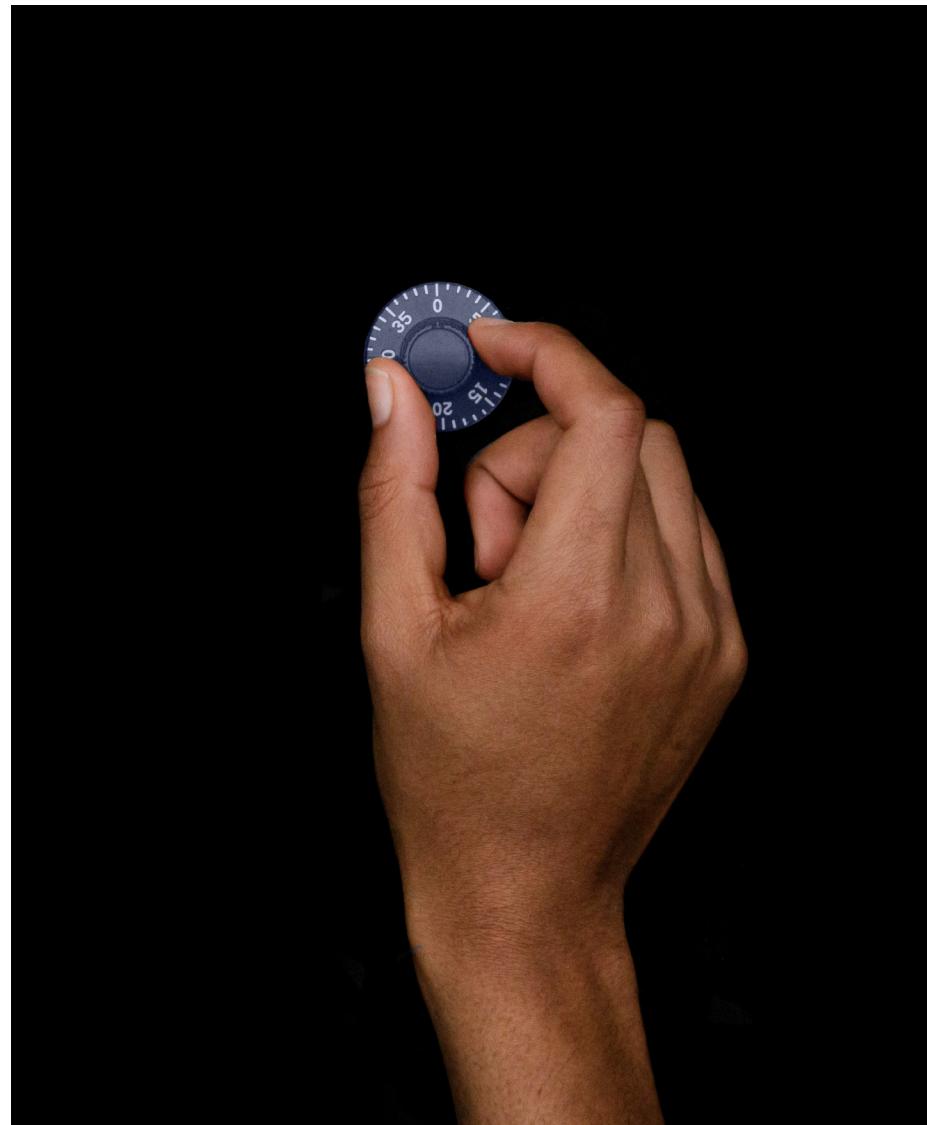
Help people understand what exactly they are sharing when agreeing to terms & conditions.

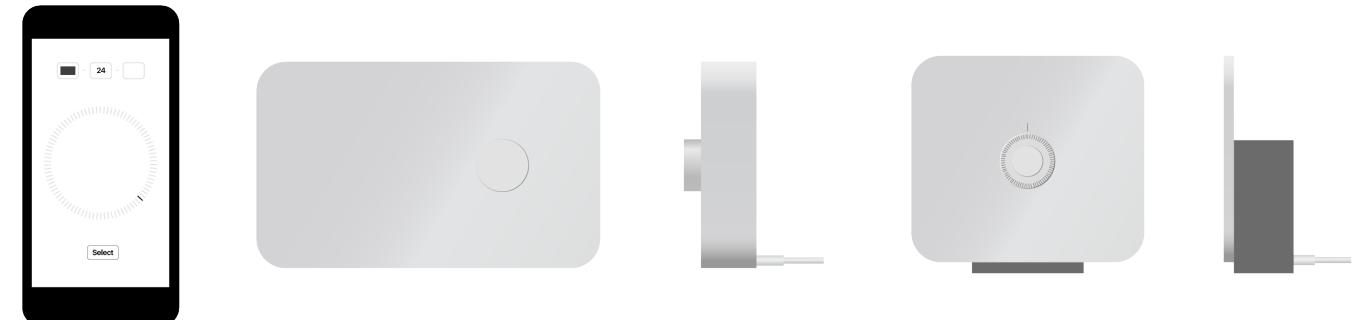
Use authenticity to shift our perception of the products that collect our information.

Intentional Interactions

In looking at past ways we have interacted with or given up information there was a sense of value that came with the deliberateness of a physical object or interaction.

For example, safes contain a person's most important documents, which they intermittently access using a unique combination. This interaction places value on what the safe contains.

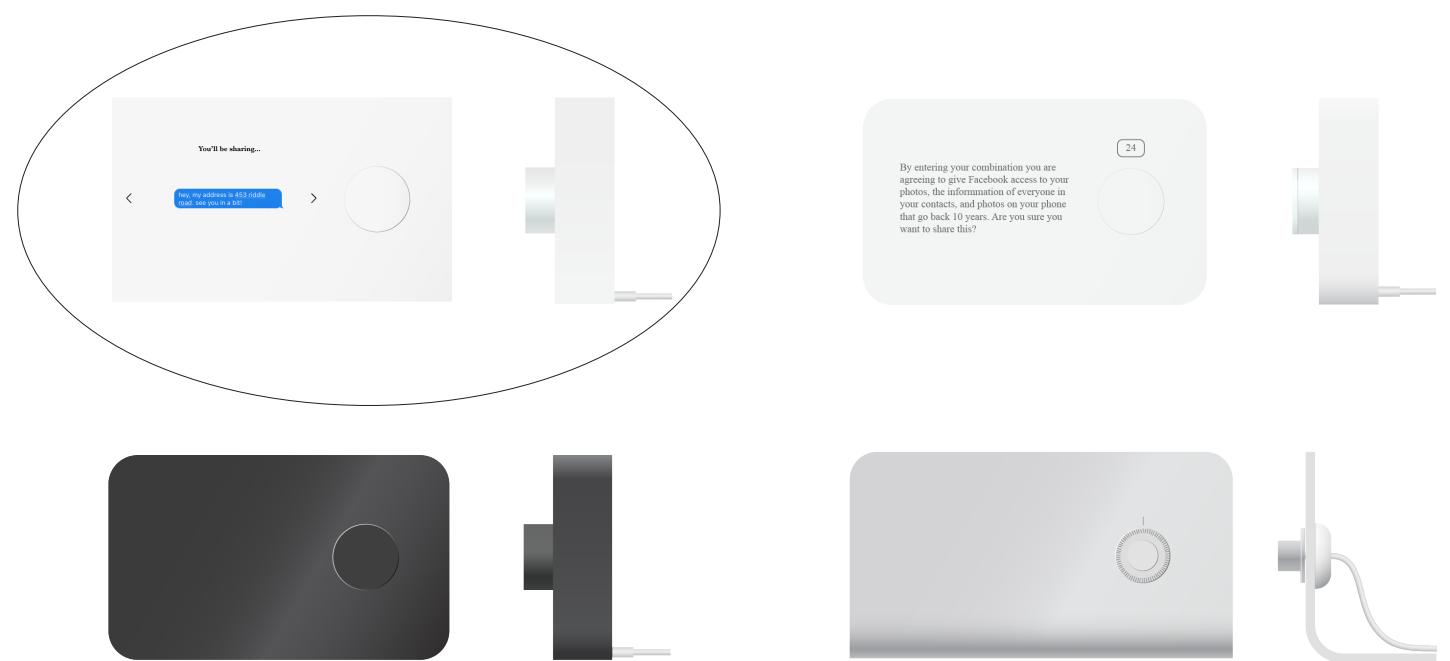




A Different Way To Authenticate

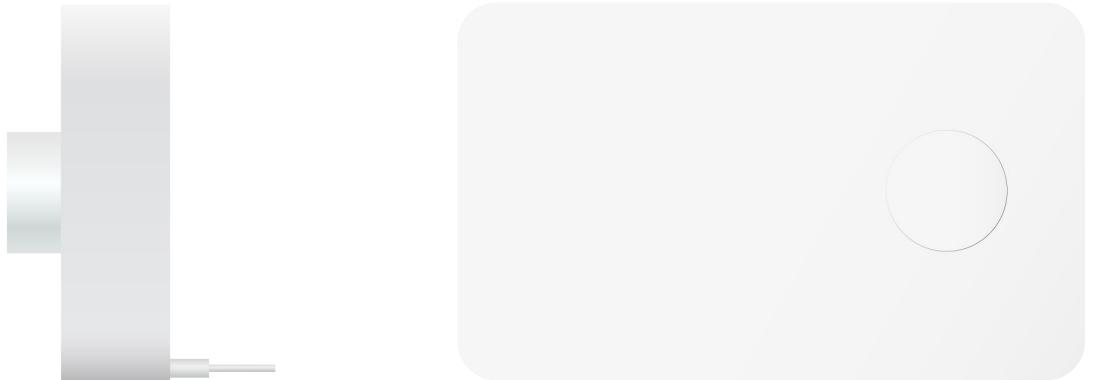
The first object borrows this safe dial interaction to create a unique, more mindful way of sharing our information.

The selected option gives the person using it a clear understanding of what they are agreeing to share by displaying it on an eink display.



Physical Models

I used paper and cardboard models to validate this physical interaction and to better understand how this integrates into someone's life.



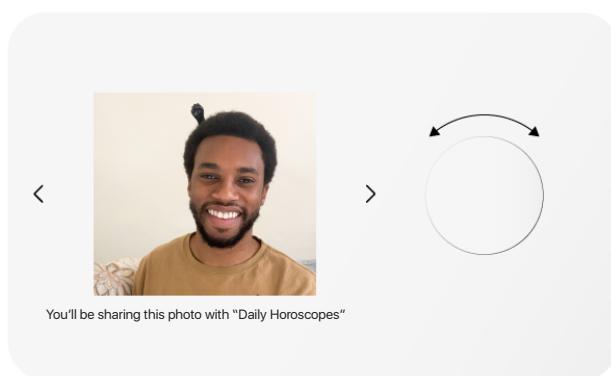
Opportunity for Pause

Before entering their combination the person is presented with a sample of the data they are agreeing to give up. This gives them a clear understanding of what specifically services are asking for.

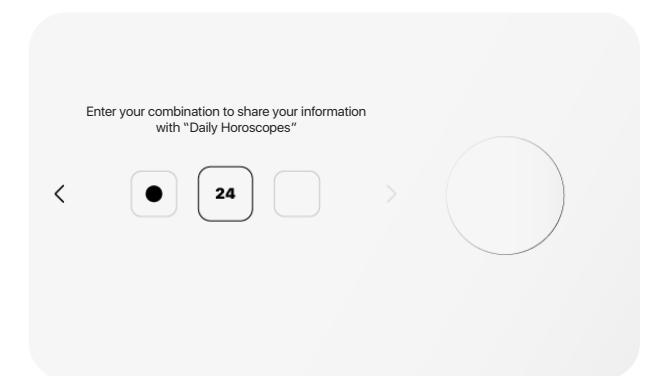
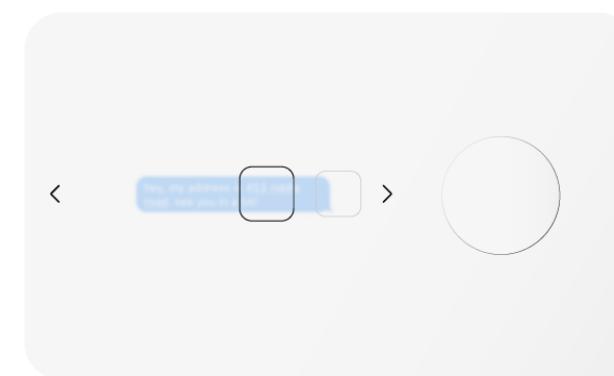
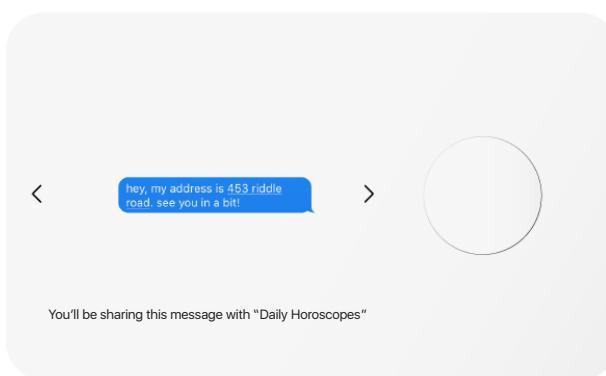
Continue on your safe...

To finish account setup, please authenticate using your safe.

OK



Turn dial to scroll through types of information you are agreeing to share

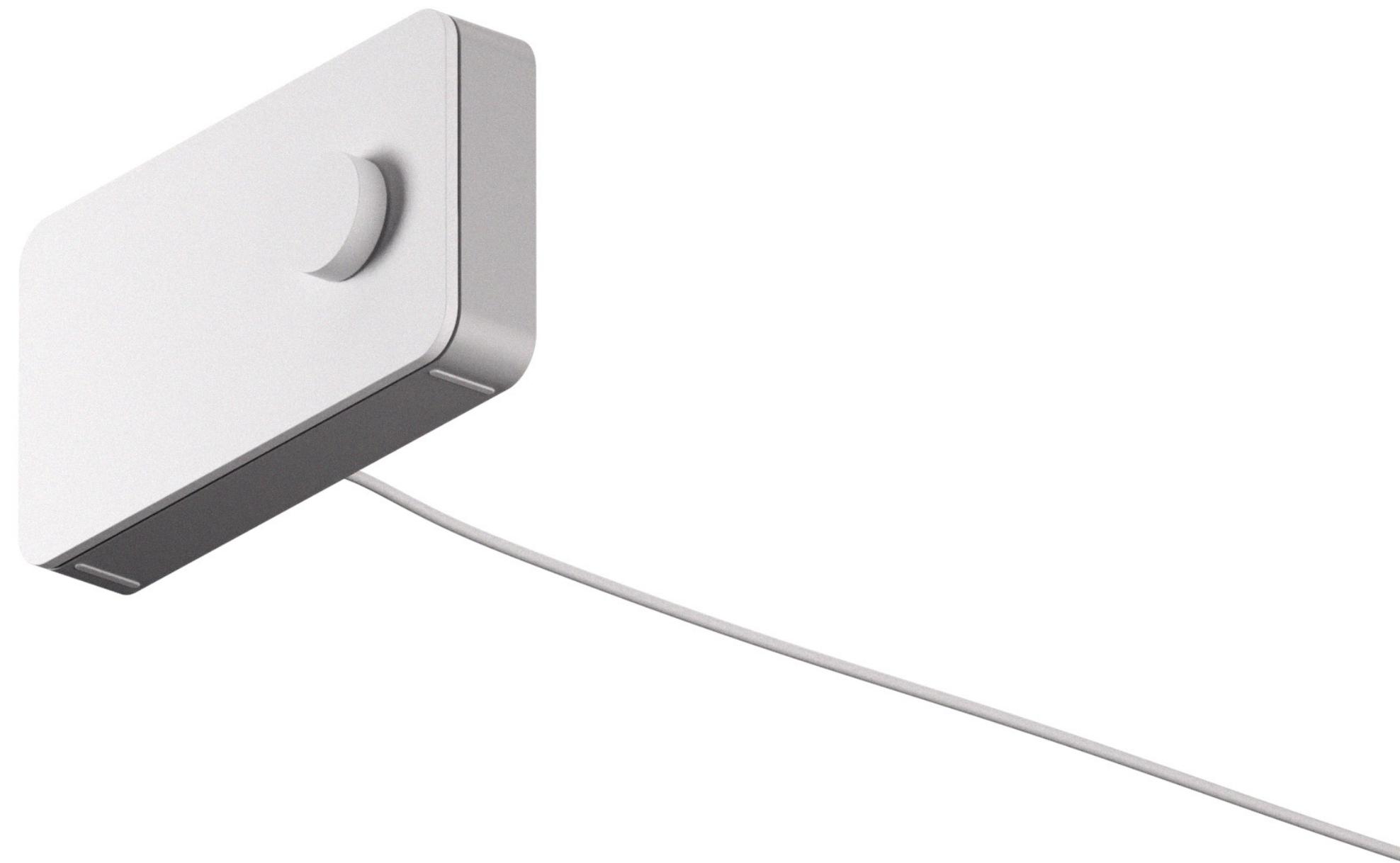


Turn dial to change number and press the dial to select.









A More Honest Approach

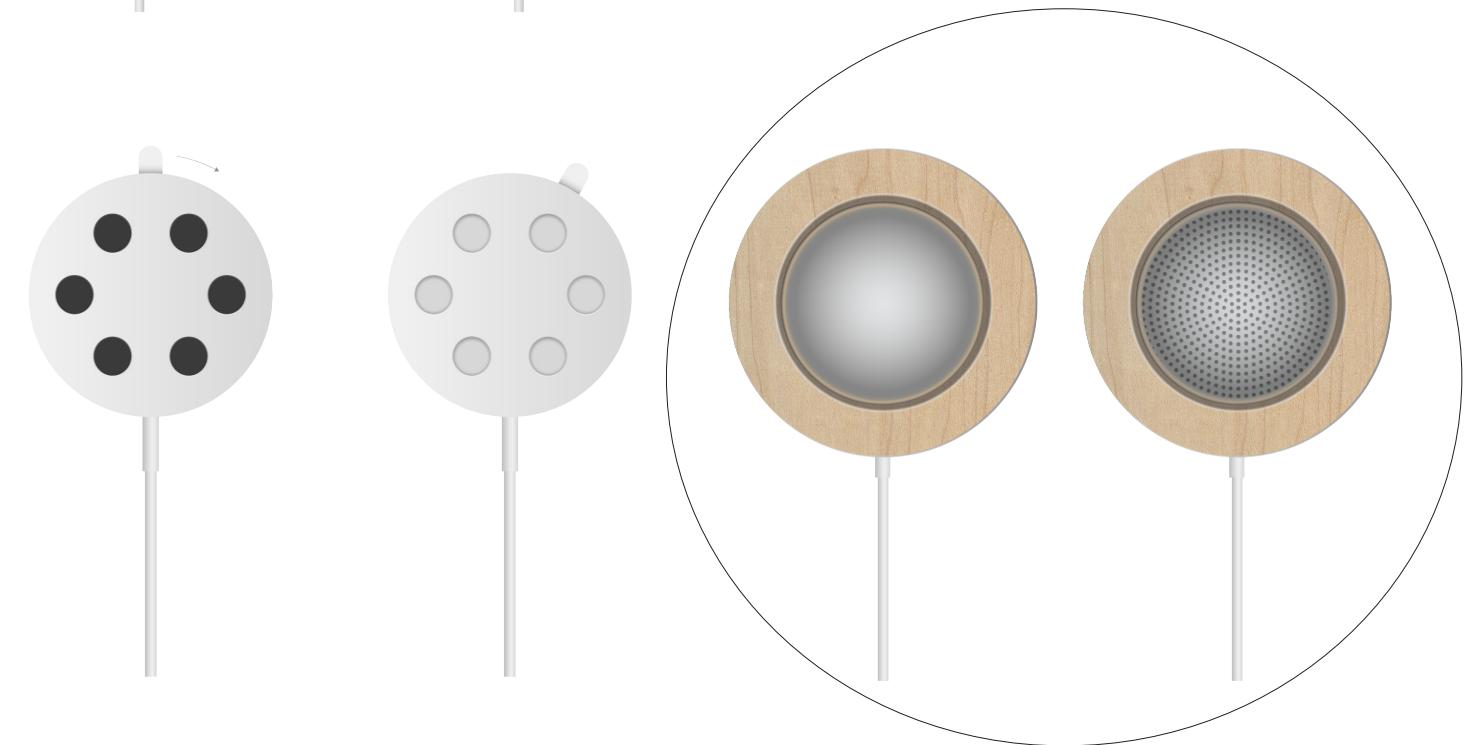
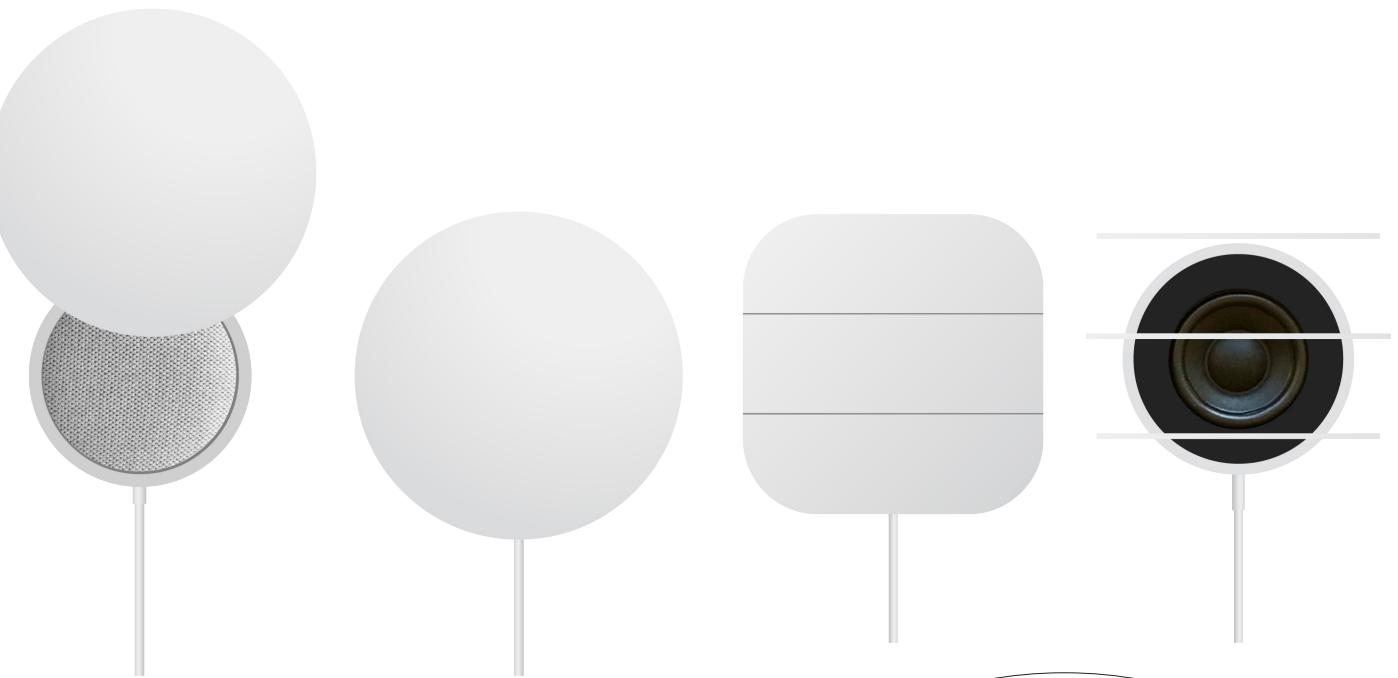
Despite the approachable forms of smart speakers, it doesn't change the fact that they are a portal to the outside world.



On / Off

The second object, a speaker, allows someone to close that portal for times they are not engaging with the speaker.

The shutter concepts were interesting, but the project moved away from that because the selected option physically disconnects the components from the board, which is a more reassuring off state.









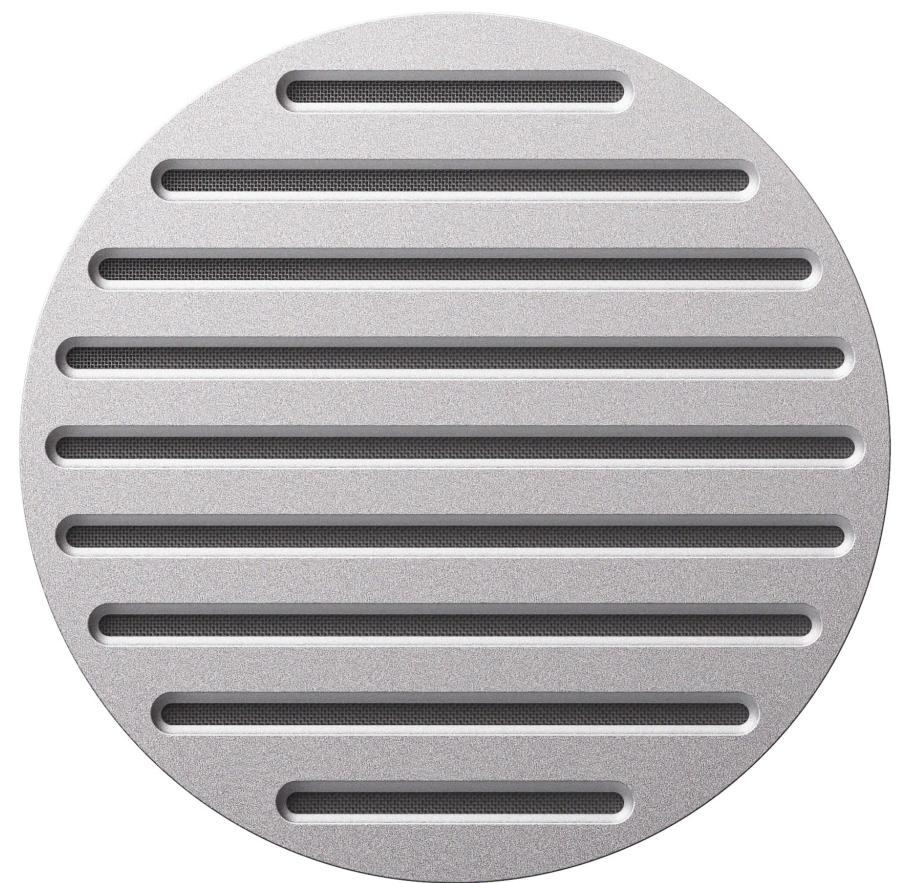
Refined Form

The final speaker form takes cues from an intercom system to reflect more honestly that it is an audio device.

The speaker and microphones are contained within the metal housing and the main circuit board in the base. By flipping it over the person using it can feel reassured that the speaker is not "listening" because the components are physically disconnected from the board.







You Are The Product

In addition to holding companies accountable through regulation, we as individuals need to have a shift in perspective so we are not as easily manipulated by the products we place our trust in.

thank you :)