

The right to mine data

Insights from using TDM in social research

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The right to mine data

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A Changing data protection policy landscape?

The GDPR: implications for business in data

Communications and activity data: who's data?

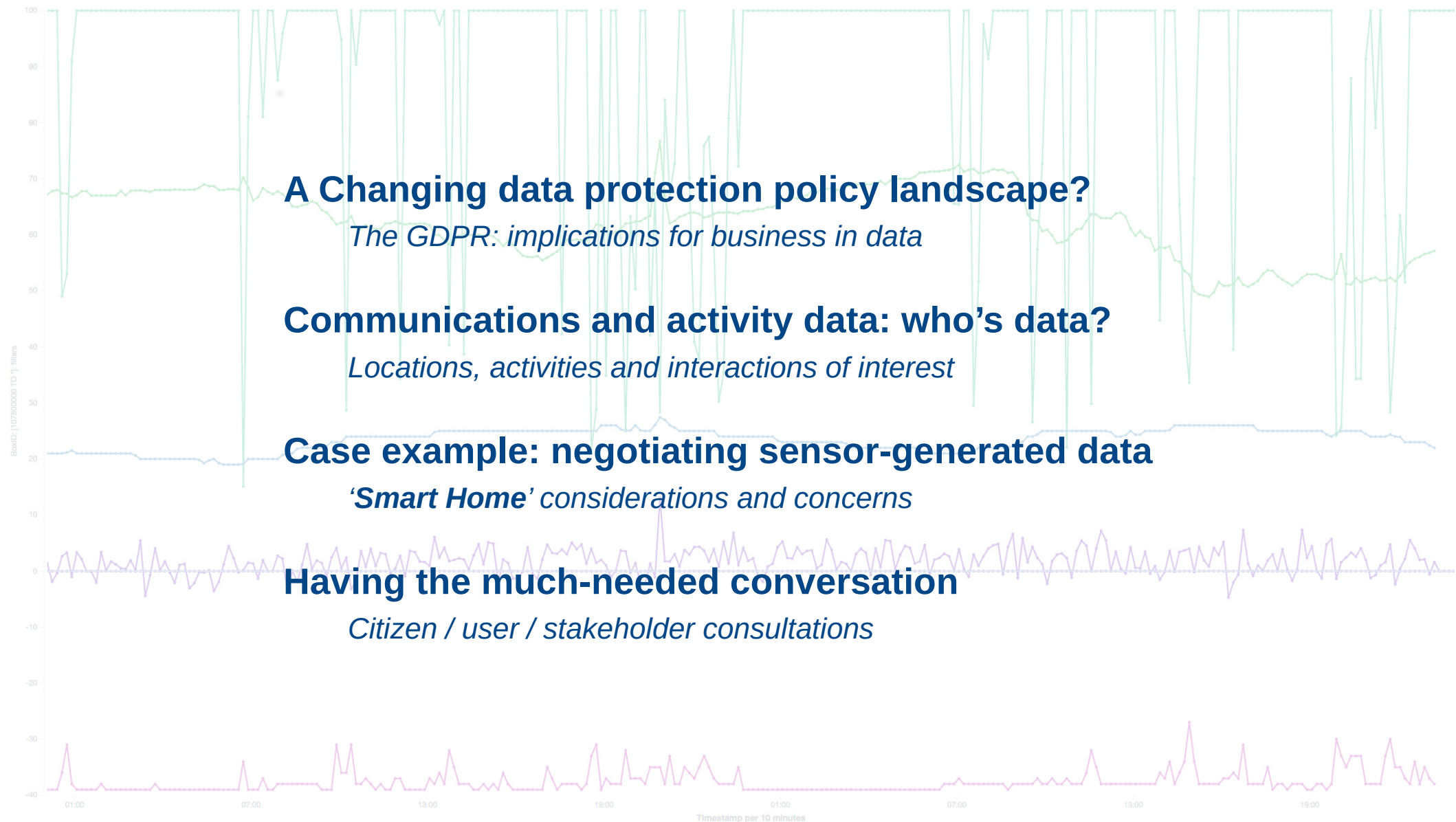
Locations, activities and interactions of interest

Case example: negotiating sensor-generated data

'Smart Home' considerations and concerns

Having the much-needed conversation

Citizen / user / stakeholder consultations



Data protection policy

The GDPR: implications for business in data

REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 27 April 2016

on the protection of natural persons with regard to the processing of personal data and on **the free movement of such data**, and repealing Directive 95/46/EC (General Data Protection Regulation)

The preamble (173 para), is high spirited about Article 8(1) of the Charter, however, it emphasises:

- (3) ...to harmonise the protection of fundamental rights and freedoms of natural persons in respect of processing activities and to **ensure the free flow of personal data** between Member States.
- (4) [that t]he right to the **protection of personal data is not an absolute right**; it must be considered in relation to its function in society...
- (5) [that t]he exchange of personal data between public and private actors, including natural persons, associations and undertakings across the Union has increased. National authorities in the Member States are being called upon by Union law **to cooperate and exchange personal data** so as to be able to perform their duties...
- (6) [the t]echnology has transformed both the economy and social life, and **should further facilitate the free flow of personal data** within the Union and the transfer to third countries and international organisations...
- (7) ...the importance of **creating the trust that will allow the digital economy to develop** across the internal market...

Data protection policy

The GDPR: implications for business in data

The promise of discoveries driven by new-emerging data

e.g., in behaviour intervention, infrastructural management, service design...

The GDPR giving way to ‘exceptional circumstances’

notably, criminal investigations, terrorism prevention and national security

•European Parliament. (2012). **Data protection review: Impact on EU innovation and competitiveness (study)**. DG for Internal Policy. Policy Department A: Economic and Scientific Policy. PE 492.463.

...presenting an assessment of the innovation and competitiveness impacts of the [GDPR] measures:

... as the argument goes, blanket restrictions will harm competitiveness by undercutting existing business models, back-office efficiency, new service discovery and the delivery of customer service quality.

Communications and activity data

Locations, activities and interactions of interest

The Internet of Things (IoT) and the '**smart**' *new world*



Points of interception for business and research:

tweets, online chats, crowd-sourced data, purchase histories, location tracking, activity and behaviour monitoring, self-reporting, environmental interactions, social trend formations, network formations, etc., etc., etc...

Communications and activity data

Locations, activities and interactions of interest



Study group problem-solving activities?

Observe management/administration activities?

Observe communication and networking trends?

Communications and activity data

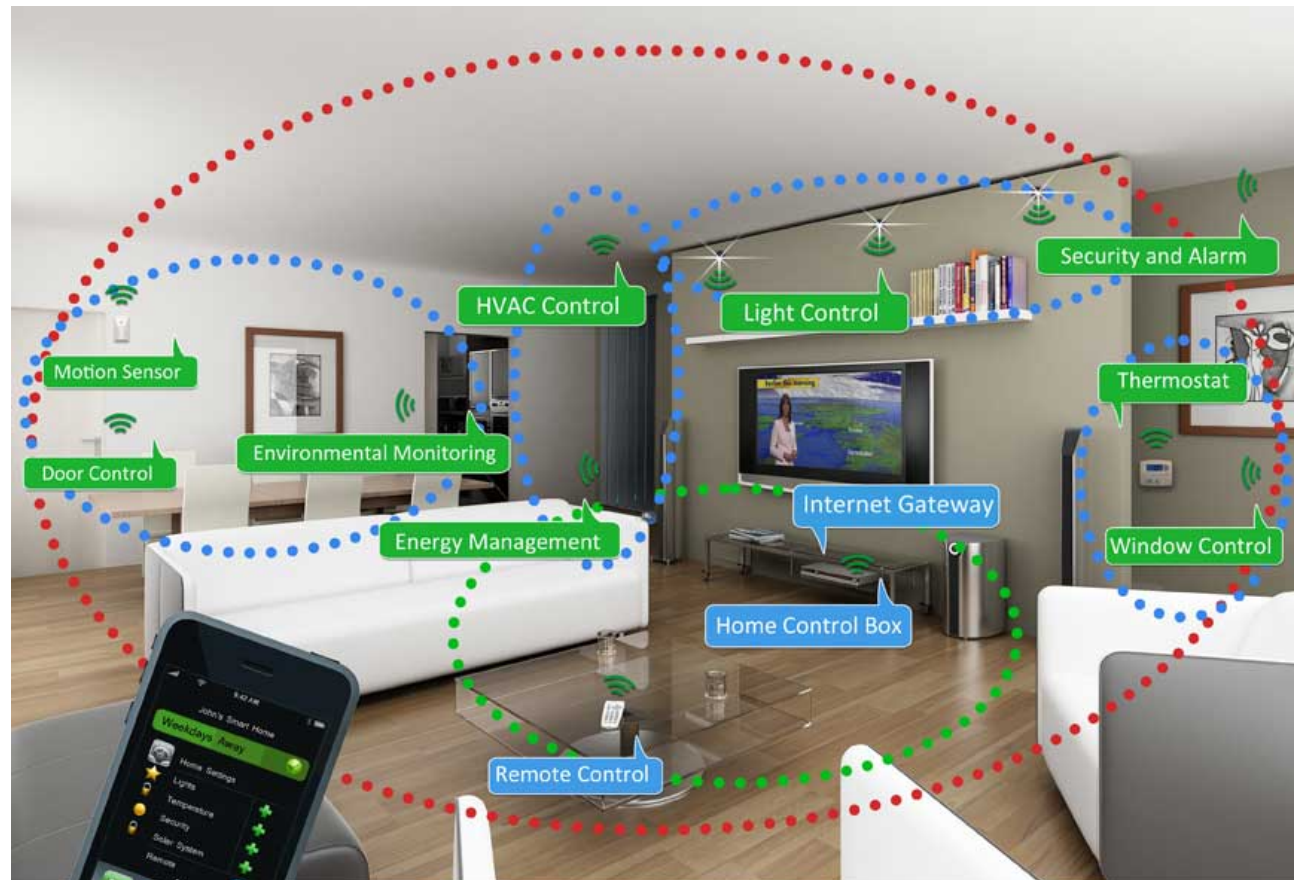
Locations, activities and interactions of interest

Once information is shared on Fitbit, the *terms of use* specify that the user grants the company the “perpetual, irrevocable” right to “commercially exploit any text, photographs or other data and information” submitted to the services [41]. Users waive their right to so-called *user-generated content*, meaning “content posted on message board posts, blogs, journals, food and recipe submissions and user comments”. Similarly, using the MapMyFitness products grants the company right to exploit user content “for any purpose, commercially, advertising”. The terms of use explicitly state that “if you do not elect to mark your User Content as Private or available for a limited group of users ... MapMyFitness cannot and does not guarantee the privacy of such User Content.” It is also noteworthy to look at the access users give to other data on the smartphone. The company's privacy policy states that the device will utilize personal identifiable and non-identifiable information, including financial and location-based information, and aggregated information on user demographics, interests and behaviour. The policy specifies that location data are shared with Facebook and Google, and “the collection and tracking of a User’s location information may occur even when MapMyFitness apps are not actively open and running”



Case example: sensor-generated data

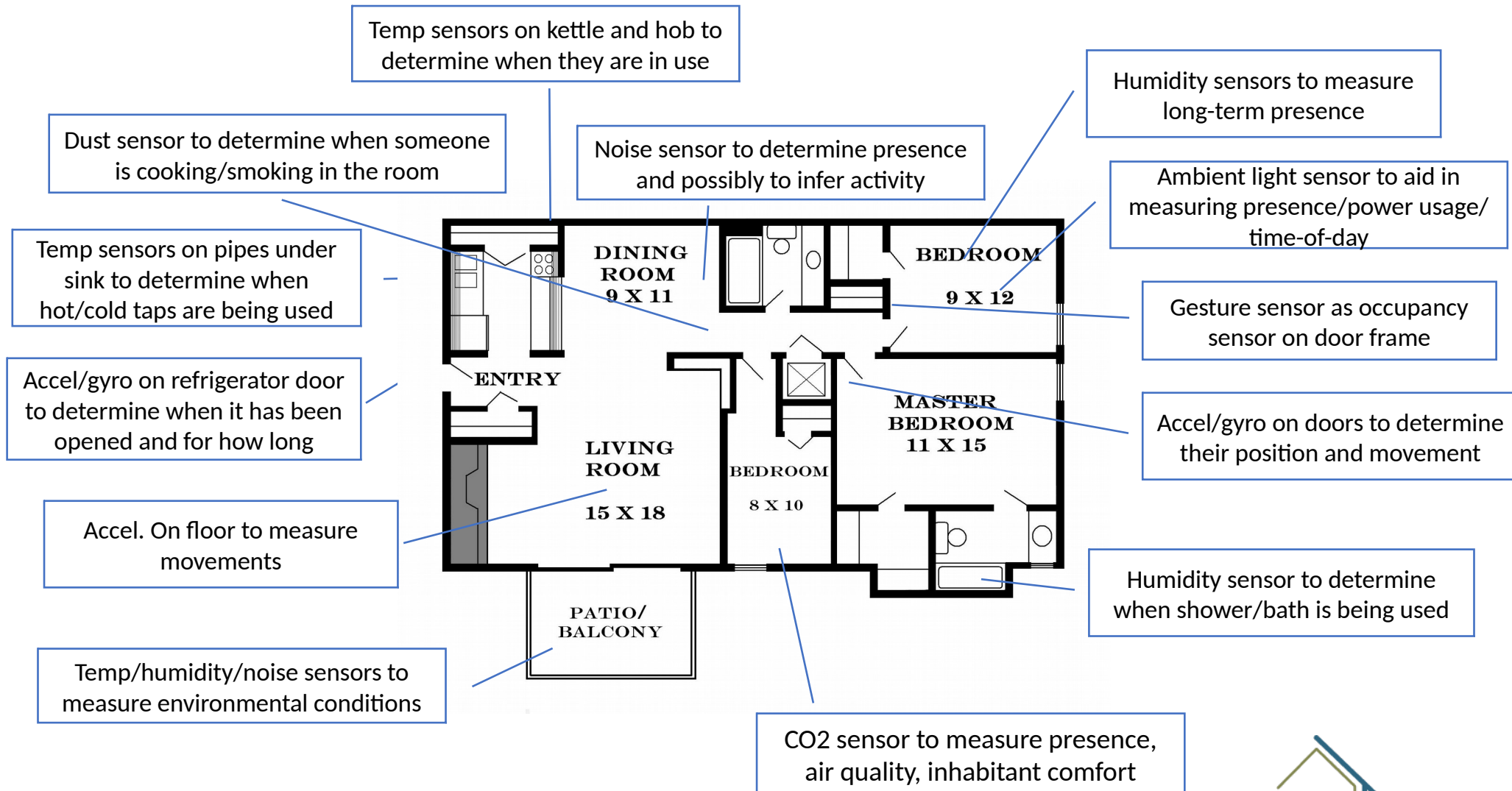
'Smart Home' considerations and concerns



HomeSense
digital sensors in social research

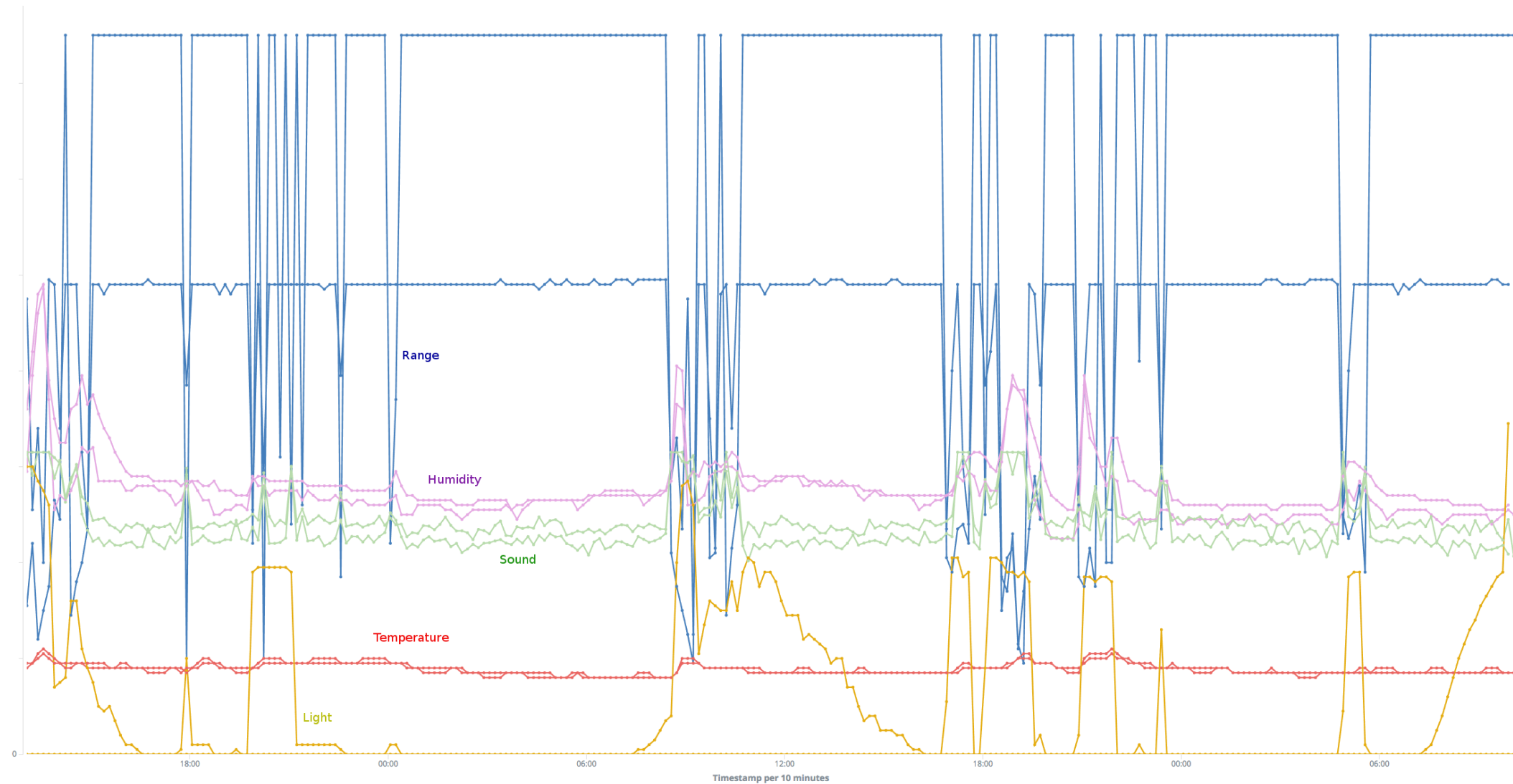
Case example: sensor-generated data

'Smart Home' considerations and concerns



Testing: 45 hrs in the kitchen

26 Nov, 1pm to 28 Nov 10am



Case example: sensor-generated data

Taking data-generation further afield



- To observe activities in neighbourhoods?
- To observe energy waste in neighbourhoods?
- To study shopping activities or commuter habits?
- To observe activities around major operations?