



# Tracking online and offline – is it hope for data protection?

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# In an ideal world....

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- I would be able to read my paper without having someone looking over my shoulder
- I could choose what personal data was collected and for what purpose
- I could move around in a shopping mall or on the street without being tracked

# It's all about.....

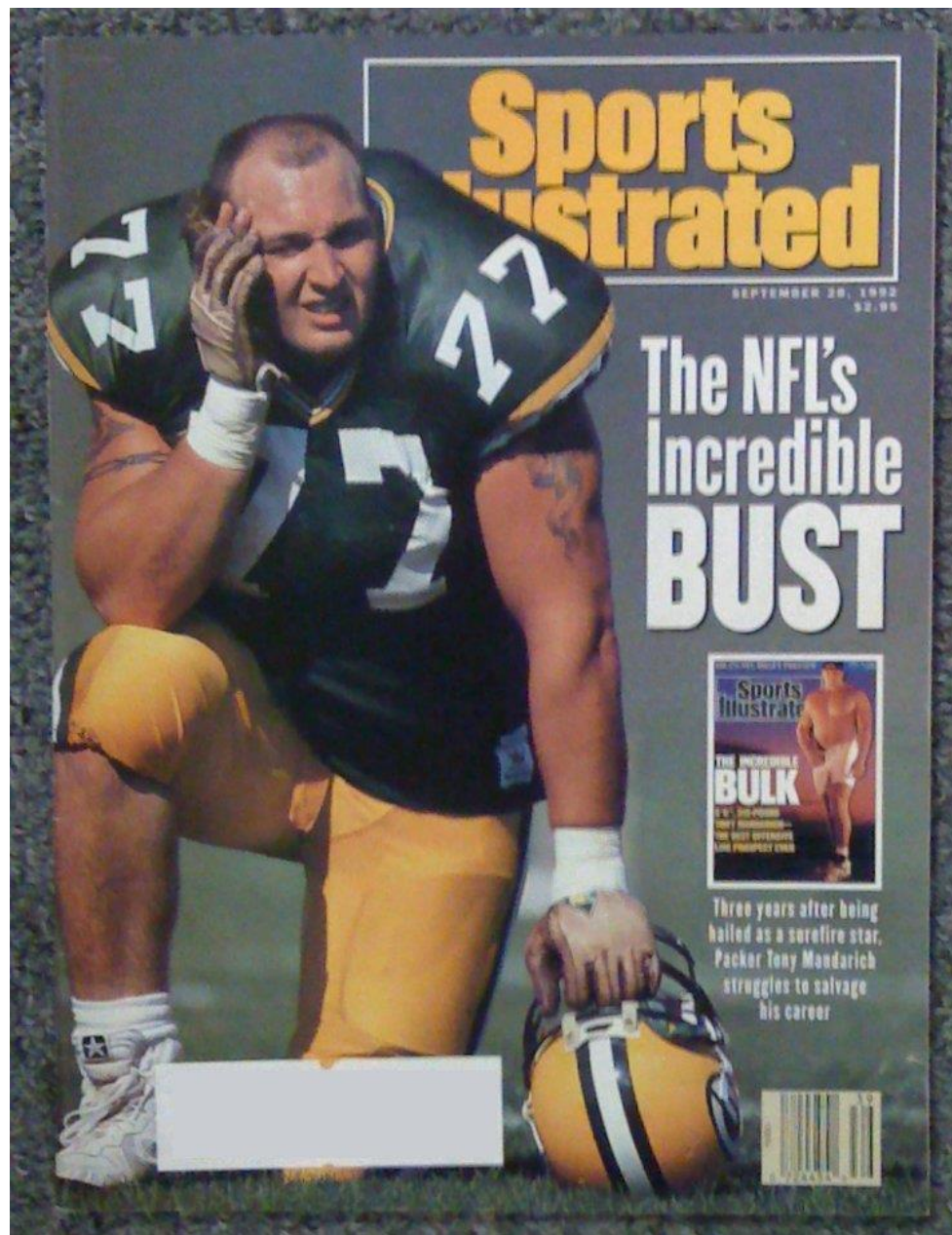
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- Personalization
- Individualization
- Profiling
- Algorithms

# Online tracking

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Velkommen til MultiTorg, Norges første nettsted! Det ble satt opp i mai 1993 på Televerket. Siden under viser hvordan nettstedet så ut 23 mai 1993. [MultiTorg-prosjektet](#) hadde som form tjenester kunne se ut og WWW/Mosaic var som skapt for jobben. I dag ser sidene amatørmessig; datidens teletjenester var kombinasjonen av hypertekst, bilder, video og lyd revolusjonerte

# MultiTorg

I dag kan vi by på:

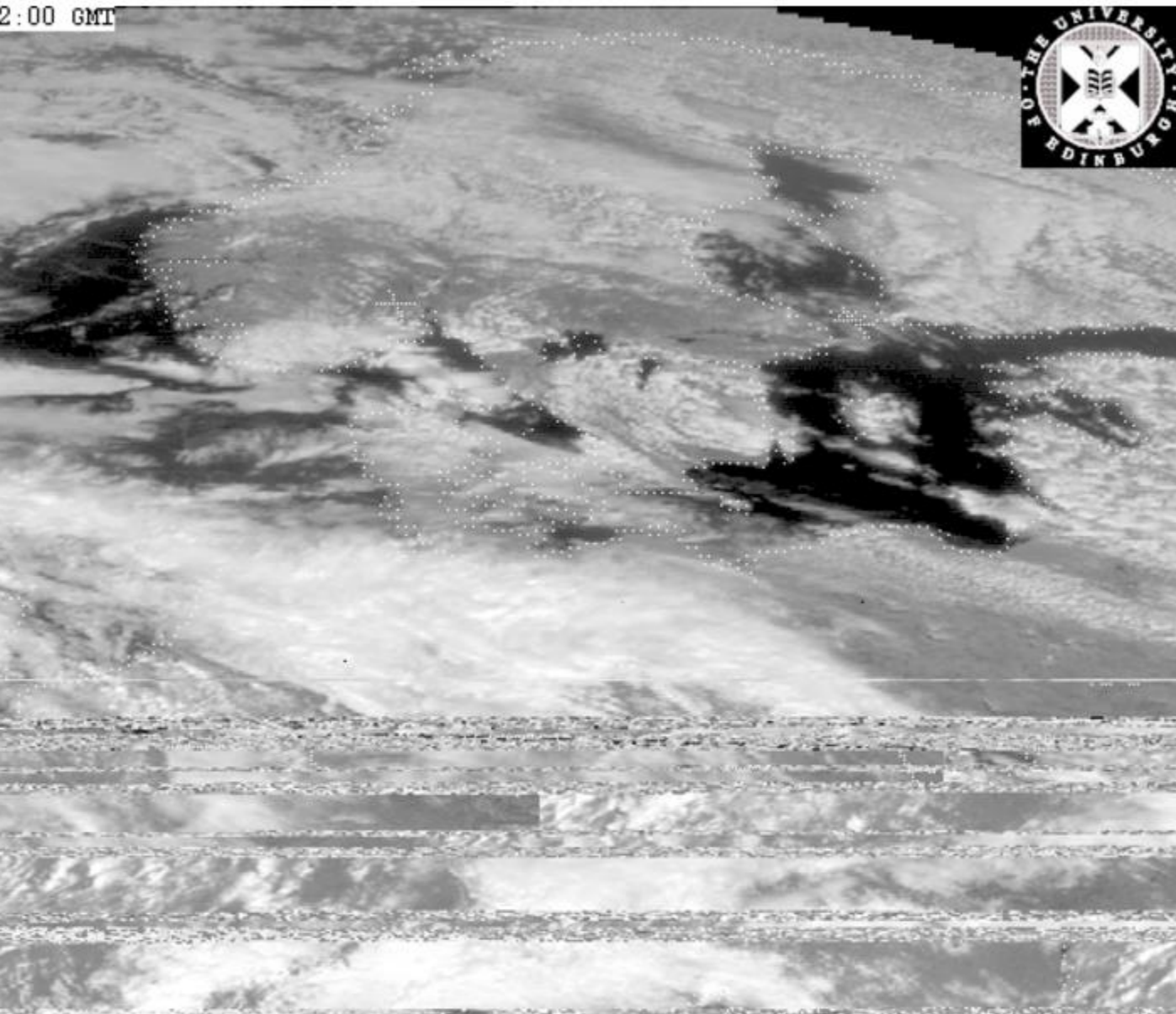
- . Nyheter fra [NTB](#)
- . Televerks-nytt fra [TIKO](#) og [Telerapport](#)
- . Nyheter fra [Dagens Næringsliv](#)
- . Spesialnummer av [Telektronikk](#)
- . En [TF rapport](#)
- . En [reiserapport](#) fra USA
- . Siste [satellittbilde](#) av Norden
- . Litt [musick](#)
- . En liten tur til [Museum Orsay](#) i Paris
- . Nyttige [oppslagsverk](#)
- . De siste [dataspillene!](#)





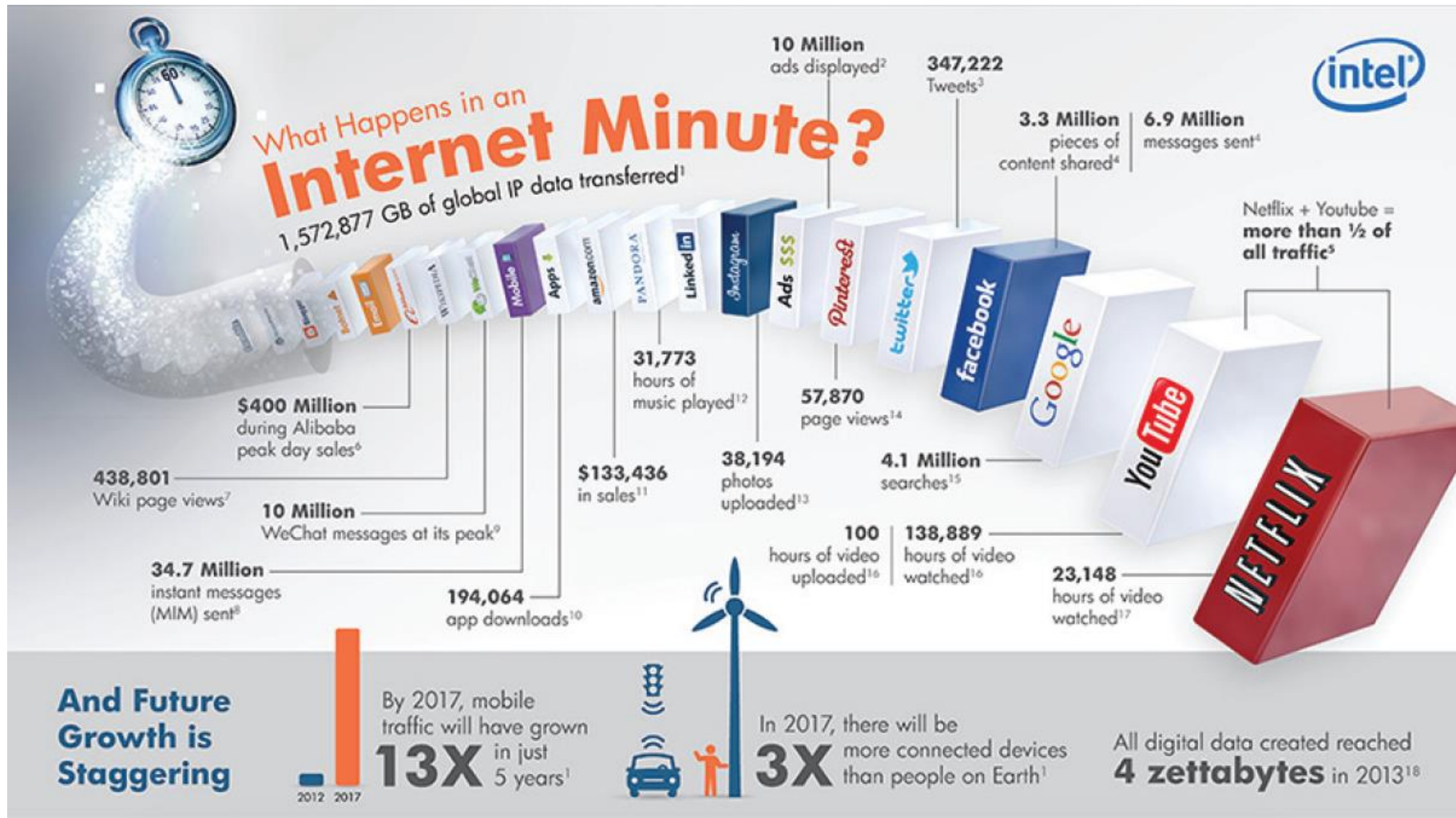
# bilde av Norden

2:00 GMT









# Some tracking technologies

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- Cookies
- IP-adress
- Web beacons
- Device fingerprinting
- And of course....

# Always logged in = the new cookie



A few media companies will control the most valuable registration data

Google		 Microsoft		 amazon.com	COMCAST
Google ID	FB Login	Live.com	Apple ID	Login	Xfinity ID
Inventory	Inventory	Inventory	Inventory	Inventory	Inventory
DSP	DSP	DSP	DSP	DSP	DSP
DMP	DMP	DMP	DMP	DMP	DMP

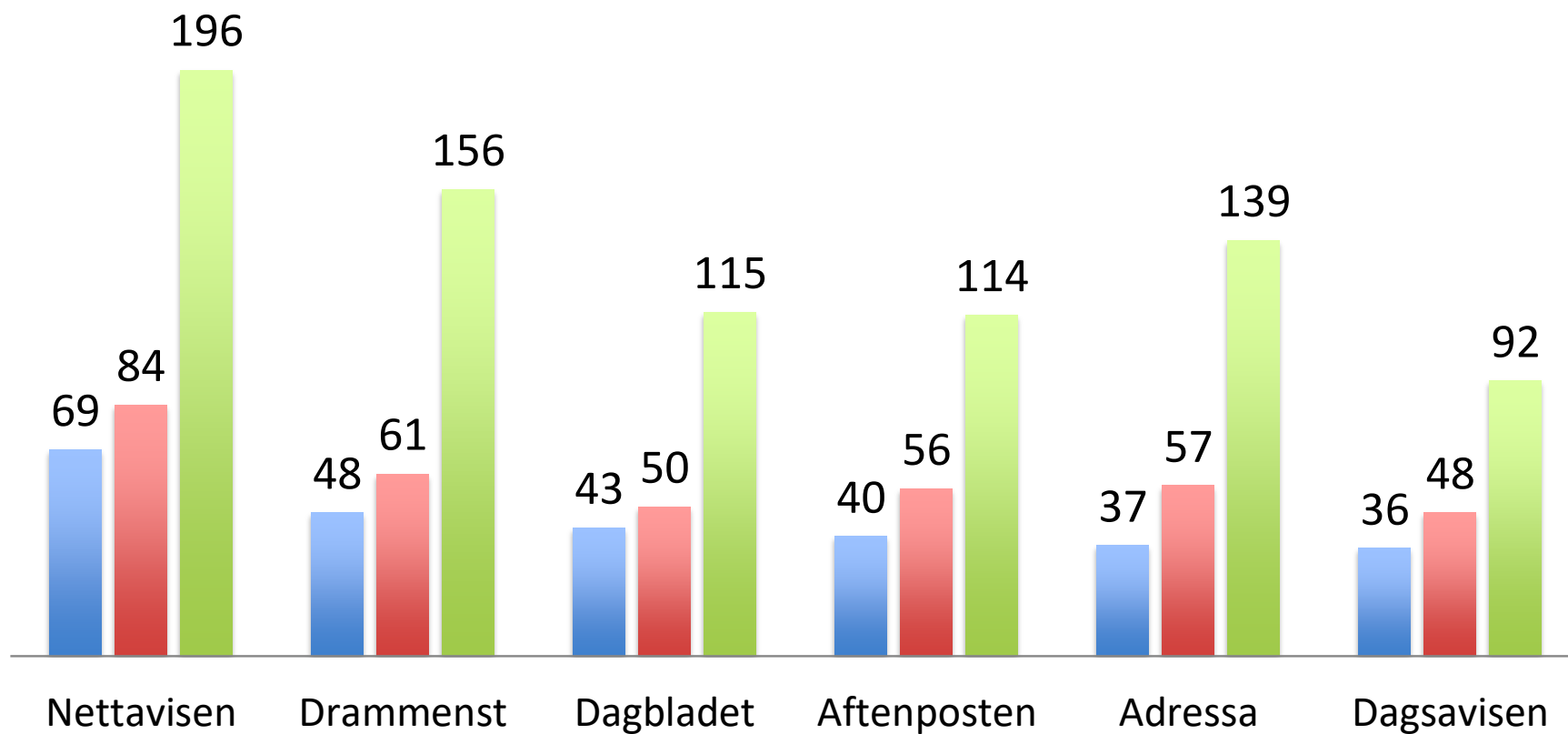
- Registration IDs become the new cookies
- These companies will be careful to share their inventory externally
- Success will be measured in marketers/agencies ability to integrate across the stacks

## Cookies and IP-adresses in Norwegian online papers

■ Antall tredjeparter

■ Antall servere IP-adr. sendes til

■ Antall cookies satt i nettleser



# Let me introduce you to Schibsted.....

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- Owns the biggest newspapers in Norway and Sweden
- A huge player in the international market for classified
- A lot of consumer services
  - Electricityprices.no
  - Weightclub.no
- One of the biggest publishers in Norway

Schibsted knows what you read, what you want to buy or sell, what you read, whether or not you're on a diet and what kind of music you like, if you train or not

They have a strategy to challenge the huge American companies, like Facebook and Google – and they're not alone





Schibsted har 136.000 opplysninger samlet om DN-journalist Bjørn Eckblad. Utskriftene dekker mange trappetrinn, Foto: Skjalg Böhmer Vold

**Etterbørs** Kommentar

# Dette vet mediekjempen om oss

Hvorfor vil Schibsted vite når og hvor jeg leste saken «Slik finner du riktig BH»?



## What happened when a journalist asked for access to his data?



- He received 136 000 fragments of information
  - What he had read, and when
  - What kind of device he used
  - What kind of ads he had been looking at
  - What kind of consumer clubs he had accessed
  - His location
  - +++

# A profile typically consist of

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- Demografic data
- Location data
- My interests, hobbies, what I eat, wear and read
- Predictive data
- My attitude and my meanings
- My personality
- Major changes in my life
  - Diapers = just had a baby
  - Pre cooked meals = divorced
  - Oranges = pregnant

# What is happening in the black box?

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# It's all about.....

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- Personalization
- Individualization
- Profiling
- Algorithms

# Some examples.....

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- Advertising
- Newspapers
- Credit score
- Insurance
- Criminal investigation
- «You personal assistant»
- Self driving cars


Events x Dag 1 x Bil - REMA Forsikring x

REMA 1000 i Norge AS [NO] | https://www.remaforsikring.no/forsikringer/bil/

Apper RealClearPolitics Prosjektet har vær

**REMA**  
Forsikring

Meny  [Sjekk pris](#) 



**Gode sjåfører fortjener lavere priser**

Vi lanserer Dingsen og Appen som registrerer hvordan du kjører og sørger for at du får prisen du fortjener.

[Mer om Kjør smart](#)

Windows taskbar: Internet Explorer, File Explorer, Google Chrome, Outlook, Task View, Edge, PowerPoint, Word, System tray: Keyboard, Volume, Network, Date/Time: 15:52 22.09.2016





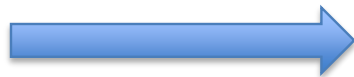
**RealClear Politics** ▼

General Election: Trump vs. Clinton

LA Times/USC Tracking

Clinton 41, Trump 47

Trump +6



**Washington - Union Station**

Cadillac CTS eller lignende

4/11/2016 - 11/11/2016

4,056.05 kr [Book nå](#)

**Miami - lufthavn**

Chrysler Town and Country eller lignende

12/1/2017 - 25/1/2017

5,022.38 kr [Book nå](#)

**holiday autos**

Sammenlign priser fra 1500 leverandører

## Friday, September 16

Race/Topic (Click to Sort)	Poll	Results	Spread
General Election: Trump vs. Clinton	LA Times/USC Tracking	Clinton 41, Trump 47	Trump +6



Kommer



Dra om 13 min

10 min · Med bil · Stor  
trafikk på E18



Restaurantreservasjon



## Beach Club

Starter 17:00 · I dag

Dato

10. aug.

Tid

17:00



Beach Club

Bryggetorget 14, Oslo 0250



E-post fra Beach Club



Reisetid · Oppdatert for 1 min siden



## Tracking offline

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# About the project

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- A report
  - WiFi and Bluetooth tracking
  - Beacons
  - Intelligent video analytics (IVA)
- Investigations



## Tracking in Public Spaces

The use of WiFi, Bluetooth, beacons and intelligent video analytics.

Juni 2016

- A challenge: You check the market offline, and do your shopping online

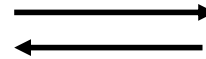
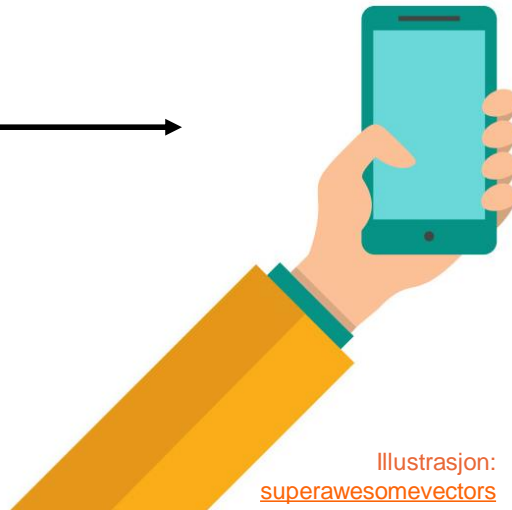
*Shopkeeper in Regent street*

## Beacons

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# Beacons

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Ilustrasjon:  
[superawesomevectors](https://www.superawesomevectors.com)



# Use of beacons

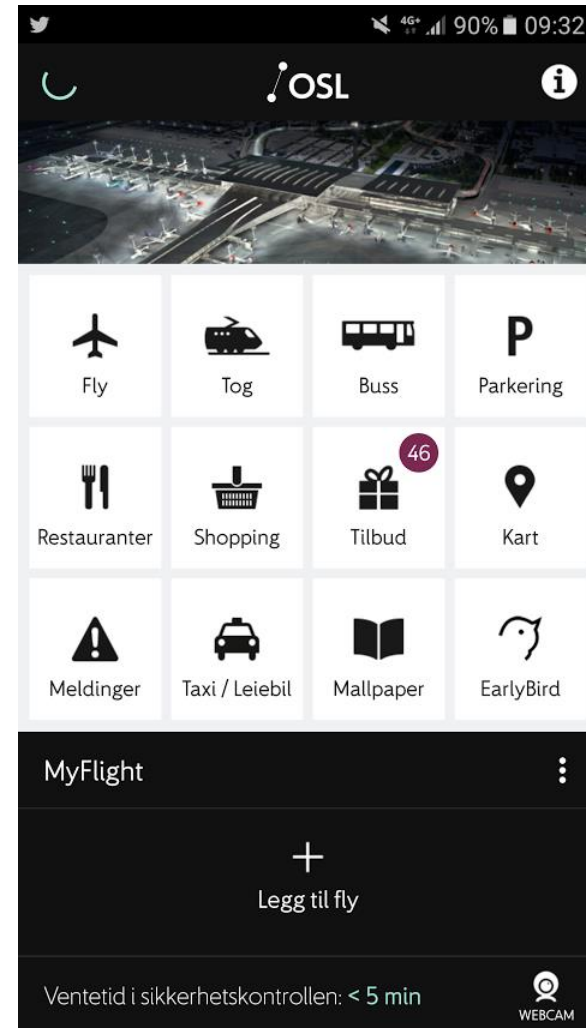
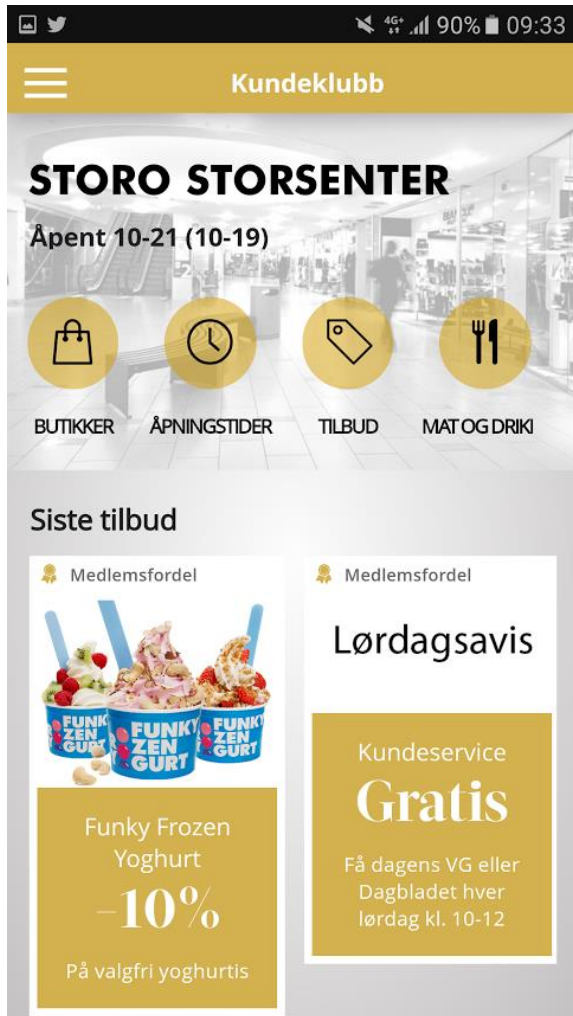
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- «Here and now» – shopping
- Very often linked to an app
- Personalized message or commercials

## Some examples

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## Customize in-store digital display using beacons



Hi Lisa,  
**20% off** the Black Mermaid  
bag, just for you!









# Intelligent Video Analytics (IVA)

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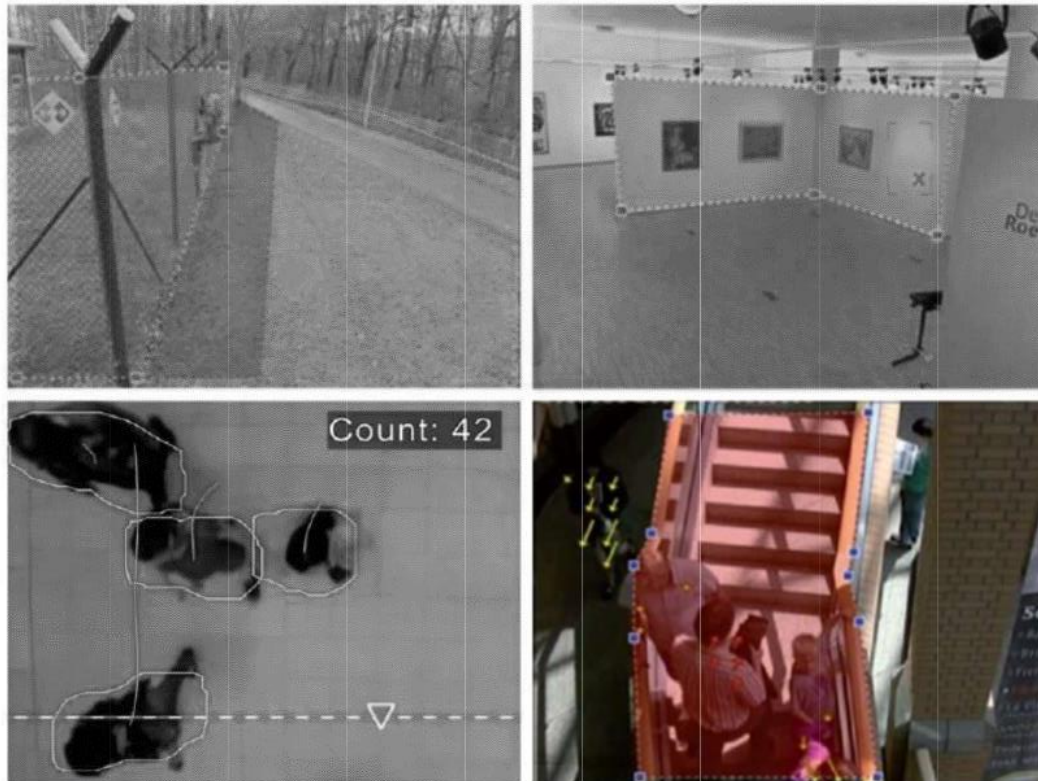


Illustration: Bosch

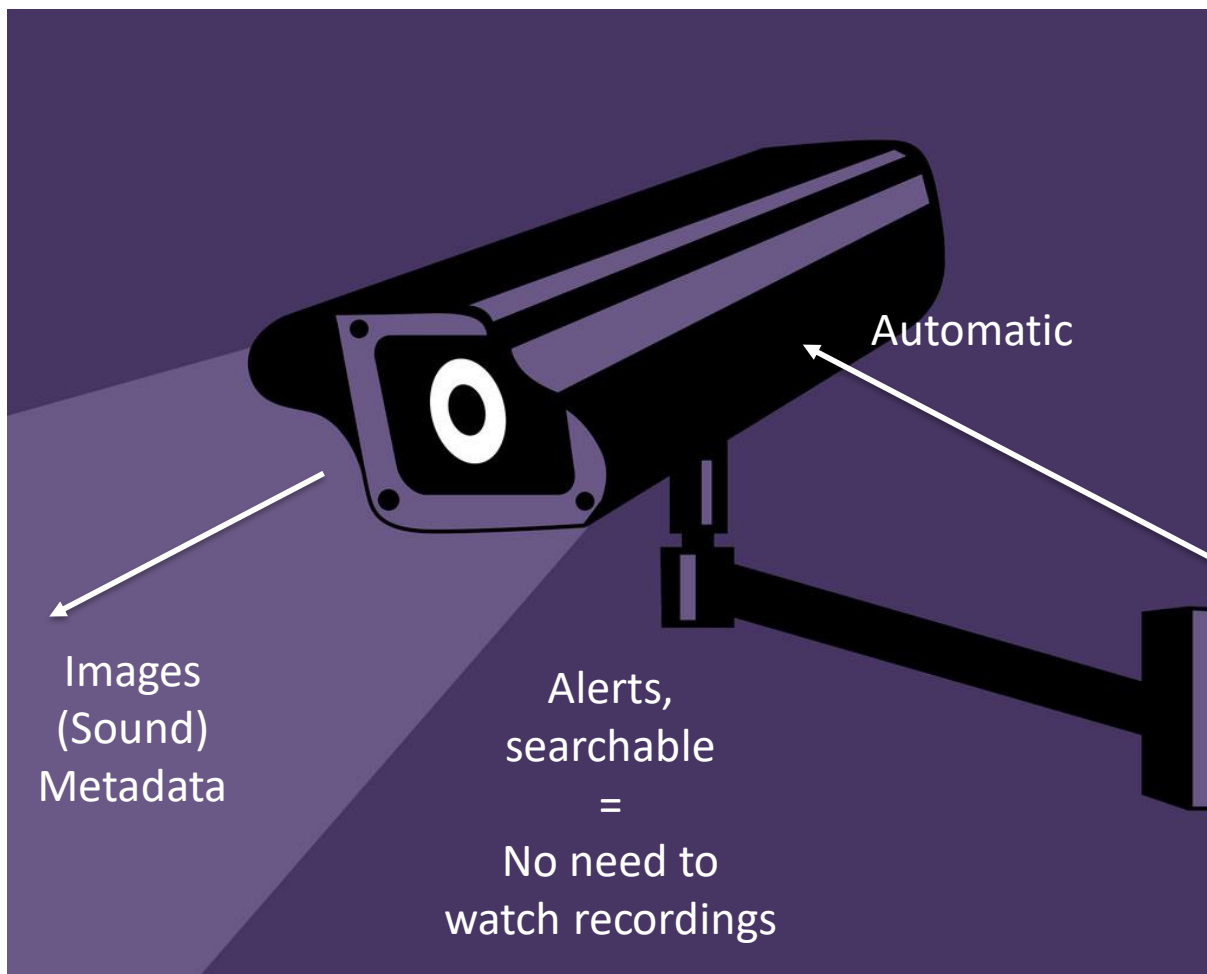


Illustration: [EFF Photos](#)

Is it hope for data protection?

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## Directive 95/46/EC – Norwegian Personal Data Act

1. Consent, consent, consent
  - In the app
  - Clear information
  - Separate from other terms
  - Ability to revoke
  
2. Sensitive places
  - Not to be used in a discriminatory or offensive manner
  
3. Full oversight of data flows

# NDPA's assessment of beacons

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## 4. Information

- In the app
- Onsite?
- Who is tracking
- Purpose of tracking

## 6. Security measures

- Rotating ID

## 7. Deletion rules

## 5. Purpose limitation, data minimalisation





## Norwegian Personal Data Act

1. CCTV rules apply
  - Balance of interests
  - Compelling purpose (not commercial)
2. Sensitive places
3. Analysis rules and procedures
  - Purpose limitation, data minimalisation
  - Not to be used in a discriminatory or offensive manner



4. Information (signs)
  - Facial recognition
  - ANPR
5. Security measures
6. Strict provisions on deletion
  - 7 (30) days
  - Applies to metadata too
  - Statistics?







- Transparency
- How to carry out inspections?



- The right to be forgotten
- Data portability
- The right to object to profiling
- Accountability
- Internal control and risk assessments
- Prior consultation
- Data protection officers
- Enforcement charges

# The state of play – GDPR in Norway

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- A two year project
- Four parts
  - Law, technology, information and DPO
- Grants
- Close cooperation with the Ministry
- Examine the national elbow-room
- Active work in European Working groups – visibility!
- Is the delegation of power to the EDPB problematic in the light of the Norwegian constitution?

Thank you!

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[www.datatilsynet.no/english/](http://www.datatilsynet.no/english/)