



# e-SIDES

## Towards Value-Centric Big Data: Community Position Paper

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ANALYZE  
THE  
FUTURE



Universiteit Leiden

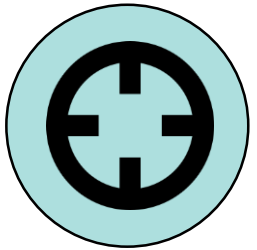


Fraunhofer

Source: <http://www.experian.com.cn/en/insights/big-data-and-chinas-social-credit-score>



# Key questions



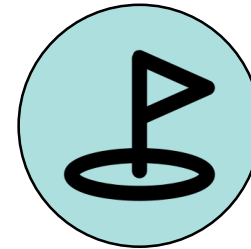
What is e-SIDES doing for value-centric big data?



What's the Community Position Paper and how does it help?

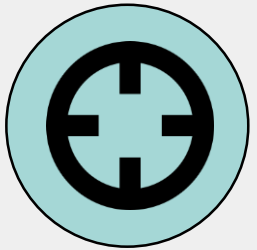


Who is the community and how can it contribute?



What do we already have and what are the next steps?

# Key questions



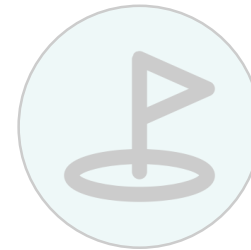
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# What is e-SIDES doing...

## Why?

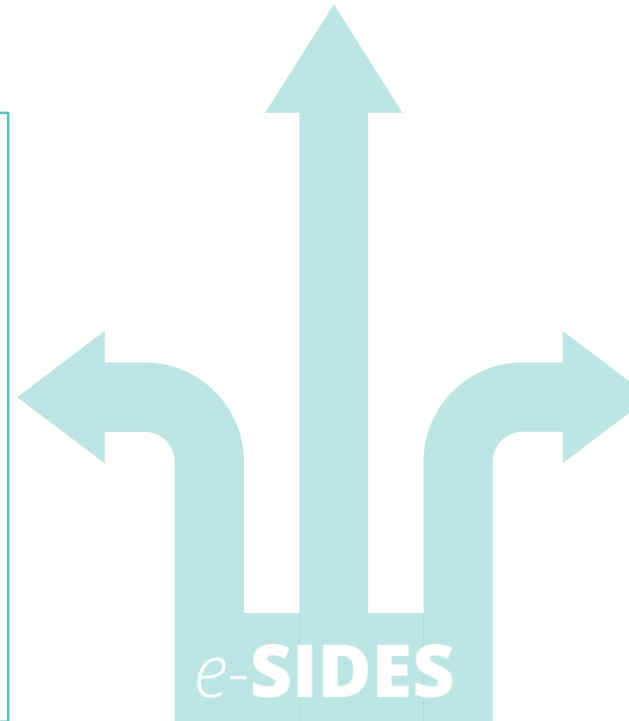
- Reach a common vision for an **ethically sound approach** to big data and facilitate **responsible research and innovation** in the field
- Improve the **dialogue** between stakeholders and the **confidence** of citizens towards big data technologies and data markets

## What?

- 1) Identify ethical and societal issues
- 2) Identify existing technologies
- 3) Assess existing technologies
- 4) Conduct a gap analysis
- 5) Identify design requirements
- 6) Assess solutions under development
- 7) Identify implementation barriers**
- 8) Make recommendations

## How?

- Liaise with researchers, business leaders, policy makers and civil society through **community events**
- Provide an **Internet-based meeting place** for discussion, learning and networking
- Provide an agreed-upon and collective **community position paper** and recommendations





...for value-  
centric big  
data?

Source: <https://www.npd.com/wps/portal/npd/us/news/press-releases/2016/over-80-of-...>

*Data-driven innovation that  
at the same time  
provides opportunities for  
**economic added value** and  
respects **ethical and  
societal values***

# Key questions



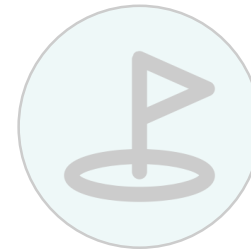
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# What is the CPP...

*A document on responsible  
data-driven innovation  
**written by and for** the big  
data community*

## Structure

1) Introduction

2) Stakeholders

3) Challenges

4) Opportunities

5) Conclusion



# ...and how does it help?

- *Indicates where **action** is needed*
- *Documents **good practices***
- *Provides a basis for **decision making***
- *Drives a lively **debate***

Source: <https://www.k12insight.com/trusted/one-teacher-empowers-students-handshake>



# Key questions



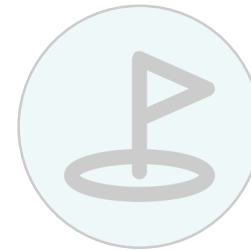
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Source: <https://www.score.org/blog/how-conduct-%E2%80%99Csmart%E2%80%9D-meetings>

# Who is the community...

*Civil society*  
**Academia**  
*Trade associations*  
*Data protection authorities*

**Industry**

*Standards bodies*  
*Investors*  
*Policy makers*

# ...and how can it contribute?

- **Online** by using a collaborative platform provided by e-SIDES
- **Offline** by interacting with the team within the scope of community events

Source: <https://leadg2.thecenterforsalesstrategy.com/book>

# Key questions



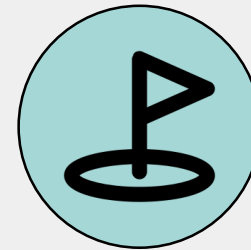
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What do we already have and what are the next steps?

# What do we already have...

## Challenges

- 1) Differences in attitudes and contexts
- 2) Empowerment vs. cognitive overload
- 3) Issues related to legal compliance and ethics
- 4) Difficulties of conducting assessments

## Opportunities

- 1) Awareness raising and transparency
- 2) Tools of accountability
- 3) Reference points of accountability
- 4) Bodies and mechanisms of oversight

# What do we already have...

## Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- ***Extreme positions** are taken*
- *Privacy protection is a **standard business practice***
- *Requirements are **highly context-specific***
- ***Lack of expertise** is not uncommon*

# What do we already have...

## Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- *Complexity and dynamics make **assessing implications** difficult*
- *Getting people to **exercise their rights** requires great effort*
- ***Less involvement** in data management tasks preferred*



# What do we already have...

## Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- *Law and ethics **lag behind** technological developments*
- *Compliance leads to **regional differences***
- *Technologies have to be **embedded** in organisational processes and structures*
- ***No consensus** on what is ethical*

# What do we already have...

## Challenges

1) Differences in attitudes and contexts

2) Empowerment vs. cognitive overload

3) Issues related to legal compliance and ethics

4) Difficulties of conducting assessments

- *Unclear **which questions** to ask*
- *Assessment approaches do not consider **all relevant sources***
- *Lack of suitable **bodies of oversight***
- ***Low demand** for privacy-friendly and ethical solutions*

# What do we already have...

- *Involvement of users through collaborative platforms*
- *Profit sharing through **new business models***
- *Cutting the **middle man** out*
- *Provision of **education and trainings***

## Opportunities

1) Awareness raising and transparency

2) Tools of accountability

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# What do we already have...

- *Validated **ethical frameworks***
- *Sector-specific **standards** covering ethical values*
- ***Certifications** for ethics*
- ***Technology-embedded measures** to control data*
- *Ongoing **risk assessments***

## Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

# What do we already have...

- *Seizing the opportunities offered by **new and amended legislation***
- ***Court cases** are necessary to interpret new laws such as the **GDPR***
- ***Ethical codes of conduct** can be revisited*

## Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

# What do we already have...

- ***Strong and independent*** bodies of oversight are needed
- ***Ability to judge*** and ***power to act*** based on judgement
- ***Systematic monitoring*** of ethics
- Need to be able to ***inspect*** data-oriented products and services

## Opportunities

1) Awareness raising and transparency

2) Tools of accountability

3) Reference points of accountability

4) Bodies and mechanisms of oversight

# Next steps...



– FINAL CONFERENCE –  
14 November 2019, Brussels

Official presentation of the  
community position paper

Dynamic document:  
continuous improvement

Source: <https://epsr.org.uk/events/newsevents/events/pssatmeetingjul2015/>



# Thank you!



@eSIDES\_EU



#privacyinbigdata



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<https://e-sides.eu/>