

**Final conclusions of Working Group 1
at Workshop Münchenwiler 20-21 of May 2010
on «Digital Identity, Trust & Confidence»
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General Observations:

We observe a widespread unawareness about the opportunities and risks of sharing data online and transacting on the internet. For many frequent internet users, exchanging data with friends or with shops online and doing transactions with counterparties seems to be unproblematic. Among other users, there is great anxiety about sharing data online. In this sense, we observe two extreme standpoints. One seems to ask “I do not have a problem if others use my data” whereas the other seems to say “I do not want my data to be used by others”. The former standpoint ignores the risks of sharing data online while the latter standpoint ignores the opportunities of doing so.

Both standpoints demonstrate a great deal of unawareness and misunderstandings about sharing data online. On one hand, awareness of risks is needed to move around the net knowledgeably and with confidence. Risk awareness makes users alert to data misuse and thus prevent it. On the other hand, a preoccupation with threats inhibits the free exchange of ideas and services. While a healthy dose of concern is wanted, constant concern with risks impairs the user experience.

The general public should be informed and become knowledgeable about the opportunities and risks of sharing data on the internet. Questions must be addressed such as what happens with data, who is involved, what gets exposed, and who is in control over what data. We envision informed users saying “I have a right to be in control of my data” and, because of knowing their rights, move with confidence around the internet.

Recommendation 1: Education of groups at risks about privacy issues and about the opportunities and risks of sharing data online

In consideration of the lack of education about sharing data online at the school level, we recommend measures aimed at educating young people.

We recommend

proper education of groups at risks about privacy issues and about the opportunities and risks of sharing data online. Key drivers are SATW, learning institutions as well as consumer information organizations (such as BFK and consumer groups).

Action :

- Raising awareness about privacy issues and about the opportunities and risks of sharing data online at the school level and through the media targeting young users, their parents and teachers.

Recommendation 2: Enhancing transparency by informing the general public about the opportunities and risks of sharing data on the internet

In consideration of the widespread unawareness about the opportunities and risks of sharing data online and transacting on the internet, we recommend measures aimed at raising awareness about privacy issues.

We recommend

Enhancing transparency by informing the general public and small to medium companies about the opportunities and risks of sharing data on the internet. Key drivers are SATW, SECO, the four SuisseID Certification Authorities, business associations as well as consumer information organizations (such as BFK and consumer groups).

Actions :

- Develop a set of unobtrusive measures for informing online users about privacy risks at the time of sharing data using simple language and images,
- Design a set of pictograms showing different levels of risks associated with a given transaction (like traffic signs),
- Define the semantics of risks associated with sharing data in online transactions,
- Creation of use and interesting narratives (e.g. stories with known figures) in a series of articles and ‘YouTube’-like videos.

Recommendation 3: Separating data collected about personal identification from data collected during transactions on the internet

In consideration of the need to ensure privacy in all areas of social life, we recommend strategies and guidelines aimed at protecting privacy online.

We recommend

Separating data collected about personal identification from data collected during transactions on the internet. Key drivers are SATW, data protection officers, service providers, business associations as well as consumer information organizations.

Action :

- Development of strategies and guidelines on handling personal information targeting organizations that collect and use personal data during online transactions.

Reference authors : [Hellmuth Broda](#), [Michael Kaschewsky](#)