

# GDPR: Trusting the use of your personal location data

*GDPR looking to the future*  
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*(GeoDirectory)*

**Interactive Workshop**

INSPIRE Conference, Antwerp  
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# The Oresund Bridge between Denmark & Sweden





# GDPR is there to build trust

GDPR is there to build a bridge of Trust between organisations and You and You and organisations.

Organisations build trust by:

- 1) Being upfront and transparent about how data will be used
- 2) Giving customers control over their data
- 3) Offering fair value for the use of their data

GDPR enshrines the first two principles – Transparency & Control

# Data ownership before GDPR



## Potential view of data ownership under GDPR

Dropping of the possessive pronouns – **mine**

We don't own data we are stewards of data

'...as holding or stewarding data with the goals of both protecting the rights of people impacted by the data and ensuring that people who have the right access and use it get the data when they need it to make a decision.'





## How highly do people value their location data?

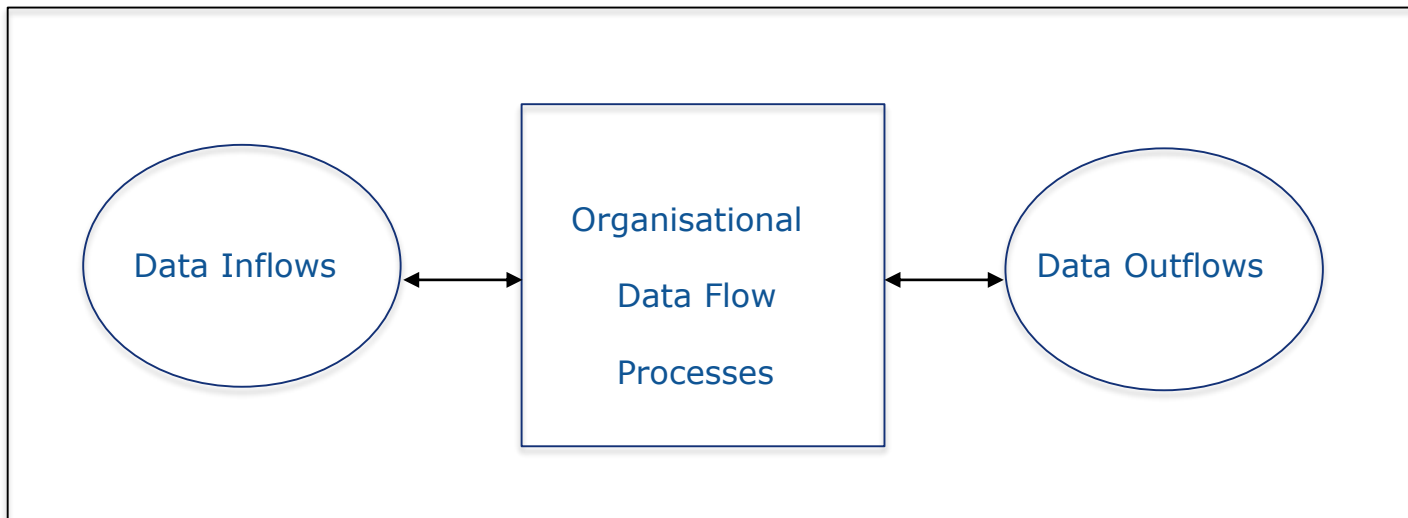
- KPMG worldwide survey 2016
  - 84% Not willing to share location data
  - 86% Not willing to share address
- Here worldwide survey 2017
  - 75% feel stressed worried about sharing location information
  - 84% do trust that the law will protect them against misuse of their location data
  - 71% willing to share location data with a map or navigation service
  - 66-68% more willing to share data if they are clear about how its being used

# Real life challenges and GDPR

- Limited budgets, resources and understanding
- Two distinct areas
  - Legacy/current data and IT services
  - Future services
- Competing principles- organisational v individuals
  - Culture Eats Strategy
- Culture Eats Everything – that's not the way we do things around here

# Alternative view of organisations as Data Engines

## Macro Environment

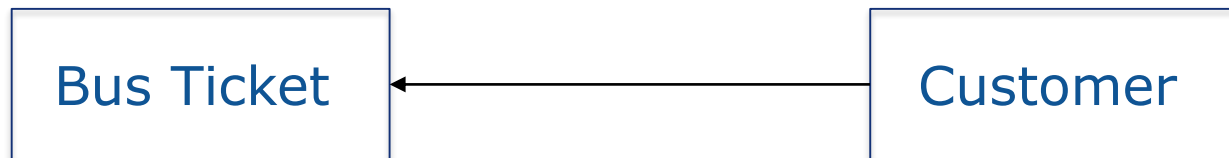




# Private and public organisations interlocked and inter-reliant in Data World

Public Transport – Bus Tickets

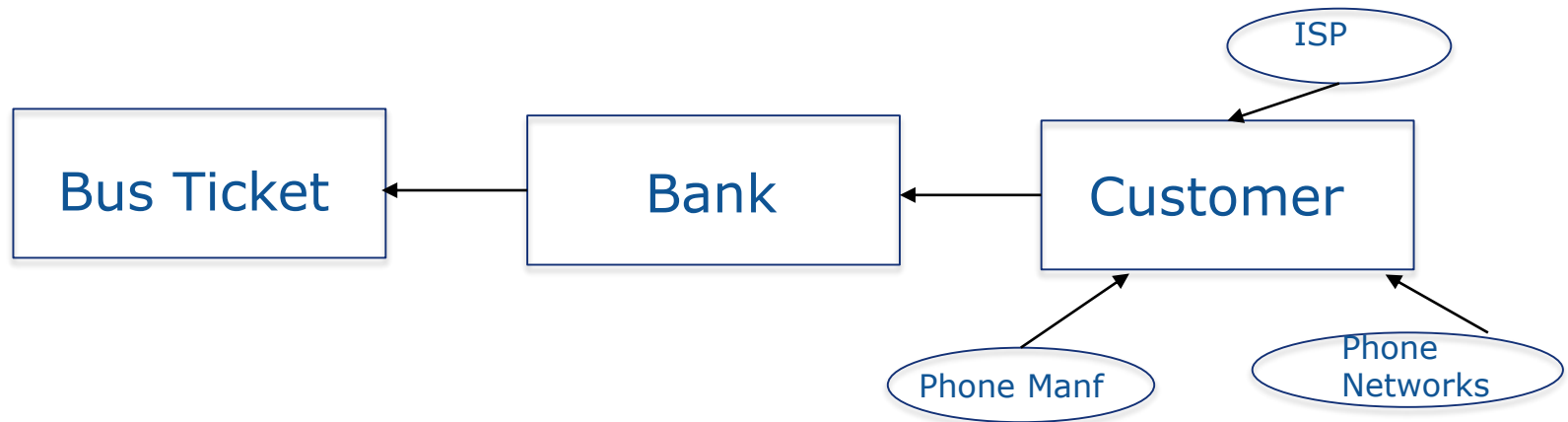
Method 1 – Cash



# Private and public organisations interlocked and inter-reliant in Data World

Public Transport – Bus Tickets

Method 2 – Credit



# GDPR - Legal Frameworks and Addressing

## Research comments

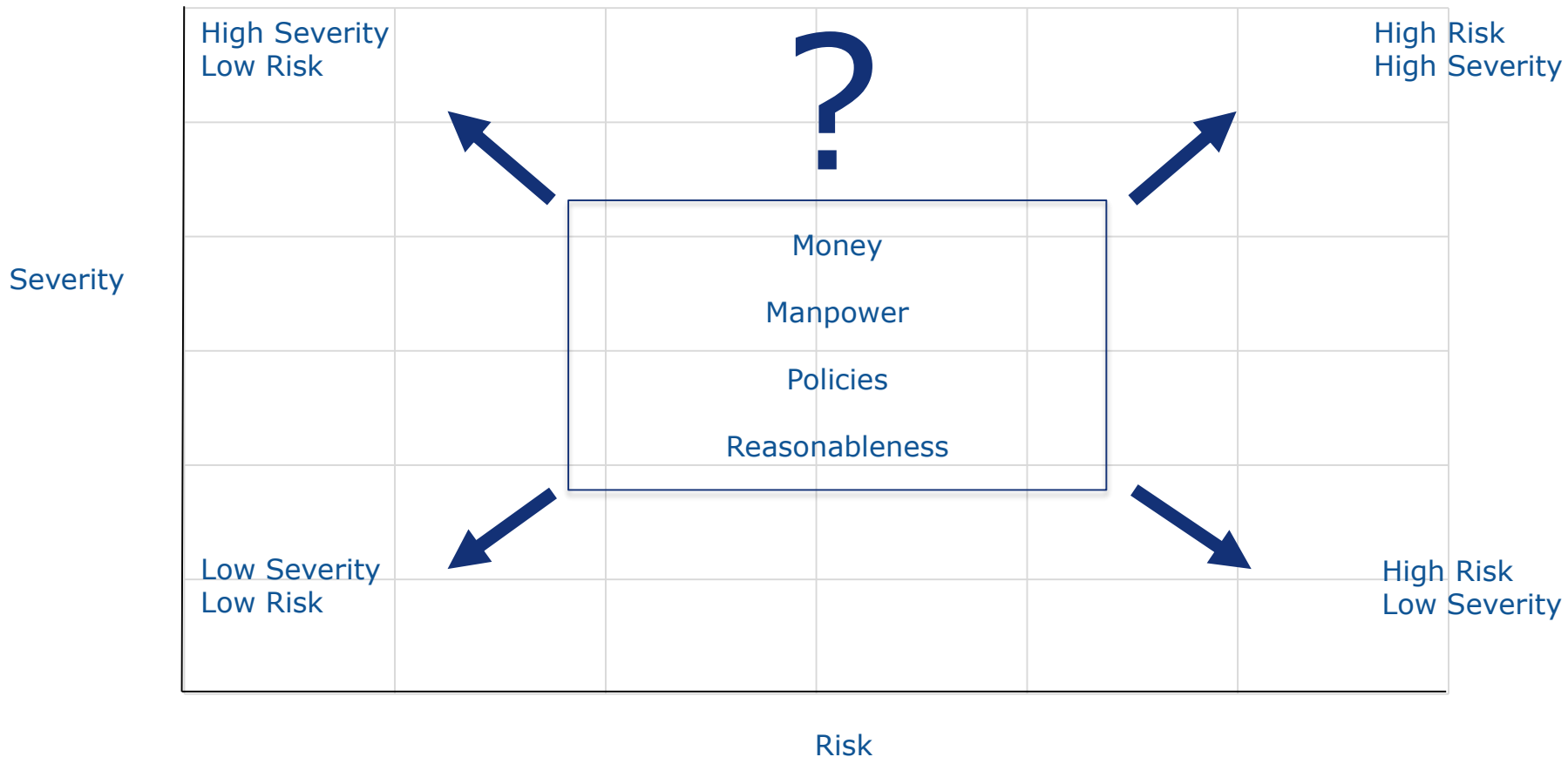
'Addressing' and concept of 'personal data' treated differently across 4 areas:

- Courts
- Data Protection Commissioners
- Parliament/Legislators
- Policy makers

For example 'addressing' treated in different countries as follows:

- Belgium – not open
- Netherlands- open
- Germany – not open
- UK – mix

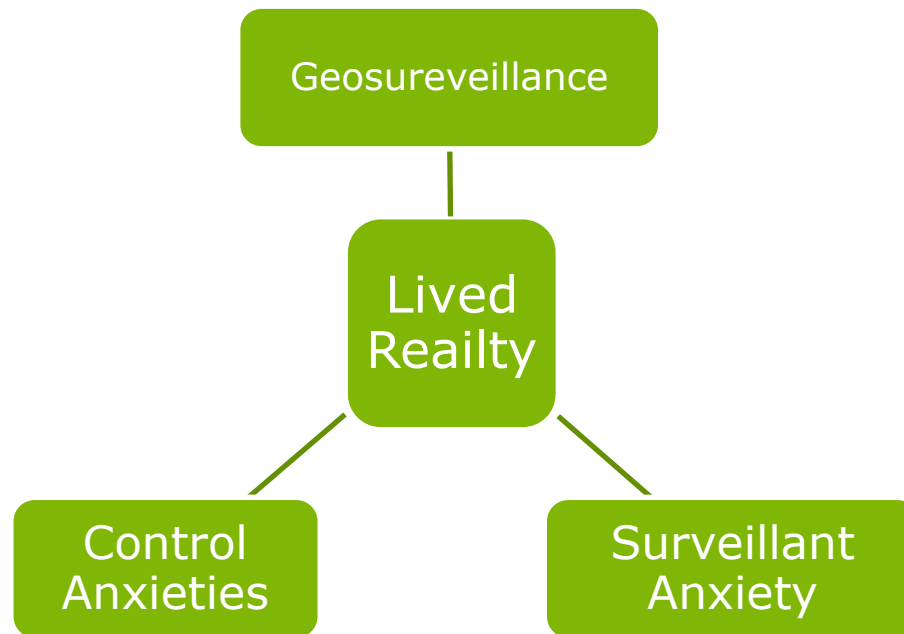
# GDPR and the legal balancing act



# Technology challenges

- Blockchain – immutable – never forgotten
- IOT – All connected, all tracking- 50 billion devices by 2022 – increase 140% (Juniper Research)
- Smart Cities – Sensors and privacy
- Autonomous Vehicles – Dublin testing self driving bus this weekend
- Big Data – generating more information by performing linkages
- 5G networks, superconnectivity – always on, always connected

# Big Data and You



Kitchen, (2014)  
Crawford (2014)  
Leszczynski (2015)

## Big Data and location data

- ‘.....vast, continuous reams of highly personal data that represents a near real-time snapshot of an individuals movements, activities at specific locations, relationships and affiliations, political beliefs and even mood (sentiment).’
- ‘...they may be used to not only reveal things about individuals but also to actively structure their life chances and opportunities.’

[Spatial big data and anxieties of control, Agnieszka Leszczynski, 2015](#)

- GDPR enables you to maintain contextual integrity