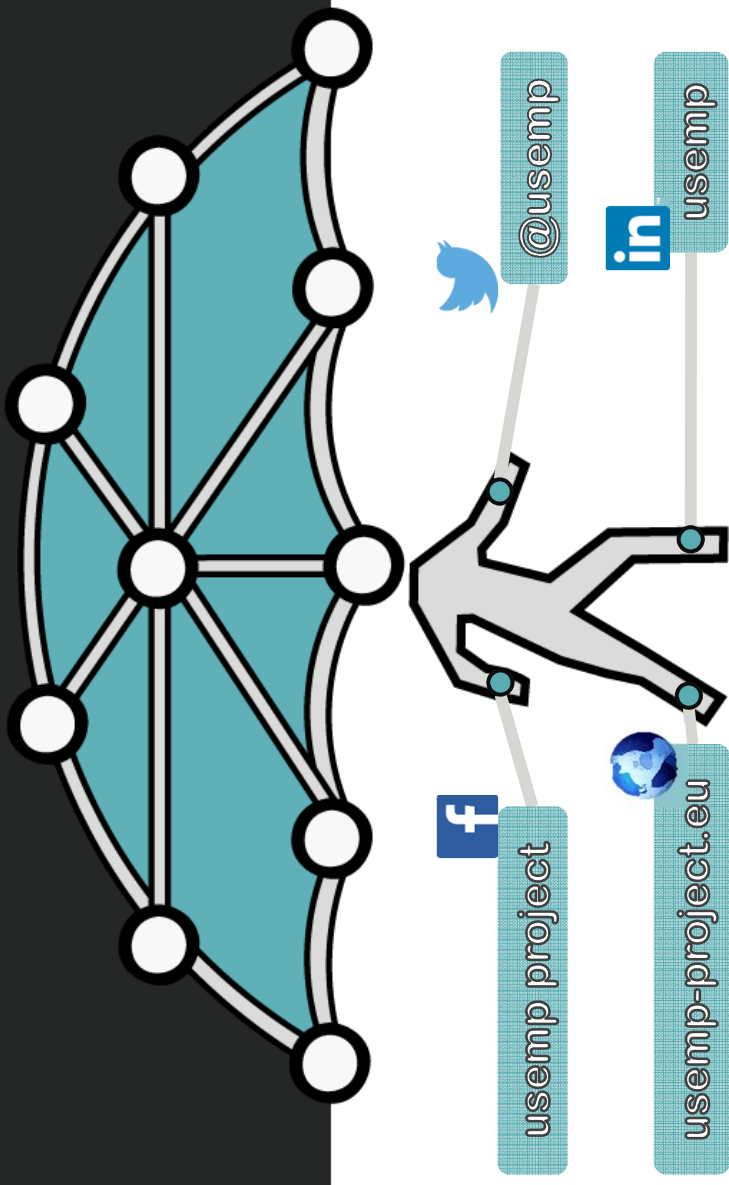


USEMP



User Empowerment for Enhanced Online Presence Management



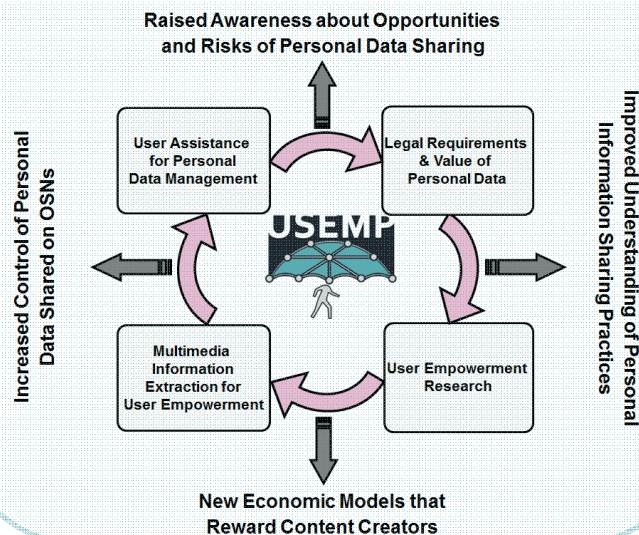
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A large majority of Europeans engage with Online Social Networks (OSN), which enable them to easily share data but not to control their privacy. The key challenge of USEMP is to reduce the asymmetry between data processing and control means afforded by Social Networks and those available to the users.

USEMP in brief

In USEMP, an empirical approach that combines legal, sociological, media studies and computer science perspectives is developed in order to contribute to the understanding of privacy issues on the Web through. Users are then through the introduction of semi-automatic mechanisms that assist them in personal data management tasks. As a result, the project will contribute to raising users' awareness concerning the advantages and risks related to sharing personal data.



USEMP OSN Presence Control Tool

For end users, USEMP develops tools needed for improved control of the content and information that they share online and that can be observed or that can be inferred by accessing their OSN accounts. Two functionalities are offered:

- Real-time OSN presence management* – will provide immediate feedback about information shared online which could contravene with the user's explicitly stated privacy rules.
- Long term OSN presence management* – will provide visualisation tools that will allow the user to have a quick assessment of her/his privacy status along different dimensions deemed important.

A functionality which changes the visibility of data that are considered sensitive by the user will be offered in both cases.

USEMP Economic Value Awareness Tool

In this scenario, USEMP provides means to contribute to raising users' awareness concerning the economic value of their data, which is currently utilised exclusively by the OSN (data controller). Two functionalities are offered:

- Awareness of Economic Value of Personal Information* – will develop a tool that will raise users' awareness about what their data is worth from an economic point of view and how they are exploited by OSNs. Insight into current OSN business models will be provided by simulation of their functioning.
- Personal Content Licensing* – through simulation, USEMP will attempt to reproduce existing personal content licensing methods. Commodification will be avoided by decreasing the value assigned to licensed data when licensing frequency increases.