



User Empowerment for Enhanced Online Presence Management

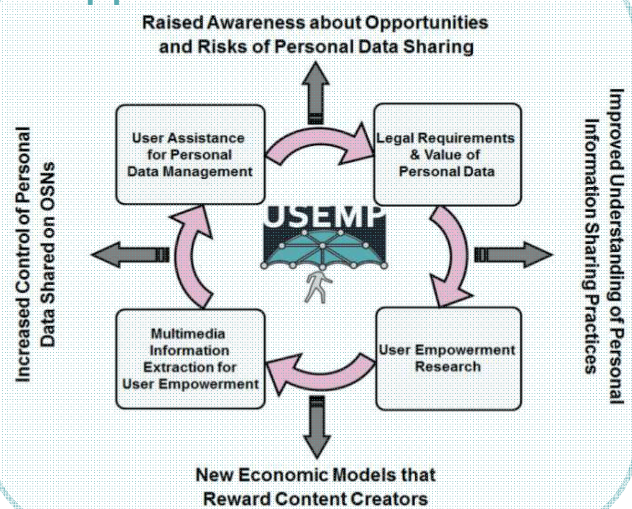
Key Challenge

Reduction of the asymmetry between data processing and control means afforded by Online Social Networks (OSNs) and those available to the users

Context and Challenges

- Strong engagement of Europeans with OSNs
- 74% feel that they lack control when interacting with OSNs
- 70% are concerned with the handling of their data
- Upcoming EU General Data Protection Regulation – harmonisation of EU framework
- Work in different relevant fields is often done in isolation

Approach and Outcomes



Shared Data Control

- Raising awareness about data shared online and improving user's control
- Real-time OSN presence mgmt.
 - Semi-automatic tools for privacy preservation
 - Work on volunteered, observed and inferred data
- Long-term OSN presence mgmt.
 - Visualisation tool which summarises the privacy status
 - Controls for quick personal data visibility change

Value of Personal Data

- Assist the user in understanding the economic value of data shared online
- Awareness of the economic value of personal information shared online
 - Modelling of the data monetisation process performed by the OSNs
- Personal content licensing
 - Simulation of a framework for licensing personal information
 - Avoidance of commodification through a rewards mechanism



Radboud University Nijmegen



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