



**PANOPTYKON  
FOUNDATION**



# What you share



relationship status  
places visited  
links sent  
User Name  
Real Name  
gender  
friends  
groups entered  
blocked contacts  
likes & other reactions  
search terms  
uploaded photos  
photo metadata  
people tagged on photos  
emoji used  
tests and surveys  
products reviewed and ranked  
petition  
education (declared)  
profession (declared)  
birth date  
linked accounts  
postal addresses (shopping)  
phone number(s)  
email(s) used  
social media handles  
hashtags used  
language (device)  
logins and passwords  
card expiry date (numbering)

# What your behaviour tells them

mouse movements tracked

shopping patterns (routine)

online purchase history

content consumed

number of interactions /posts per day

actions performed on the site

articles/posts clicked

ignored interactions

ignored content

ads clicked

ads viewed

visited websites

number of devices connected

plug-ins used

time zone (device)

connection times internet

internet connection frequency

data transfer times

data transfer frequency

data volume transferred/received

protocols used

VPNs used

visited websites statistics

apps usage patterns

lasses / contacts  
bone

weight loss  
new eating habits  
home improvement  
bought a home

place of living  
former places of living  
level of education (real)

place of work  
line of work

professional skills

new job

ethnic affinity

family members

professional relationships

religious views

political affiliations

psychometric profile

high/low esteem  
IQ level

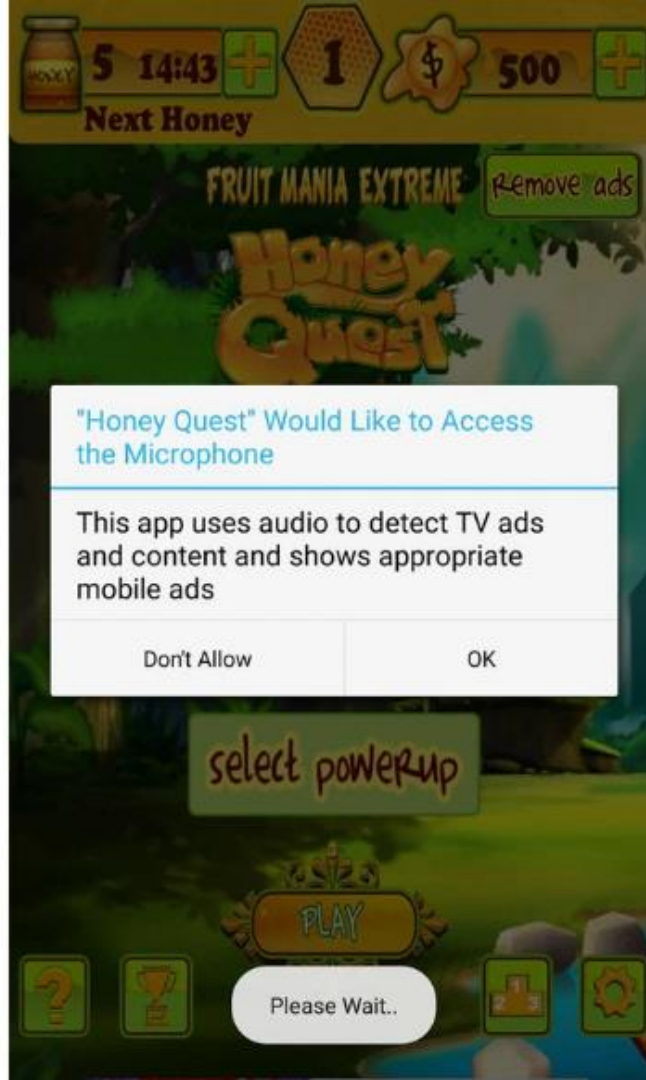
mental illness  
rating  
(reputational systems)

income level

quit a habit

overcat

# what the machine thinks about you





**BZWBKlight**

West Corp Services

PEGI 3

ZAINSTALUJ



Pobrania



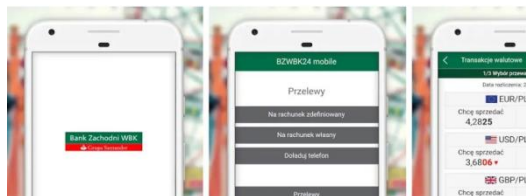
Książki i  
materiały



Podobne

BZWBKlight mobile to łatwy dostęp do  
usług Banku Zachodniego WBK

WIĘCEJ INFORMACJI



# BZWBKlight

West Corp Services

This app has access to:



SMS

- receive text messages (SMS)



Other

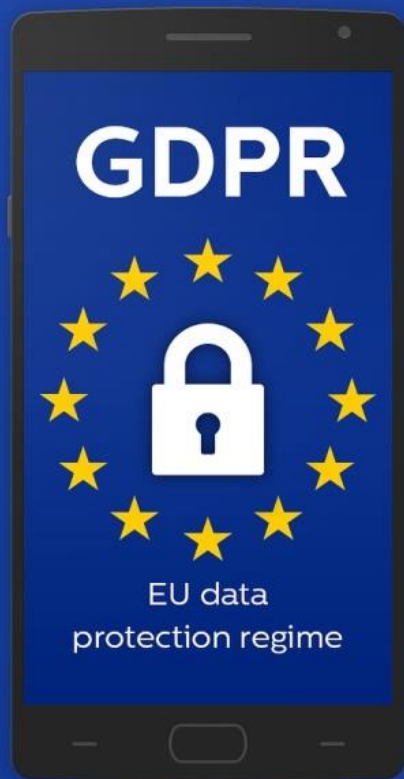
- receive data from Internet
- full network access

Updates to BZWBKlight may automatically add additional  
capabilities within each group. [Learn more](#)

Cancel

**WHAT ARE THE CONSEQUENCES?**



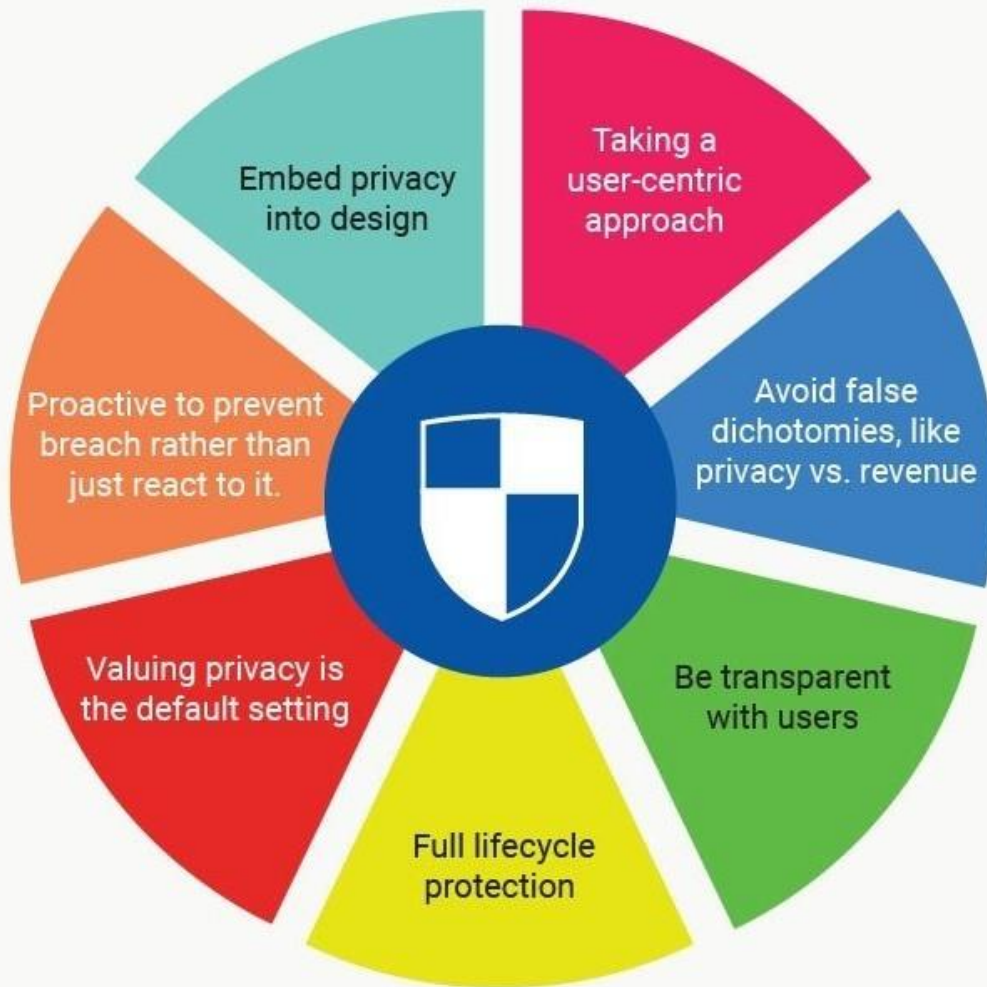


# **PRIVACY BY DESIGN AND BY DEFAULT**

(...) the controller shall, both at the time of the determination of the means for processing and at the time of the processing itself, implement appropriate technical and organisational measures which are designed to implement data-protection principles (...)

(...) by default, only personal data which are necessary for each specific purpose of the processing are processed (...)

**K-ANONIMITY OR L-DIVERSITY?  
TAKE A STEP BACK!**



# **PRIVACY INTO YOUR ENGINEER'S RADAR!**

**Do not collect data just in case**

**Clearly define purposes**

**Set a time limit**

**Respect people's choices**

**Be transparent**

**Provide security**



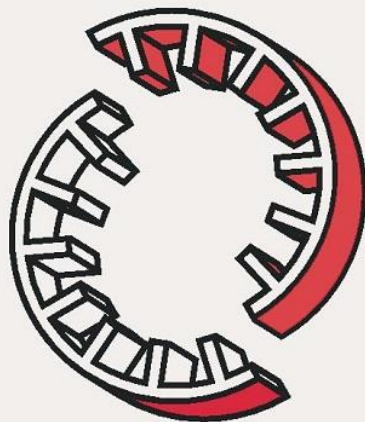
**LESS PRIVACY =  
MORE COSTS & MORE RISKS**



**PANOPTYKON  
FOUNDATION**

**panoptikon.org**

# FUNDACJA PANOPTYKON



**DOŁÓŻ SWÓJ 1% PODATKU**  
**KRS:0000327613**