

International Conference

Understanding Your Role in Cybersecurity

Critical Aspects of Personal Data Protection

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PH Freiburg – 12 Mar 2025



Co-funded by
the European Union



Pädagogische Hochschule Freiburg
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OVERVIEW

Company or **Individual** Level

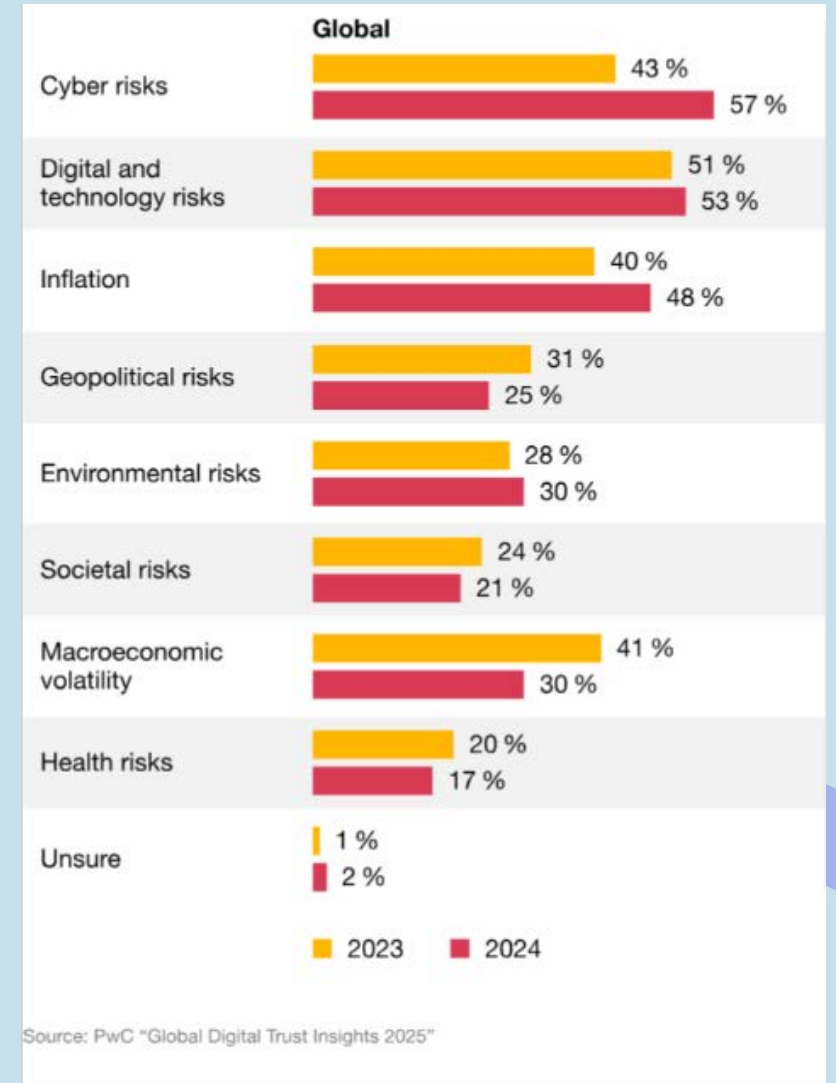
Understanding Privacy

Nothing to hide or Nothing hideable

Ambivalences of Data Protection

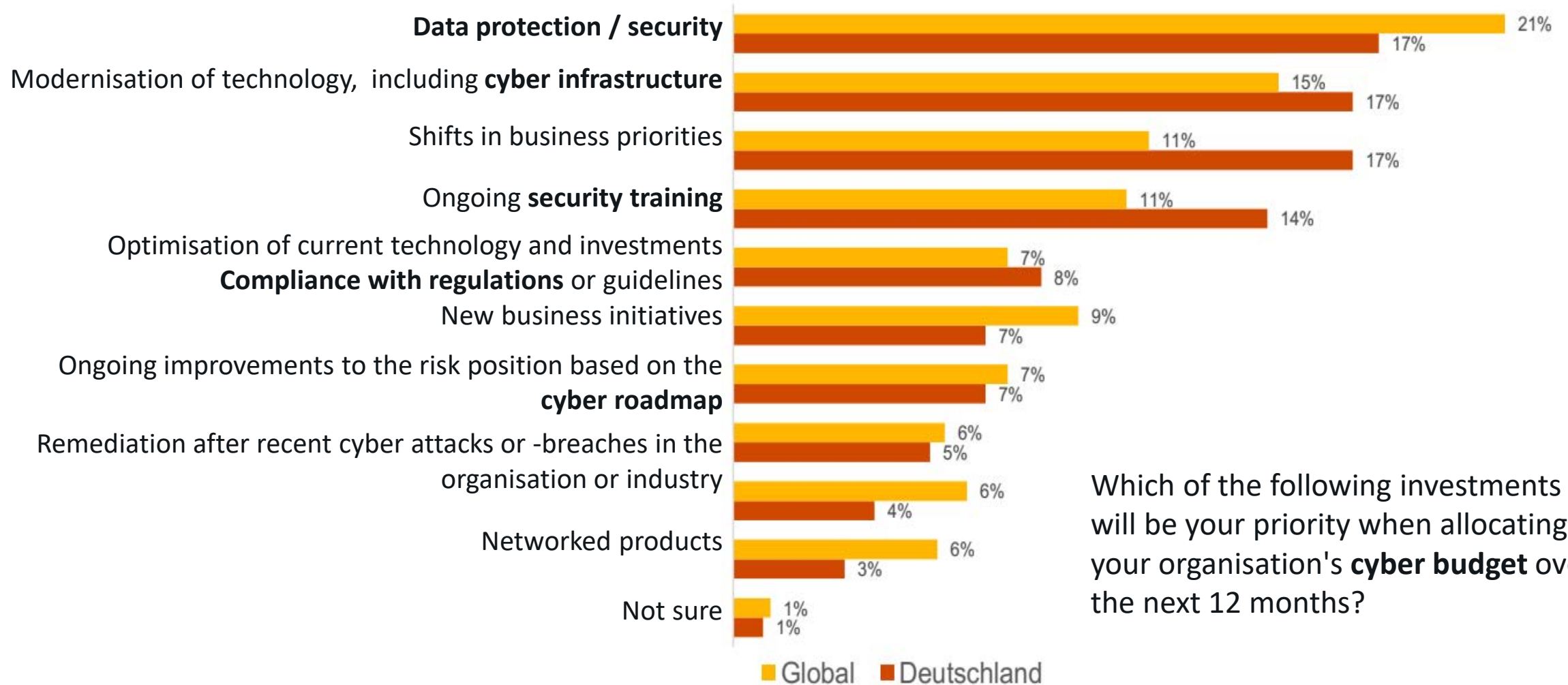
Risk aware or lazy (bored)

•



Which of these risks will your company tackle in the next 12 months?

COMPANIES BETWEEN AWARENESS AND RULE FOLLOWING



Which of the following investments will be your priority when allocating your organisation's **cyber budget** over the next 12 months?

PROTECTING - PERSONAL – DATA - PERSONALLY

- For IT-lay persons cybersecurity and data protection (cybersafety) are practically quite close:

If you take care of / protect data
you take care of / protect personal data.

Reasons might be different:

- Monetary / reputation harm
- Shame and restriction of freedom

Identity theft and **misuse of personal data are the biggest concerns** for almost half of internet users (ESET 2023).

In second and third place come infections of devices with malware (25.8 percent) and fraud in online purchases by fake shops (20.6 percent).

<https://euro-security.de/en/society-and-politics/trends-and-news/one-in-two-fears-misuse-of-their-personal-data/v/>

PILOT STUDIES

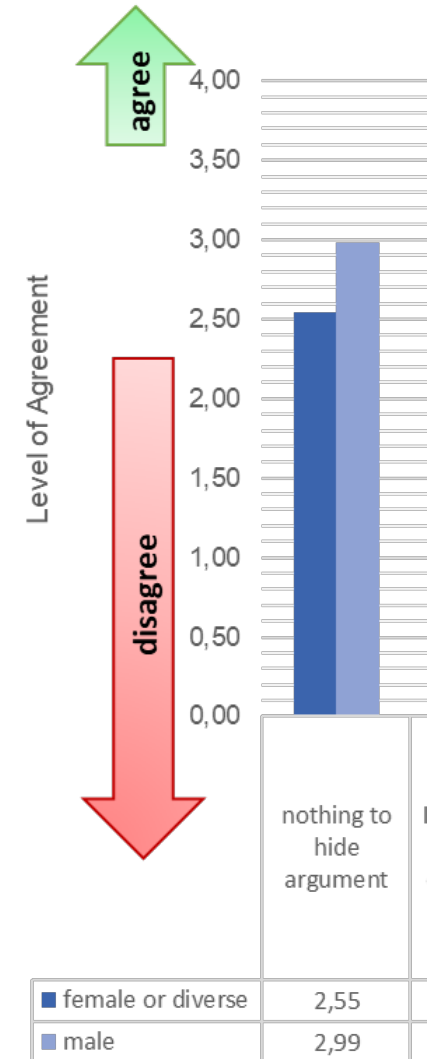
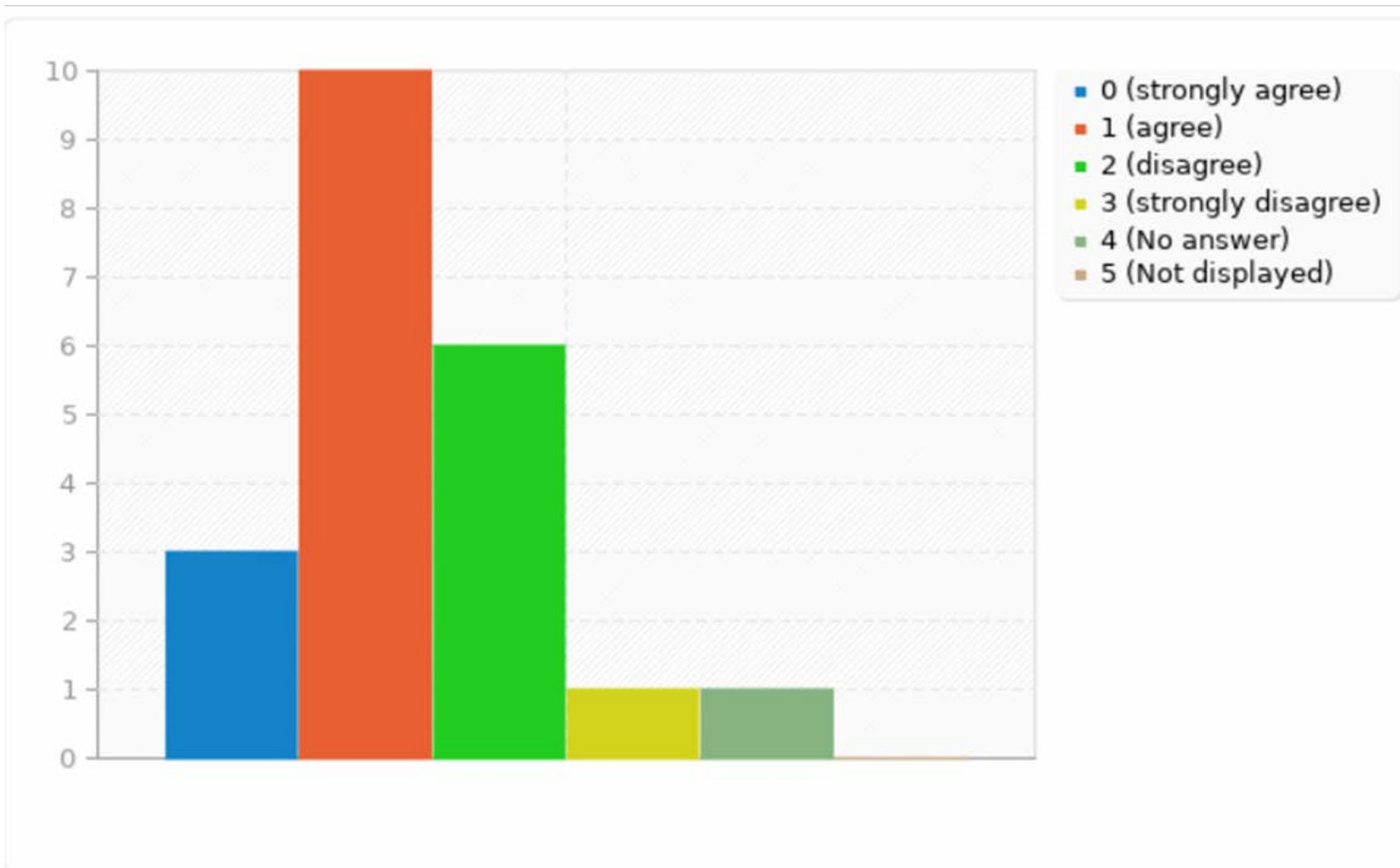
- In MECyS (2023):
 - International online questionnaire – different non-IT professionals (response: 62 - 21 complete)
 - Four guideline-based / half-open interviews in Germany with non-IT professionals
- In DataPro (2024):
 - International online questionnaire – school students (response: 250 - 197 complete)

→ Numbers not to be taken statistically significant but as food for thought – and where we are ...



„I HAVE NOTHING TO HIDE“ (MECYS/DATAPRO)

Really ?



WHY PRIVACY ?



- Already before the digital age the standard argument against **privacy** was (mainly in relation to **governmental** surveillance):
 - If you have nothing to **hide**, then what do you have to **fear**?
If you aren't doing anything **wrong**, then what do you have to **hide**?
- The argument does not and did not make sense, because anything could be wrong (cf. Solove 2007)
- Government / the state is only as good as its **laws** work, this includes **privacy**.
- And in concern of family, neighbours ... it is falsified by doors, curtains ... - not to mention people, who want to **sell** you something, **extort** you ...
 - *Does the argument work so good because I am curious about my neighbours?*

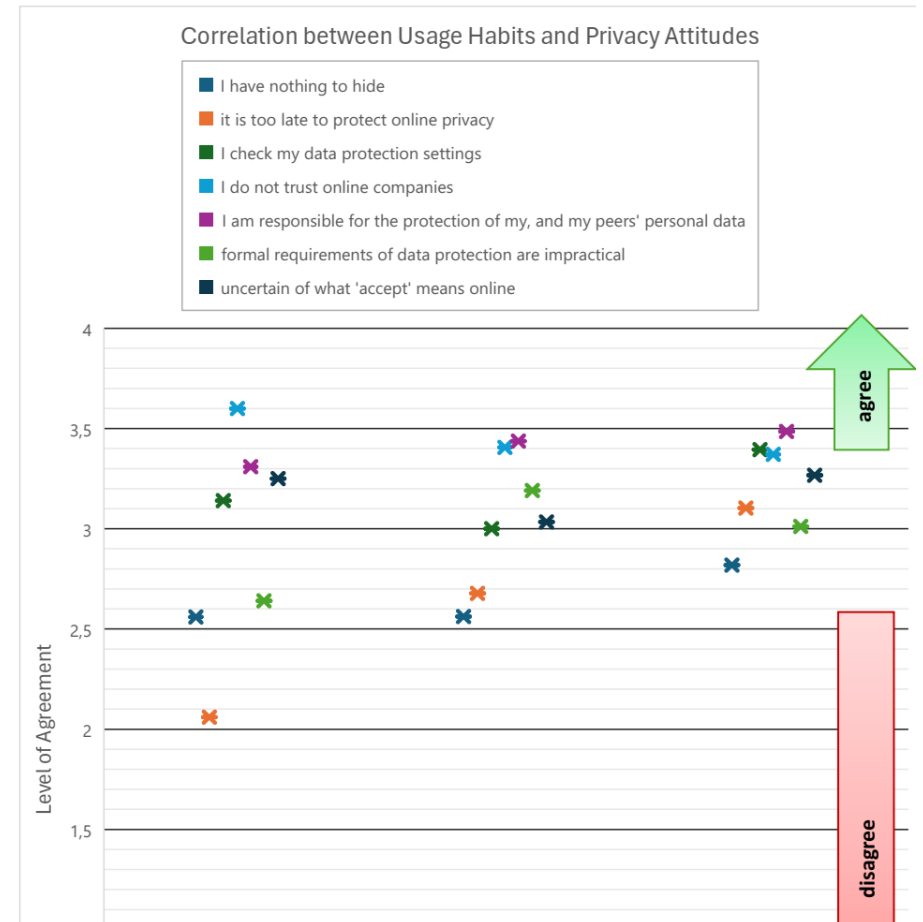
WHY PRIVACY ?



- For a **liberal** society the issue is much more pertinent: your private environment is your realm of **freedom**, where you can elaborate your personality, your decisions etc.
 - Assuming you are watched or you could be watched already limits your options – self-censoring
- One of many reasons why ‘I have nothing to hide’ is wrong (amnesty 2015):
 - **Do you really want to live a life of mindless repetition, obeying everything**
 - “Evidence suggests that knowing you are being monitored changes your behaviour. And, as we become more aware of the computer algorithms and databases ... we will become more wary of what we say and do online. We will start to avoid saying or doing anything controversial, in case it is misconstrued. As a result, societies will become very conformist, with no-one willing to challenge the status quo”

GETTING USED TO BE WATCHED ?

- They survey data (DataPro) give some hint that the amount of unrestricted usage / parental oversight correlates with the data protection attitudes:
 - nothing to hide
 - to late to protect online privacy
- The less restricted the more careless / resigned.

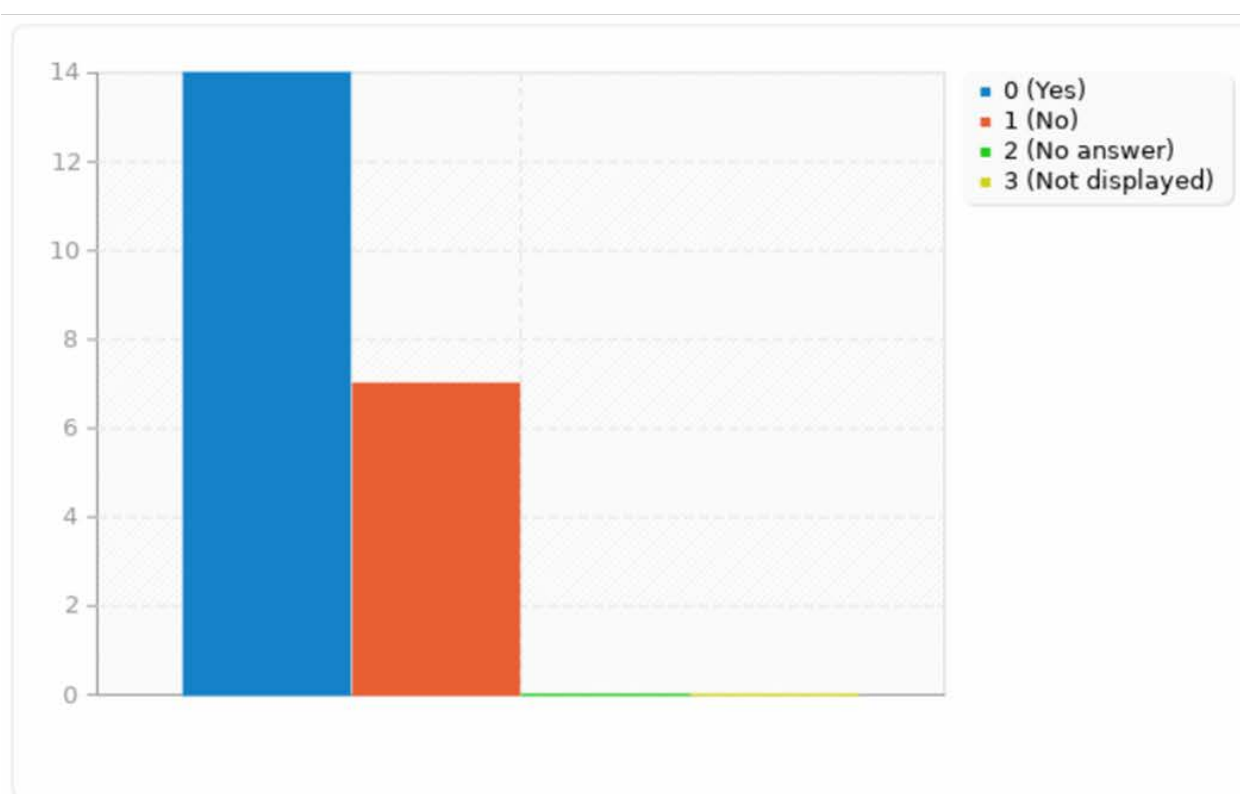


AMBIVALENCES (AND ACQUIESCENCE BIASES)

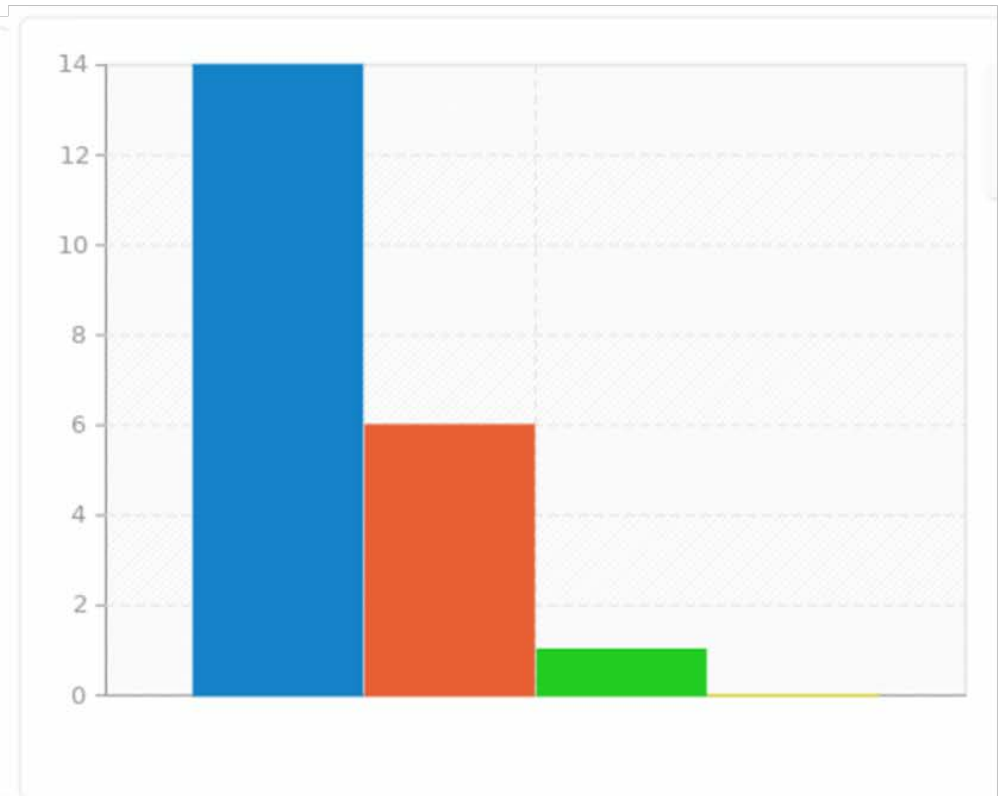
- There can be clear **understanding** of risks, but **actions** often diverge from this awareness.
 - Non-separation of private and work devices, because it is more convenient ?
 - **MFA** used, only because it is required ?
 - **Cookies** accepted because it is faster ?
- Big Internet companies might be trusted in concern of **cybersecurity**, but not in concern for **data protection**.
- **Data protection** as such is positive, but its **bureaucracies** (consent forms) ...
- Consent to being tracked for purposes that only serve a specific company, but expectation that data will be protected from the big companies

NORMAL BUT RISKY? (MECYS)

Do you use private devices for your work?

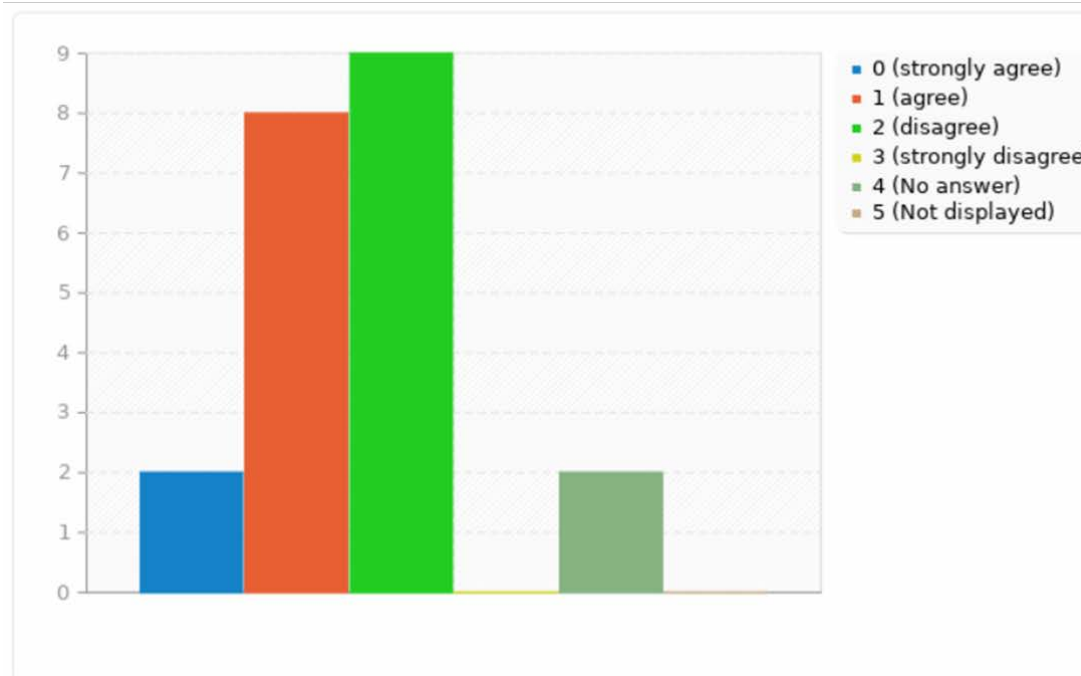


Do you use work devices for private purposes?

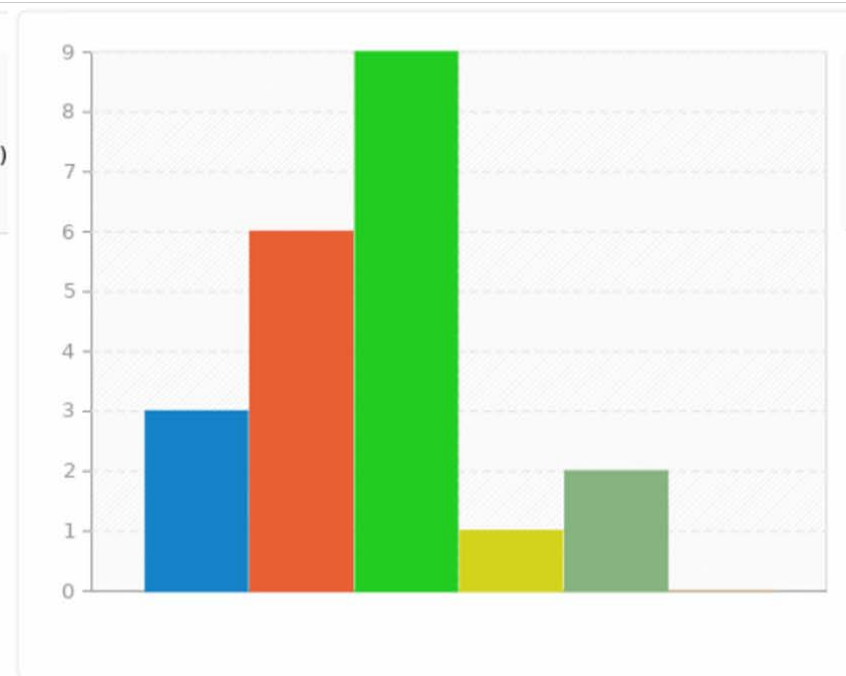


SO-SO (MECYS)

Data protection makes my daily working processes more difficult



The formal requirements of data protection are practically impossible to implement



STUDENTS ARE RATHER NOT TRUSTING (DATAPRO)

Concerning participants' trust in online environments, the majority disagree or strongly disagree that

Q6A1. I THINK SOCIAL MEDIA POSTS OF PEOPLE I DO NOT KNOW ARE USUALLY TRUSTWORTHY

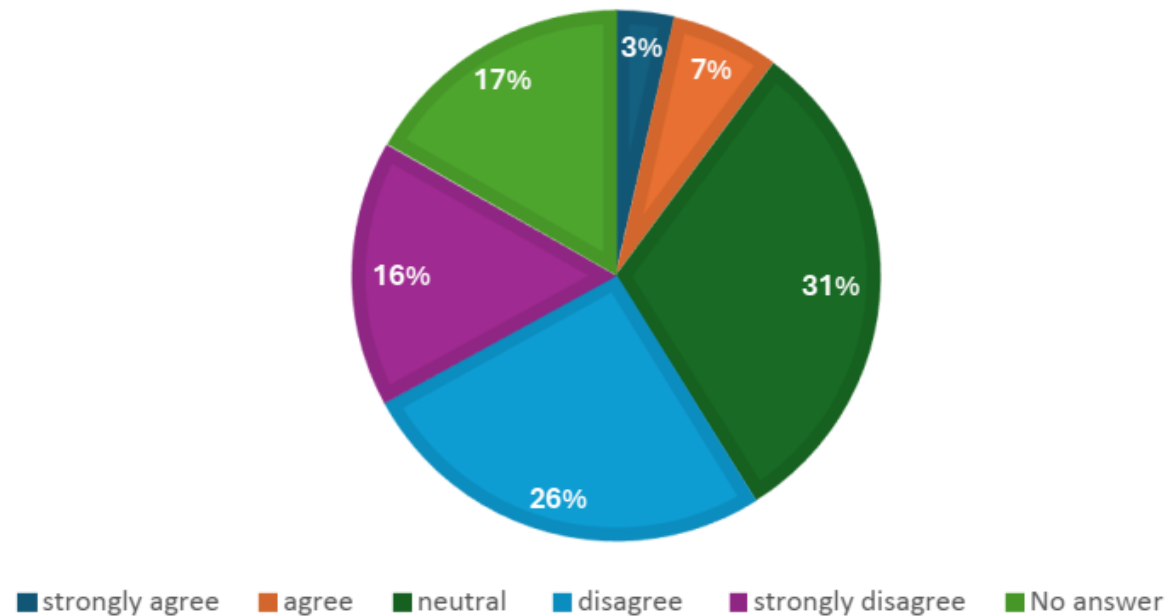


Figure 4. Overview of Answers to Question 6. A1.

RISKS / ZERO / TRUST ?

- What is the usual proportion of trusted interactions and controlled ones?
 - Trust reduces transaction costs.
Not always checking in advance, insuring, controlling afterwards ...
Evolutionary successful → social relatedness
- Trust can be replaced by technology or in general by intermediaries.
Which keep up trust or the illusion of it ?
- Zero Trust: certifying digitally each transaction
 - ongoing trust / illusion ?



THANK YOU!

mecys.eu



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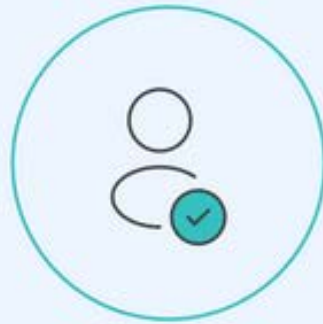


<https://www.datapro.education/>

3 Types of Data Misuse



Commingling



Personal benefit



Ambiguity

Beispiel #2: DataPro. Umfragen-Analyse.

→ Schüler*innen mit **eingeschränkter** Internet-Nutzung halten Datenschutz online für wichtig: Sie **lehnen** „*Ich habe nichts zu verbergen*“ signifikant **ab**

→ **Resignation** für Themen wie Privatsphäre online bei häufiger, nicht beaufsichtigter Internet-Nutzung

→ Gleichzeitig: alle Gruppen wissen gleich viel über Datenschutzmaßnahmen

→ Mehr auf <https://www.datapro.education/> und <https://www.linkedin.com/company/datapro-project/>

