

I'm Italian,

we don't do

Ethics

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Last Year's Talk

Use wifi to spy on people at conferences,
monitor Twitter for everything you say,
and record activities through apps

This Year's Talk

Ethics



It all starts with People



“ I am a **simple guy**, I have
(1) a truck
(2) a dog
(3) a girlfriend
I’m happy. My daughter
does email for me ”

With great power
comes great responsibility

(Spiderman's uncle)

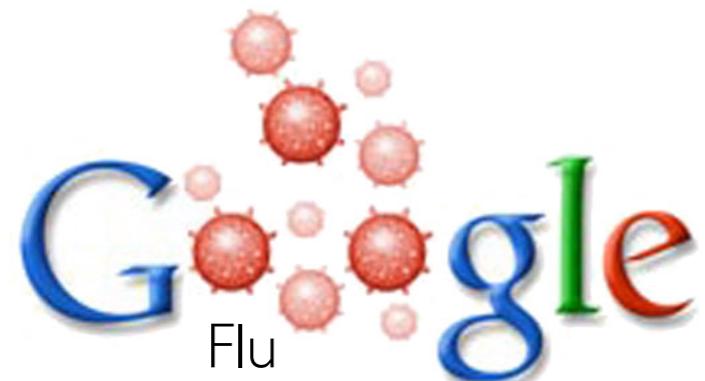


Edward Snowden
got the NSA in trouble
“INTLOVE”
Use of NSA resources
to spy on love interests



Enjoy Responsibly

Search Logs / Web History



ILI% and Epidemics Monitoring

Medical Conditions

(e.g., search for herpes)

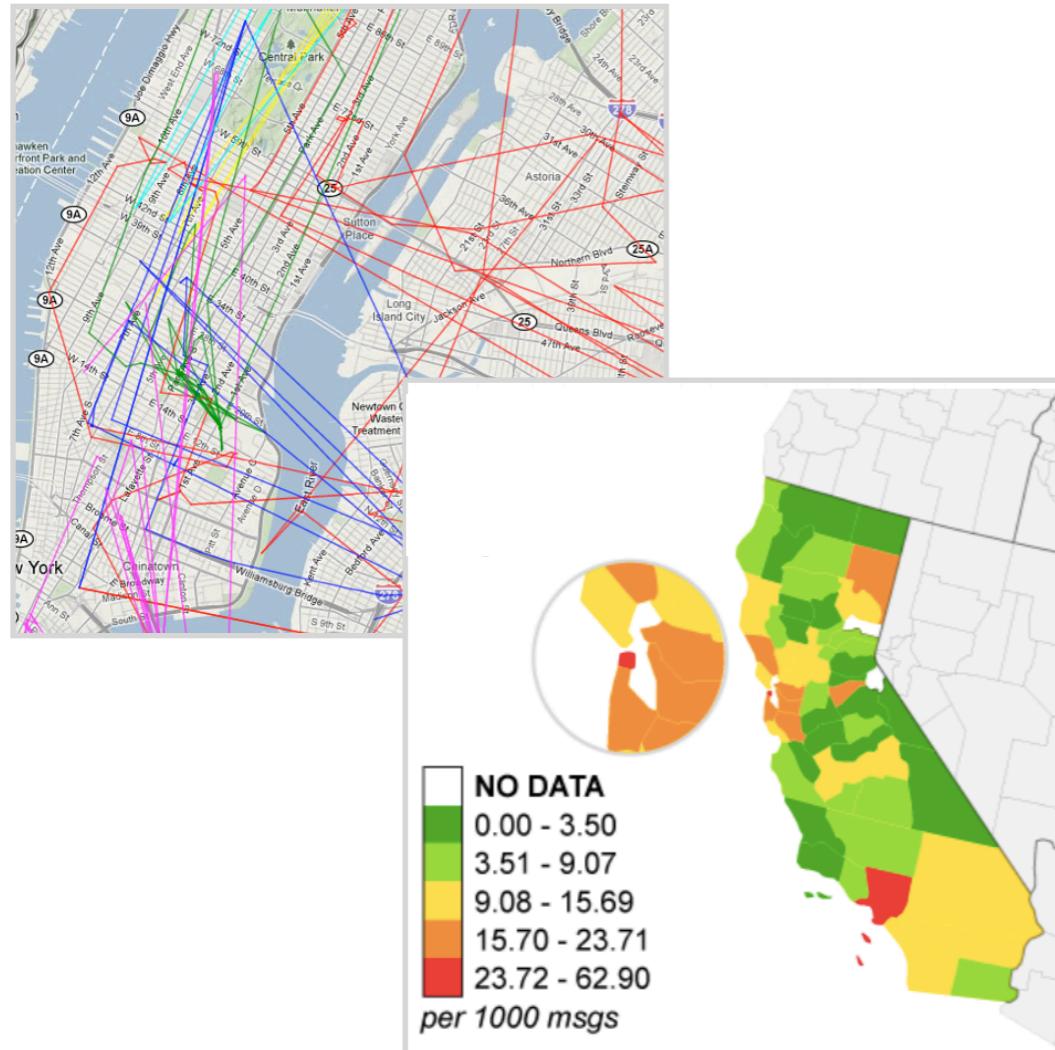
Drug Abuse

(e.g., online pharmacies)

BMI

(e.g., non-healthy tweets)

Checkins / Activities



Travel Models and Statistics

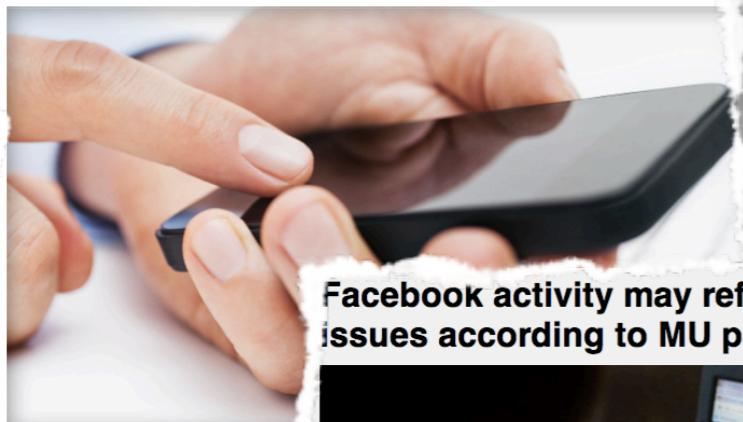
Away from Home
(thieves could like that)

Bar Hopping
(e.g., 4 nights out in a week)

Poor Eating Choices
(e.g., mayor of McDonalds)

Social Media Posts

"Dystextia": Stroke diagnosed with help of garbled text message



Facebook activity may reflect mental health issues according to MU psychology study



Unhealthy Sports
(e.g., beer pong pictures)

Moral/Ethical Criteria
(e.g., employees asking for passwords)

Dangerous Behavior
(e.g., sky diving)

Computer Vision / Ambience Monitoring



Face Recognition / Ads Targeting

Profiling

(e.g., gender, age, ethnicity)

Audio Recording

(e.g., counts number of coughs)

Tracking

(follows you around the mall)

Scales / Devices



Withings Scale



Jawbone Up

Body Fat %

(and your holiday trends)

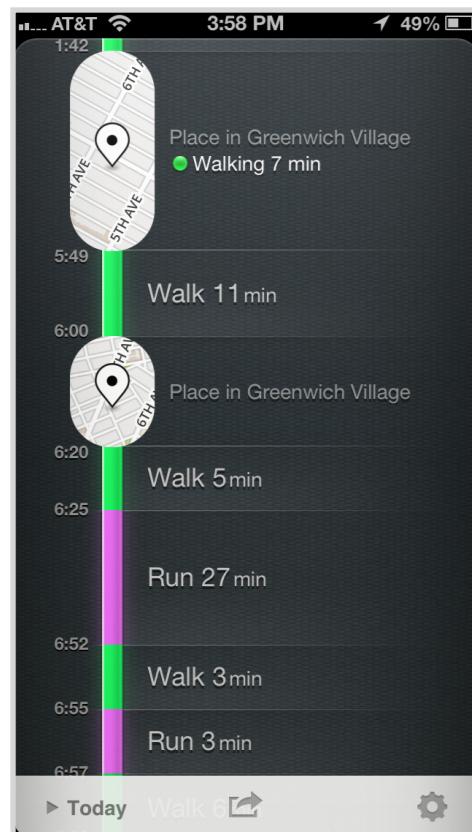
Air Quality

(speaks about your cleanliness)

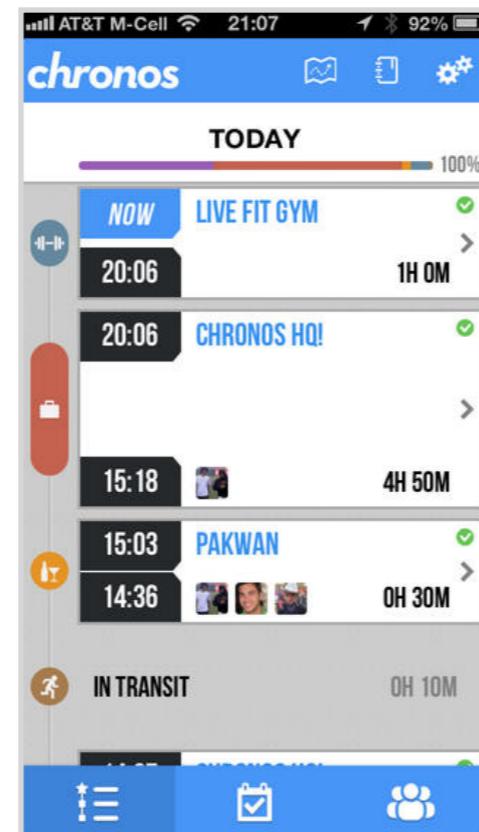
Unusual Activities

(e.g., high intensity activity at 2am)

Activity Monitoring Apps



Moves



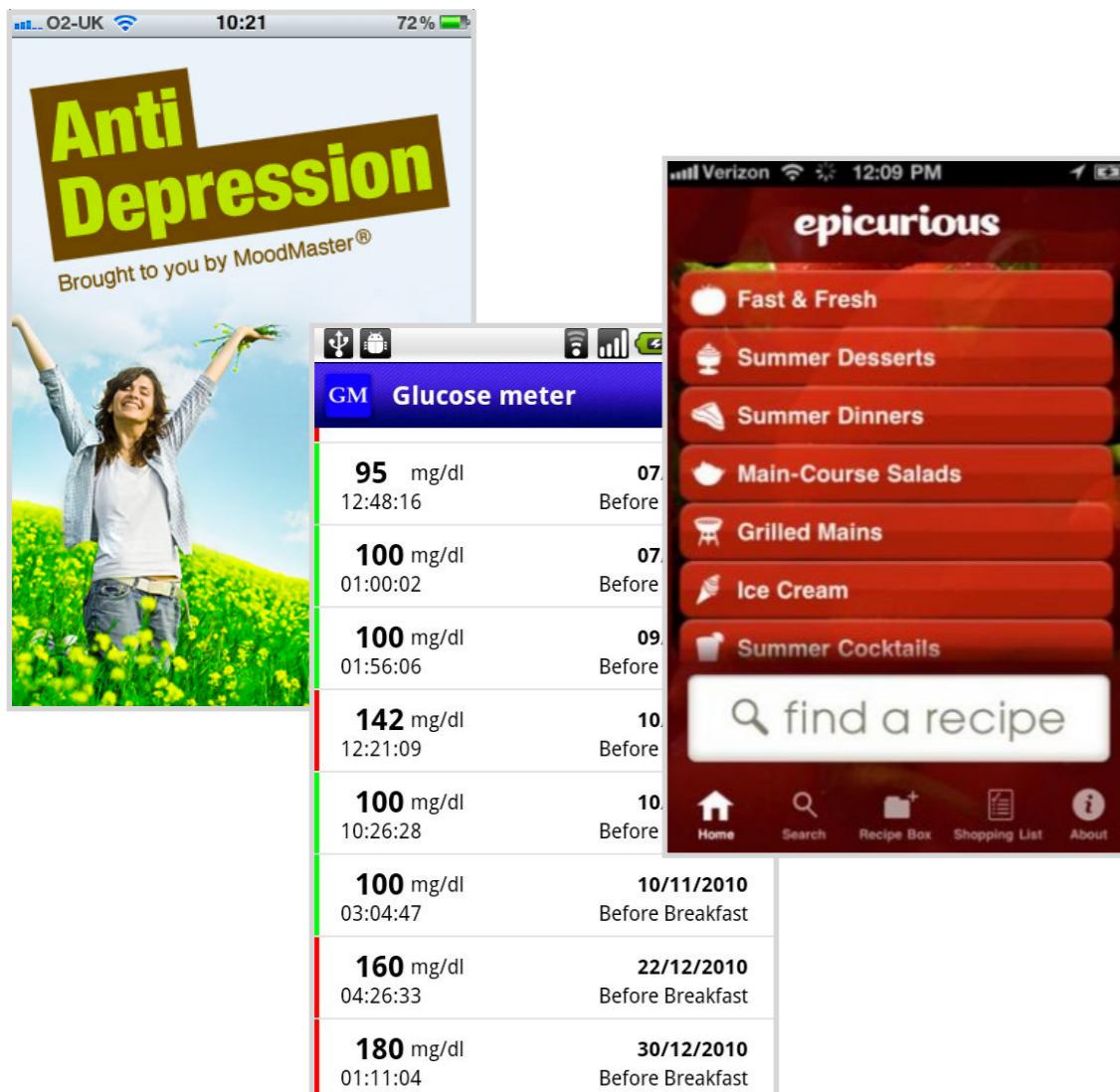
Chronos

Where you went
(how long for and with whom)

How much you sleep
(or what you do at night)

Driving Habits
(e.g., speed, acceleration patterns)

Inferring Conditions from Apps



Depression Apps
(or stress level monitoring)

Glucose Monitoring
(probably diabetic)

Celiac Disease
(if you search gluten free recipes)

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