

GoodBrother International Conference on Privacy-friendly and Trustworthy Technology for Society

28 June 2022

Catholic University of Croatia
Ilica 242, Zagreb

9:30-10:00 **Welcome & Introduction**
Short introduction by the main organizers

10:00-10:45 **Keynote From trust to trustworthiness (and back again?)**
Prof Dr Esther Keymolen, Philosophy of data driven technology
If people don't trust technology, they won't use it. In an increasingly data-driven society, building trust in and through technology is, beyond doubt, crucial. Numerous design and regulatory strategies aiming at more transparency, accountability, and data sovereignty have been introduced to empower users. The rationale behind all these strategies is that if users have more control, they are in a better position to decide who and what they want to trust. While these empowering strategies are promising and much-needed, they are, however, not sufficient. After all, people often still put their trust in technologies and actors that are anything but worthy of their trust. Recently, we have seen a shift from focusing on 'building trust' to 'being trustworthy'. In this talk, we will explore the difference between designing for trust and designing for trustworthiness and how, if done properly, designing for trustworthiness can lead to genuine trust in the data-driven context.

10:45-11:00 **Break**

Technology Meets (Privacy) Law, Ethics, and Society | 10 min presentation + 5 min Q&A

- 11:00-12:30
1. Liane Colonna (2022) Addressing the Responsibility Gap in Data Protection by Design: Towards a More Future-oriented, Relational, and Distributed Approach.
 2. Zaira Zihlmann, Kimberly Garcia, Simon Mayer, and Aurelia Tamò-Larriex (2022) A right to repair privacy-invasive services: Is a new, more holistic European approach emerging?
 3. He Zhicheng (2022) Bridging Law and Technology: Seeing Through Privacy-Enhancing Technologies for Assisted Living from the Perspective of EU Data Protection Law.
 4. Naomi Lintvedt (2022) Thermal Imaging in Robotics as a Privacy Enhancing or Privacy Invasive Measure? The Necessity of a Holistic Approach to Privacy in Human-Robot Interaction
 5. Zoltán Alexin (2022) Entropy based approach to personal data.
 6. Adrian Palmer, Rodrigo Perez-Vega, Ruby Zhang and Alex Scher-Smith (2022) Service Robotics Beyond Privacy Concerns: An Investigation of the Role of Learning Abilities on Technological Adoption

12:30-13:30 **Lunch Break**

Privacy and Trust Perceptions | 10 min presentation + 5 min Q&A (online presentations, in-person discussions)

- 13:30-14:30
1. Ross Cheung; Shreshtha Jolly; Manoj Vimal; Hie Lim Kim & Ian McGonigle (2022) Who's afraid of genetic tests?: An assessment of Singapore's public attitudes and changes in attitudes after taking a genetic test.
 2. Jessica Megarry, Yu Kao, Peta Mitchell, and Markus Rittenbruch (2022) Probing for Privacy: A Digital Cultural Probe to Support Reflection on Situated Geoprivacy and Trust
 3. Alain Sandoz & Léa Stiefel (2022) Trust vs. control: the dilemma between data distribution and centralization
 4. Carina Dantas & Karolina Mackiewicz (2022) Are we ensuring a citizen empowerment approach for health data sharing?

14:30-15:00 **Break**

Social Issues and Contextual Questions | 10 min presentation + 5 min Q&A

- 15:00-16:45
1. Anton Fedosov, Liudmila Zavolokina, Sina Krumhard, Elaine Huang (2022) Toward unpacking trust in a local sharing economy community in Switzerland.
 2. Renata Mekovec & Dijana Oreški (2022) Competencies for professionals in the fields of privacy and security
 3. Suay Melisa Özkula (2022) The visibility paradox: empowerment and vulnerability in inclusivity processes
 4. Anna Leschanowsky, Birgit Popp & Nils Peters (2022) Adapting Debiasing Strategies for Conversational AI.
 5. William Dutton, Grant Blank, Eglė Karpauskaitė (2022) Who Cares About Privacy Online?
 6. Hrvoje Belani, Kristina Fišter, Petar Šolić (2022) Acceptability of m-Health Solutions and its Relationship with Public Trust

16:45-17:00 **Break**

Keynote: Privacy is Hard!

Prof Dr Jaap-Henk Hoepmann, Privacy is Hard And SomeOther Myths

17:00-18:00
In this talk Jaap-Henk Hoepman will discuss some of the myths surrounding privacy (like "I have nothing to hide" and "We are not collecting personal data" or "You have zero privacy anyway. Get over it."). All to show that technological developments have had a tremendous impact on our privacy, but also can be used to protect our privacy. He will talk about the legal protection of privacy through the General Data Protection Regulation (GDPR), and discuss how relying on purely legal measures is not enough. The systems themselves should be designed in a privacy friendly manner, through privacy by design. He will explain the privacy by design philosophy, and make it concrete by describing eight privacy design strategies.