

## I “like” you, but I hate your apps

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If you and I have a relationship, and you in some way do not respect my dignity by mistreating information I have shared with you, there is a body of law and social norms that I can draw upon to seek redress. Ranging from a simple conversation in which I express my disappointment with you, to severing the relationship, to bringing a legal action - over many decades society has collectively constructed tools I can use. But what happens when an app you have installed on a social network platform or one of your devices doesn't respect my dignity and mistreats information I have shared with you?

### Me, you, and yours apps and devices

Unlike the relationship between two people, the relationship between one person and another person's apps and devices does not have laws and social norms to draw upon and to help guide the relationship. Because of this lacking, it is unclear how Alice should seek redress if one of Bob's apps has violated her privacy. Does she seek redress from the developer of the app? Does she go to Bob? How is she even aware which app or device has violated her privacy with so many available?

Furthermore, both Alice and Bob are at the mercy of platform providers. Bob's apps run on a social network platform whose provider may have different goals, values, and principles than either Bob or Alice. Similarly, Bob's devices are likely connected to communication platform over which Bob nor Alice have a great deal of leverage.

### What is needed

In this situation, both Alice and Bob have needs and desires. Alice would like to declare an “acceptable use” policy for information about her that she has shared with Bob who in turn, either directly or indirectly, has shared it with his apps and devices. Wanting to be a good person who acts in accordance to social norms, Bob would like his apps and devices to be as trustworthy and upstanding as he is. Both parties want controls. These controls must be contextual sensitive and truly usable - Hobson's choice-style controls are simply crueler than no choice at all.

But Alice and Bob are not the only parties in play. Other parties need information as well. Acknowledging that a wide range of internet services are information-for-play style services, preventing the flow of information from Alice to Bob to an app provider would likely prevent Bob from gaining access to a service from which he derives utility. An aware apps provider will recognize that although it requires information to “fund” its service, as that amount of information it collects about more people increases so too does the risk of disclosure. This points to a need for these app and device providers to collect less information, and instead reference it from its source.

### What is out there

Technology is beginning to catch up with these needs. First, User Managed Access<sup>1</sup> (UMA) aims to provide a framework in which an individual can control access and use of

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1! <http://kantarainitiative.org/confluence/display/uma/Home>

information about them. Leveraging OAuth 2.0, UMA provides the kinds of controls that Alice hopes to have. Second, the idea of a personal data service that acts as a valet for an individual, providing both control as well as referencability to that information. Projects stemming from ProjectVRM such as Mydex<sup>2</sup> and Kynetx<sup>3</sup> 's demonstration<sup>3</sup> have begun to show how personal data services could work. XDI<sup>4</sup> has shown potential as the underlying protocol for such services. Again, a personal data store would meet Alice ' s needs so long as Bob ' s apps respect Alice ' s preferences.

### What isn't out there

Unfortunately, Bob ' s needs and the needs of the app and device providers aren ' t addressed by both UMA and personal data stores. In order to meet Bob ' s needs, device and platform makers must build "concern for the other" into their products. This is a big "D" design problem that requires not just user experience intelligence but also classically trained design expertise. Baking "concern for the other" into products can be used to gain a competitive advantage in a market. By acknowledging that referencing information and pulling it from the source when needed, is superior to copying it, app and device providers have an opportunity to both mitigate their risks as well as provide better controls.

Because societal norms are formed at social speeds, it will take some time before society can provide guidance when your app does me wrong. To assist us all, technology and design must be enlisted and the needs of all parties must be considered.

### Related Research

Privacy Mirror - [http://www.tuesdaynight.org/page/2?s=privacy+mirror&submit\\_x=0&submit\\_y=0&submit=Search](http://www.tuesdaynight.org/page/2?s=privacy+mirror&submit_x=0&submit_y=0&submit=Search)

Disrobots - <http://blogs.gartner.com/ian-glazer/2010/10/21/we-are-the-disrobots/>

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2! <http://mydex.org/>

3!  
[http://www.windley.com/archives/2010/10/kynetx\\_and\\_personal\\_data\\_services\\_project\\_neck\\_pain.shtml](http://www.windley.com/archives/2010/10/kynetx_and_personal_data_services_project_neck_pain.shtml)

4! <http://xdi.org/>