

SNS Use at Work and SPION

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COSIC/ESAT
K.U. Leuven

your mother's maiden name

your mother's maiden name

privacy

security

responsibilization

your mother's maiden name

privacy

security

responsibilization

your mother's maiden name

privacy

security

SPION

responsibilization

your mother's maiden name

privacy

security

hiding information and identity

the right to be let alone.
Warren & Brandeis (1890)

privacy
as
confidentiality

hiding information and identity

the right to be let alone.
Warren & Brandeis (1890)

privacy
as
confidentiality

right of the individual to decide
what information about himself
should be communicated to
others and under what
circumstances. (Westin 1970)

privacy
as control

separation of
identities, data
protection
principles

hiding information and identity

the right to be let alone.
Warren & Brandeis (1890)

privacy
as
confidentiality

privacy
as practice

transparency and feedback

right of the individual to decide
what information about himself
should be communicated to
others and under what
circumstances. (Westin 1970)

privacy
as control

separation of
identities, data
protection
principles

the freedom from unreasonable
constraints on the construction of
one's own identity (Agre, 1999)

SNS use in
ORGANIZATION

SPION

**SNS use in
ORGANIZATION**



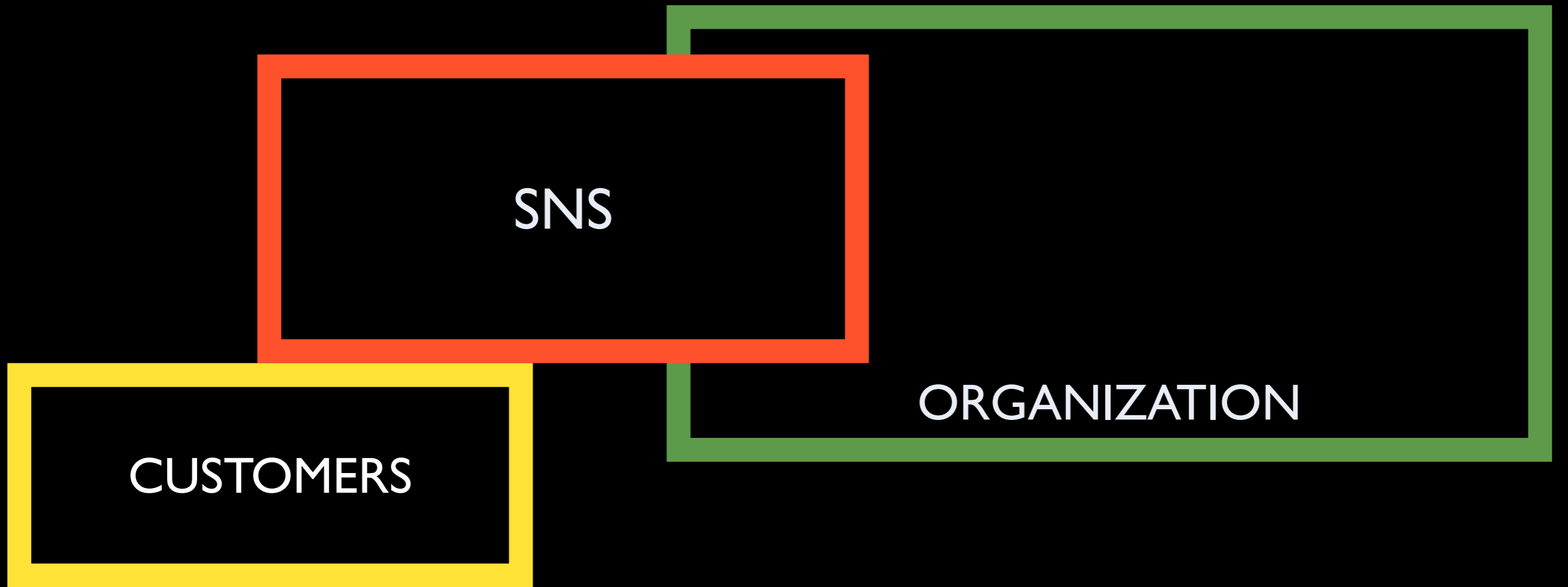
SNS



ORGANIZATION

SNS

ORGANIZATION



COMMUNITY OF PRACTICE

The diagram consists of four main elements: a yellow box for 'COMMUNITY OF PRACTICE' and 'FRIENDS AND FAMILY', an orange box for 'SNS', and a green box for 'ORGANIZATION'. The yellow box is on the left, the orange box is in the middle, and the green box is on the right. The yellow box overlaps the orange box, and the orange box overlaps the green box. The text 'SNS' is positioned between the yellow and orange boxes.

FRIENDS AND FAMILY

SNS

ORGANIZATION

SECURITY

The diagram consists of two overlapping rectangular boxes on a black background. The box on the left is outlined in yellow and contains the word 'PRIVACY'. The box on the right is outlined in green and contains the word 'SECURITY'. The two boxes overlap in the center, with the yellow box positioned slightly lower and to the left of the green box.

PRIVACY

SECURITY

COMMUNITY OF PRACTICE

FRIENDS AND FAMILY

SNS

ORGANIZATION

loss of efficiency

loss of efficiency

block
SNS

monitor
SNS use

loss of efficiency

SNS

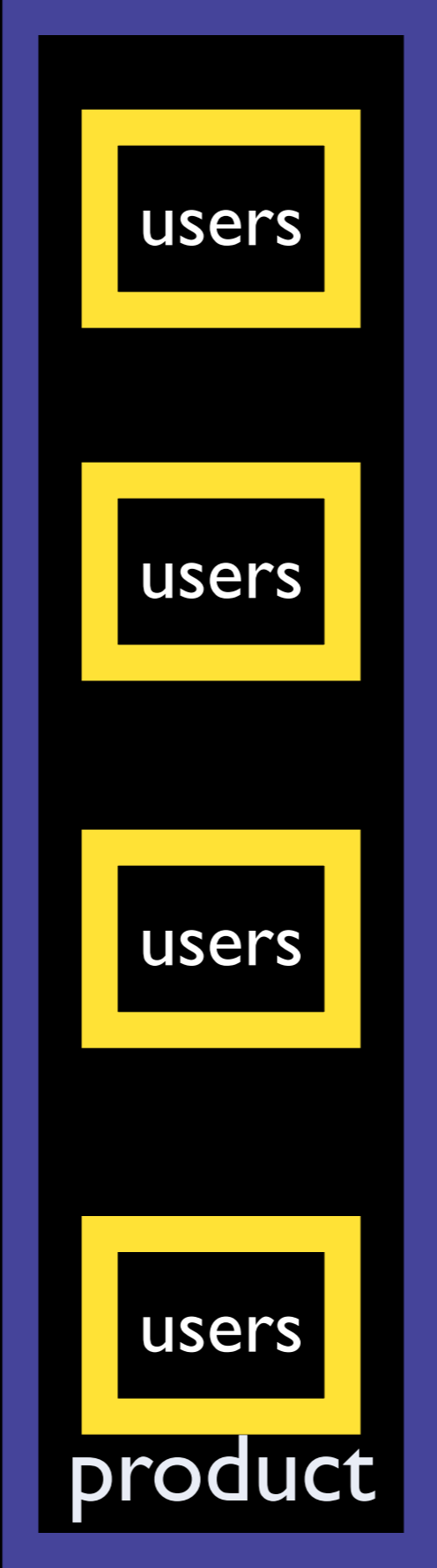




valued at 50 Billion \$

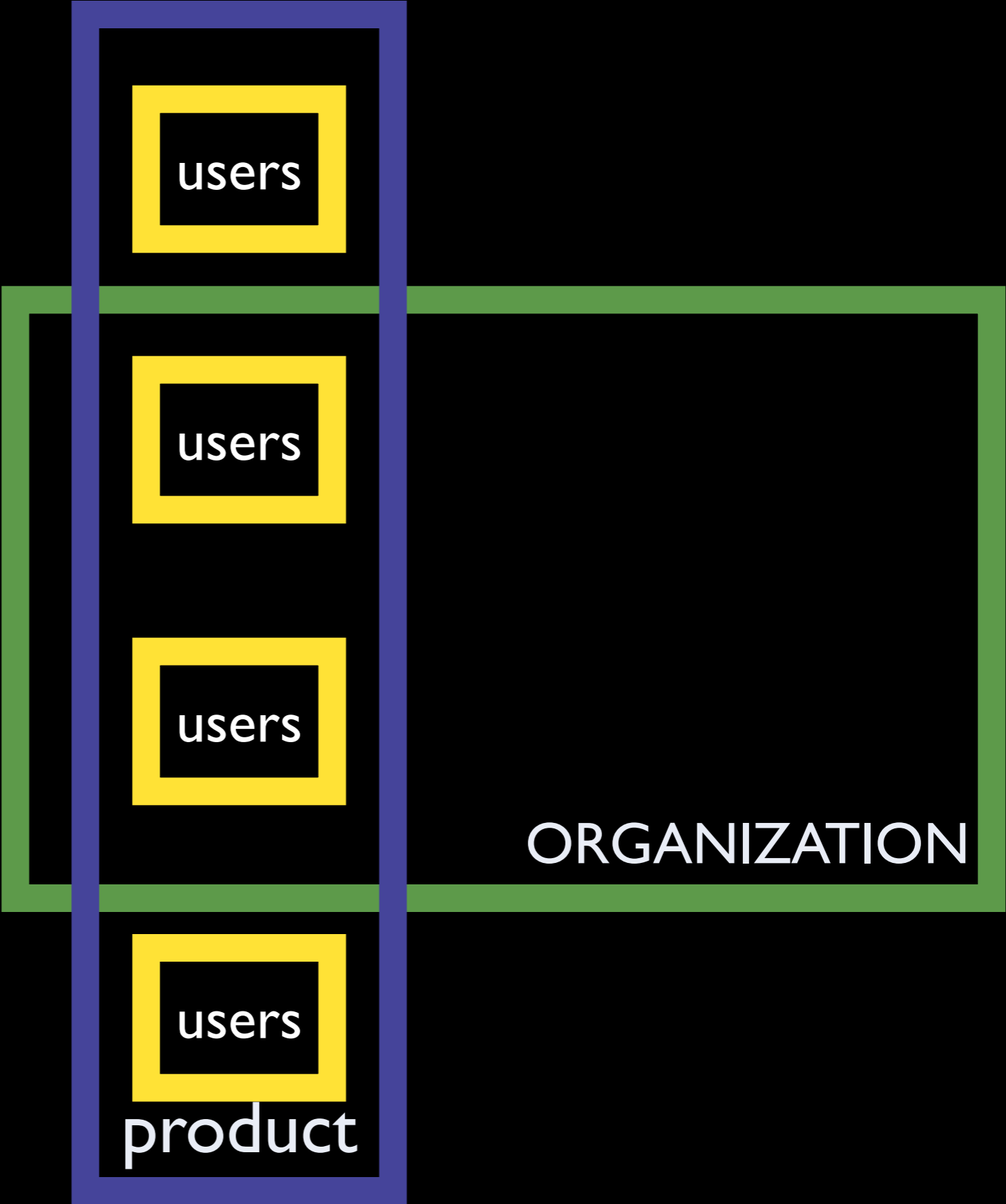


valued at 50 Billion \$





valued at 50 Billion \$



SNS
is your
client!

valued at 50 Billion \$

users

users

users

users

product

ORGANIZATION

SNS
might not
want to
share \$\$\$

valued at 50 Billion \$

users may not like being a product

users

users

ORGANIZATION

users may want part of the share

product

SPION!

product

ATION

e share

valued

product

n

s

loss of efficiency

block
SNS

compensation
through the
SNS

monitor
SNS use

loss of
reputation

security of
your
system

loss of
efficiency

block
SNS

compensation
through the
SNS

monitor
SNS use

loss of
reputation

security of
your
system

loss of
efficiency

block
SNS

employee

SNS

block
SNS

block
SNS

employee

linkedIn : mainly for work

fb : awareness of
colleagues

fb: recent students
linkedIn: young profess.
none: established careers

employee

block
SNS

71% of Security Managers
state
“over strict policies can
harm a company’s ability
to attract and retain well-
qualified employees
(under 30)”

loss of
reputation

security of
your
system

loss of
efficiency

block
SNS

clear statement

loss of
reputation

security of
your
system

loss of
efficiency

employee “socializes”
outside of work hours

block
SNS

clear statement

loss of
reputation

security of
your
system

loss of
efficiency

employee “socializes”
outside of work hours

employee introduces
new devices

block
SNS

clear statement

loss of
reputation

security of
your
system

loss of
efficiency

employee "socializes"
outside of work hours

employee introduces
new devices

employee starts
messing with your
security systems

block
SNS

clear statement

loss of
reputation

security of
your
system

loss of
efficiency

employee "socializes"
outside of work hours

employee introduces
new devices

employee out of
touch

employee starts
messing with your
security systems

block
SNS

clear statement

re

f
cy

employee
outside of

out of

SPION!

loss of
reputation

security of
your
system

loss of
efficiency

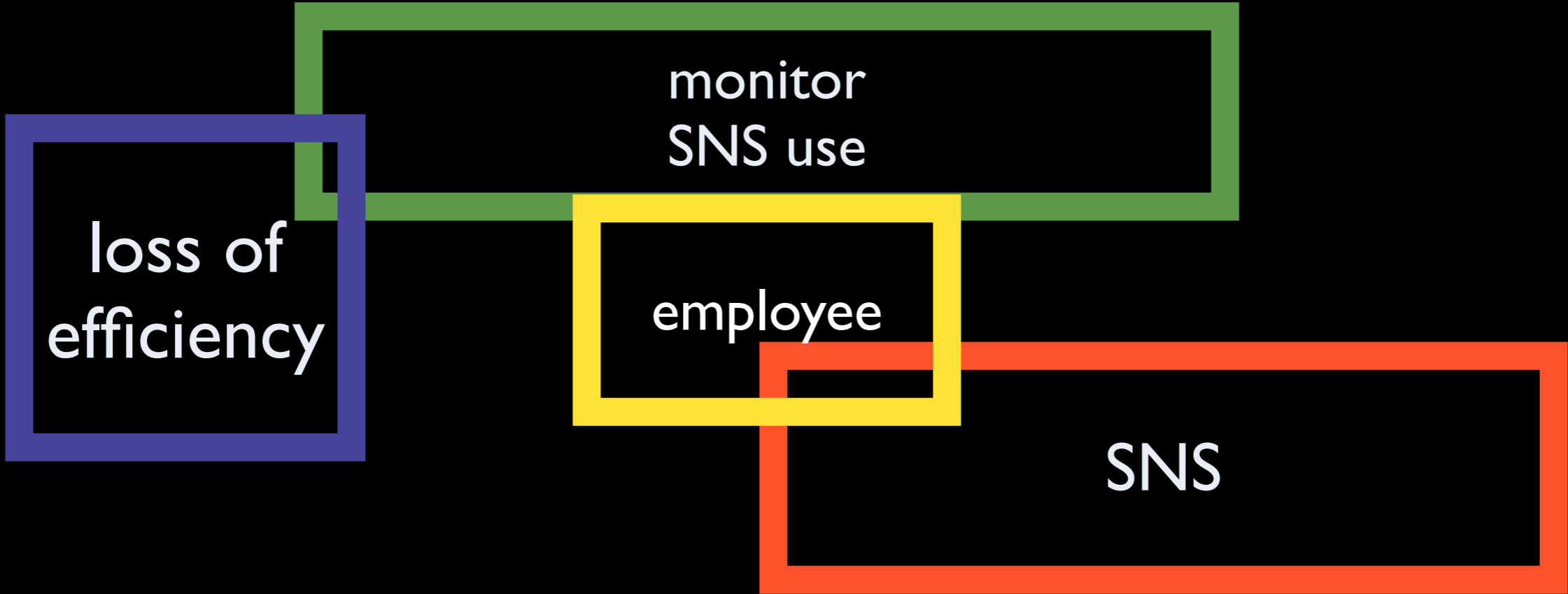
monitor
SNS use

data will change
the future

computers will
change the future

the Internet will
change the future

DATA will change
the future



loss of
efficiency

monitor
SNS use

employee

SNS

almost all employees feel distrusted

monitor
SNS use

loss of
efficiency

employee

SNS

almost all employees feel distrusted

IT feels empowered, but tensions arise

loss of
efficiency

monitor
SNS use

employee

SNS

almost all employees feel distrusted

IT feels empowered, but tensions arise

IT has to secure the monitoring DB

loss of
efficiency

monitor
SNS use

employee

SNS

almost all employees feel distrusted

IT feels empowered, but tensions arise

IT has to secure the monitoring DB

inadvertantly upper management also monitored

loss of
reputation

monitor
SNS use

employee

SNS

loss of
reputation

monitor
SNS use

employee

SNS

monitoring spills into private life

monitor
SNS use

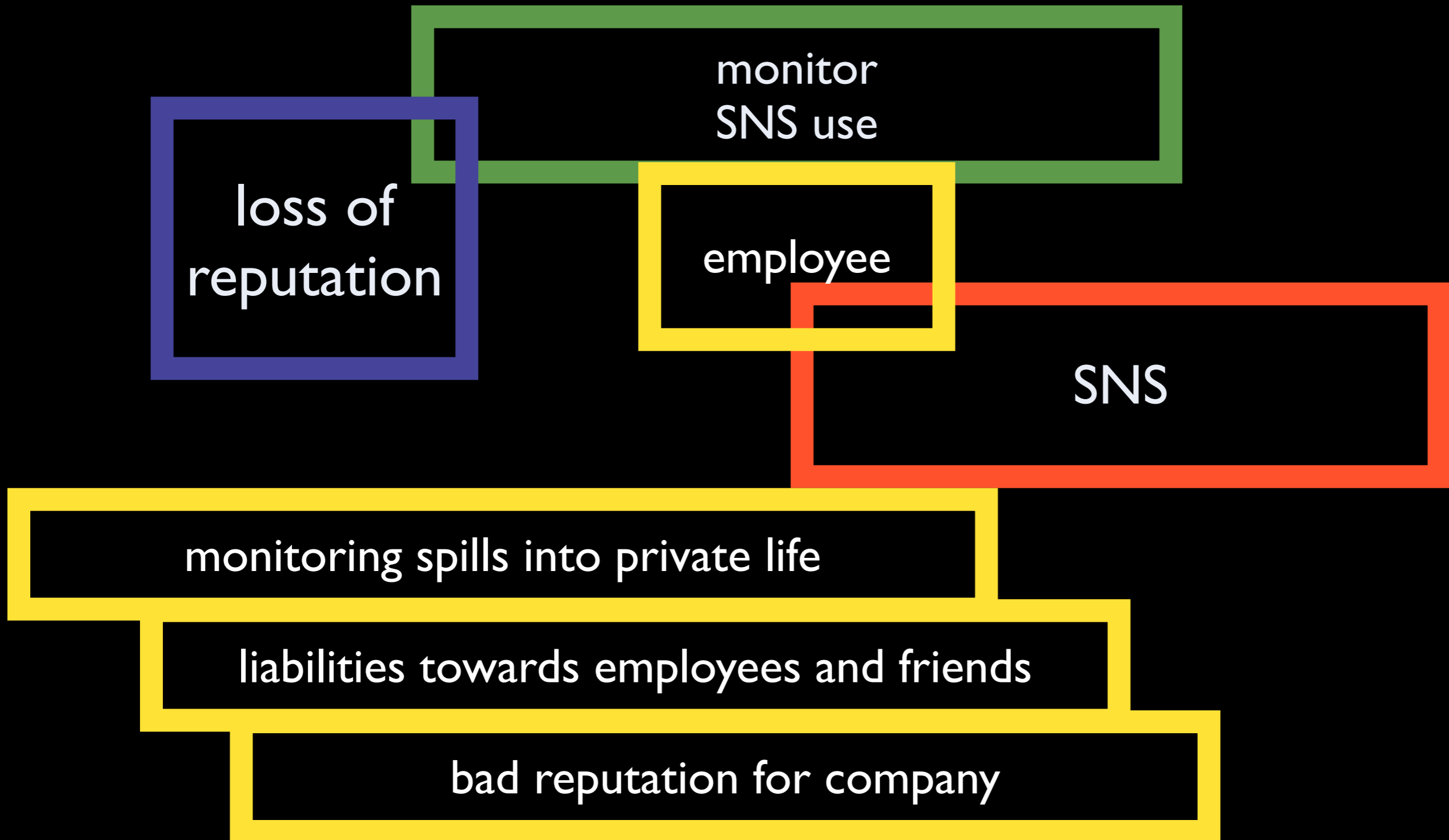
loss of
reputation

employee

SNS

monitoring spills into private life

liabilities towards employees and friends



security of
your
system

monitor
SNS use

employee

SNS

security of
your
system

monitor
SNS use

employee

SNS

employees start manipulating security system

security of
your
system

monitor
SNS use

employee

SNS

employees start manipulating security system

internal attackers gain in incentives

security of
your
system

monitor
SNS use

employee

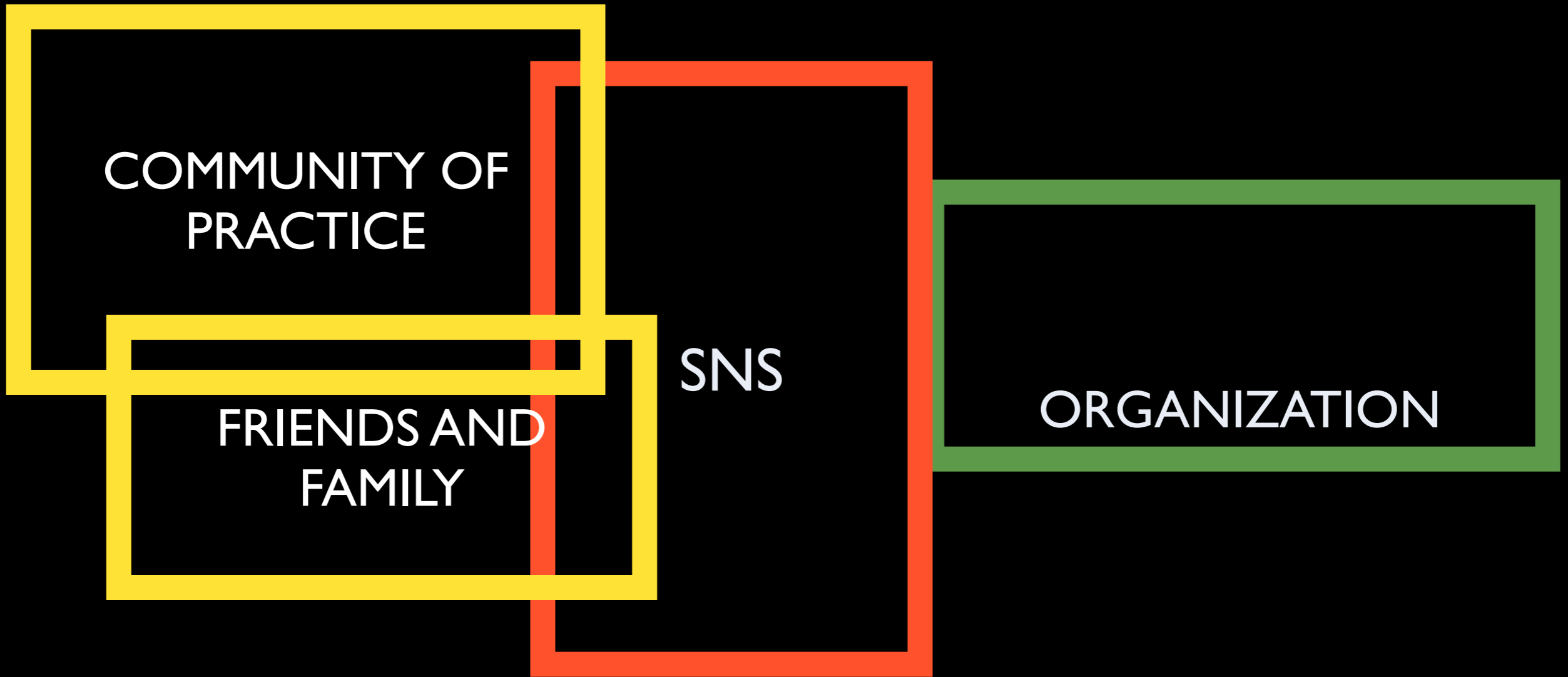
SNS

employees start manipulating security system

internal attackers gain in incentives

employees bring their own devices

SPION will
change the future
?



loss of
reputation

security of
your
system

COMMUNITY OF PRACTICE

FRIENDS AND FAMILY

SNS

ORGANIZATION

SNS profiles your company

loss of reputation

security of your system

COSIC
K.U. Leuven

privacy
as
confidentiality

query forgery

who is talking
with whom

conceal what your
employees are looking for

conceal communication
patterns

loss of
reputation

security of
your
system

COSIC
K.U. Leuven

privacy
as
confidentiality

query forgery

who is talking
with whom

conceal what your
employees are looking for

conceal communication
patterns

DISTRINET,
K.U. Leuven

privacy
as control

robust access
control models

information flow
control at the
script level

flexible models for sharing
with clear boundaries

securely interact
with 20 mill. TPAs

loss of
reputation

security of
your
system

privacy
as control

DISTRINET,
K.U. Leuven

robust access
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information flow
control at the
script level

flexible models for sharing
with clear boundaries

securely interact
with 20 mill. TPAs

DTAI,
K.U. Leuven

privacy
as practice

feedback and
awareness

transparency

let employees self-
monitor/ develop peer
practices

think what your
organization or an SNS
can do with your
DATA

loss of
efficiency

loss of
reputation

privacy
as practice

DTAI,
K.U. Leuven

feedback and
awareness

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let employees self-
monitor/ develop peer
practices

think what your
organization or an SNS
can do with your
DATA

Carnegie Mellon
University

nudging

privacy decisions are
difficult to make: bounded
cognitive power

paternalistic policies
mandate what users
should do...

steering users through
design towards more
desirable behavior

SOFT PATERNALISM

loss of
efficiency

security
of your
system

nudging

Carnegie Melon
University

privacy decisions are
difficult to make: bounded
cognitive power

paternalistic policies
mandate what users
should do...

steering users through
design towards more
desirable behavior

SOFT PATERNALISM

what are concepts
of trust that come
into play?

community
practices

SMIT,
VUB

determine
community
practices offline

find out how these
can be translated to
online SNS

what are concepts
of trust that come
into play?

community
practices

SMIT,
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find out how these
can be translated to
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loss of
reputation

loss of
efficiency

OWK,
UGhent

educational
approaches

what are effective
educational models for
effective privacy and
security training for
SNS?

developing evaluation
frameworks for
educational and
awareness material

OWK,
UGhent

loss of
reputation

security
of your
system

educational
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what are effective
educational models for
effective privacy and
security training for
SNS?

developing evaluation
frameworks for
educational and
awareness material

ICRI,
K.U. Leuven

legal matters

which legal
frameworks
apply to SNS?

what are the
liabilities of
SNS
providers?

how to
interpret data
protection in
SNS?

how can they be made
more accountable?

ICRI,
K.U. Leuven

legal matters

loss of
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which legal
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apply to SNS?

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loss of
efficiency

how to
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SNS?

how can they be made
more accountable?

SPION

SPION

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THANK YOU!