Privacy vs. Data: Business Models in the digital, mobile Economy

Lecture 1
Introduction & Course Organisation

SS 2017

Dr. Andreas Albers

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NSA

3D Printing

Internet of Things

Virtual Reality

Profiling

Industrie 4.0

Surveillance

Wearables

Cloud Computing

Artificial Intelligence

Trust

Chat Bots

Privacy

5G Mobile Networks

Drones

Security

Dark Commerce

Block Chain

Ad Blockers

Reputation

Ransom Ware

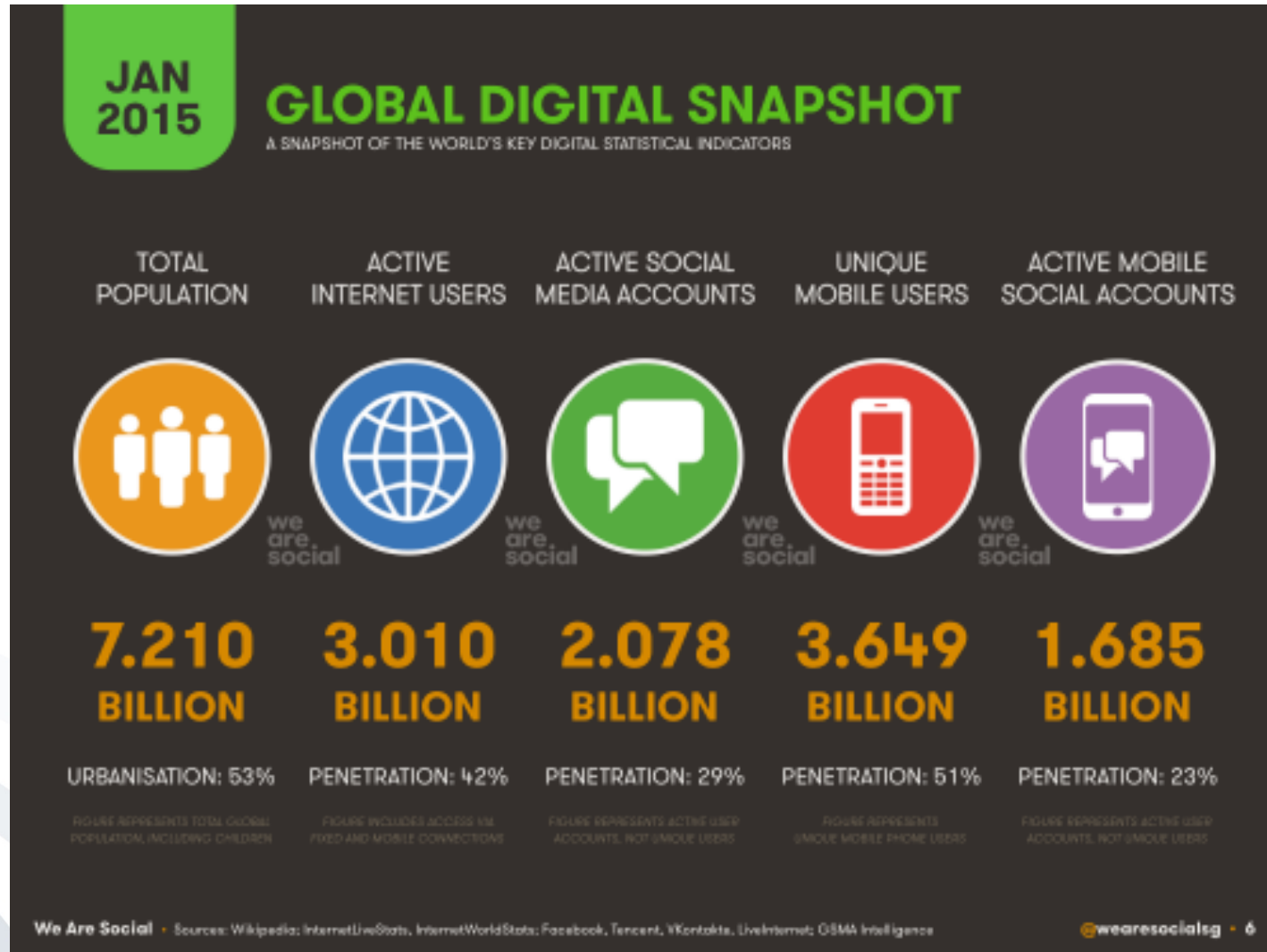Smart Data
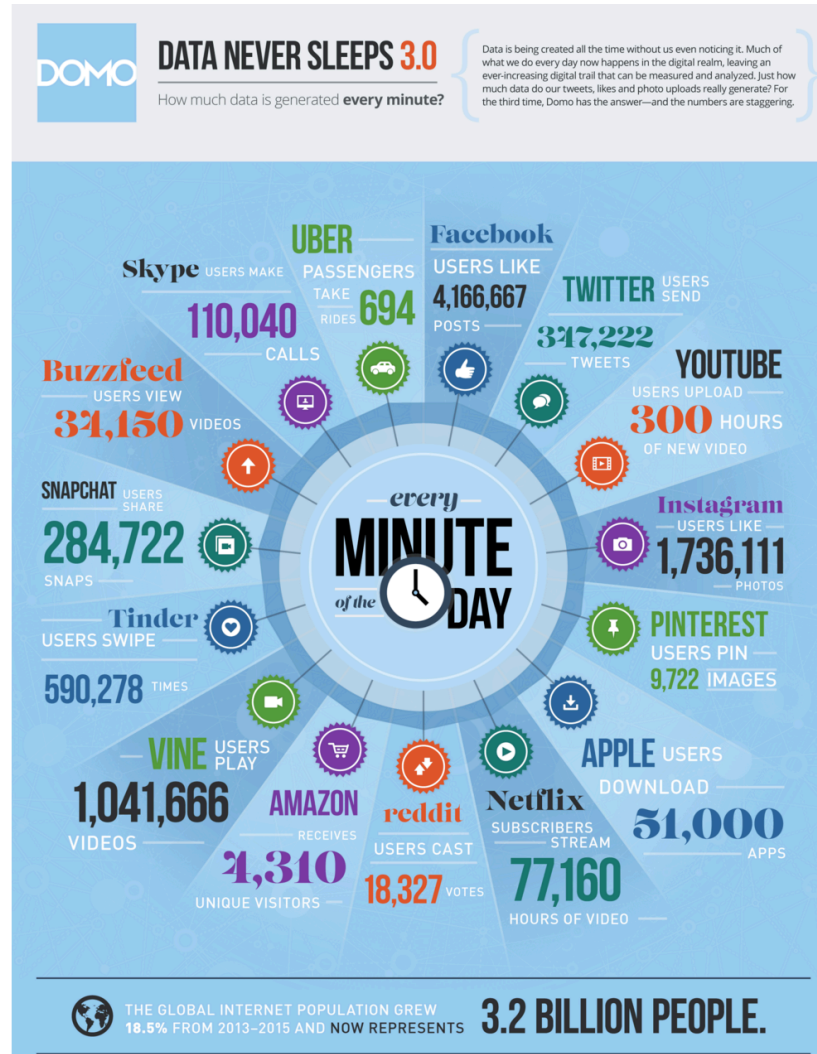
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Source: https://www.domo.com/blog/2015/08/data-never-sleeps-3-0/

Source: http://wearesocial.com/uk/special-reports/digital-social-mobile-worldwide-2015/

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- **Introduction of the Chair**

- Course Organisation

- Introduction to (Mobile) Digital Age, Big Data & Privacy

- Scope and Outline of the Course

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Dr. Andreas Albers

- Dissertation on "Commercialisation of Context-sensitive Mobile Attention in Mobile Media Markets"

- Former Assistant Professor / Post Doc at M-Chair

- Since 2013
    - Product Manager at Telekom AG – Technology & Innovation - "Business Applications & Cloud Services"
    - External Lecturer & Fellow Researcher at M-Chair

- Lecture Focus & Research Interests
    - Impact of digitalisation on business, economy, social life and the rest of the universe … ☺
    - What does A.I. while sitting on a pile of Big Data?
    - What good does privacy in the age of omnipresent media and abundance of data?
    - Why traditional IS Security cannot save us and why surrender is still not an option … ☺

Chair of Business Administration, especially Business Informatics, Mobile Business and Multilateral Security

Deutsche Telekom Chair of Mobile Business & Multilateral Security

Grüneburgplatz 1
Campus Westend
RuW, 2nd Floor

Phone: +49 69 798 34701
Fax: +49 69 798 35004
eMail: info@m-chair.de

www.m-chair.de

Prof. Dr. Kai Rannenberg

Vita of Kai Rannenberg

Einbeck, Göttingen, Eystrup, Wolfsburg, ...
TU Berlin (Dipl.-Inform.)
Uni Freiburg (Dr. rer. pol.)

Dissertation on **"Kriterien und Zertifizierung mehrseitiger IT-Sicherheit"**
Standardization at ISO/IEC JTC 1/SC 27 and DIN NI-27

Kolleg "Sicherheit in der Kommunikationstechnik"
Gottlieb Daimler- and Karl Benz-Foundation

Multilateral Security:
"Empowering Users, Enabling Applications", 1993 – 1999

Recent History
1999-09 till 2002-08
    Microsoft Research Cambridge UK
    www.research.microsoft.com
    Responsible for "Personal Security Devices and Privacy Technologies"

2001-10 Call for this chair
2001-12 till 2002-07 Stand-in for the chair

Since 2002-07 Professor

Department "Business Informatics" @ Goethe University Frankfurt

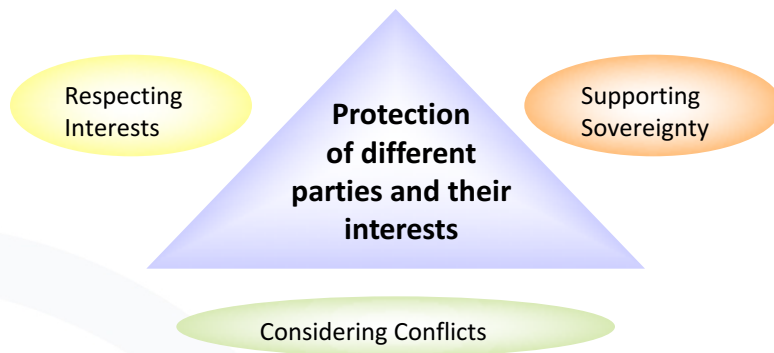| E-Finance Prof. Dr. Peter Gomber		Information Systems Engineering Prof. Dr. Roland Holten
	Business Informatics Junior Prof. Dr. Lukas Wiewiorra	
Information Systems & Information Management Prof. Dr. Wolfgang König		Mobile Business & Multilateral Security Prof. Dr. Kai Rannenberg

Chair of Business Administration, especially Business Informatics, Mobile Business and Multilateral Security
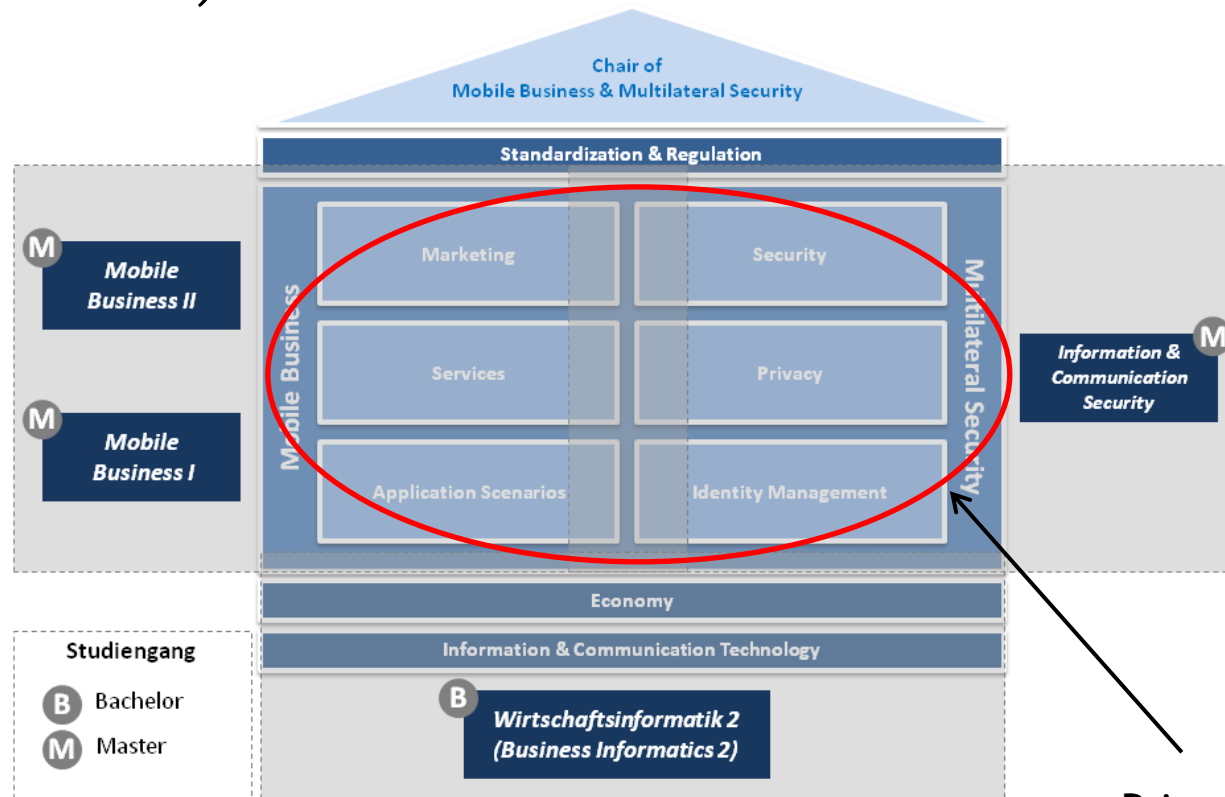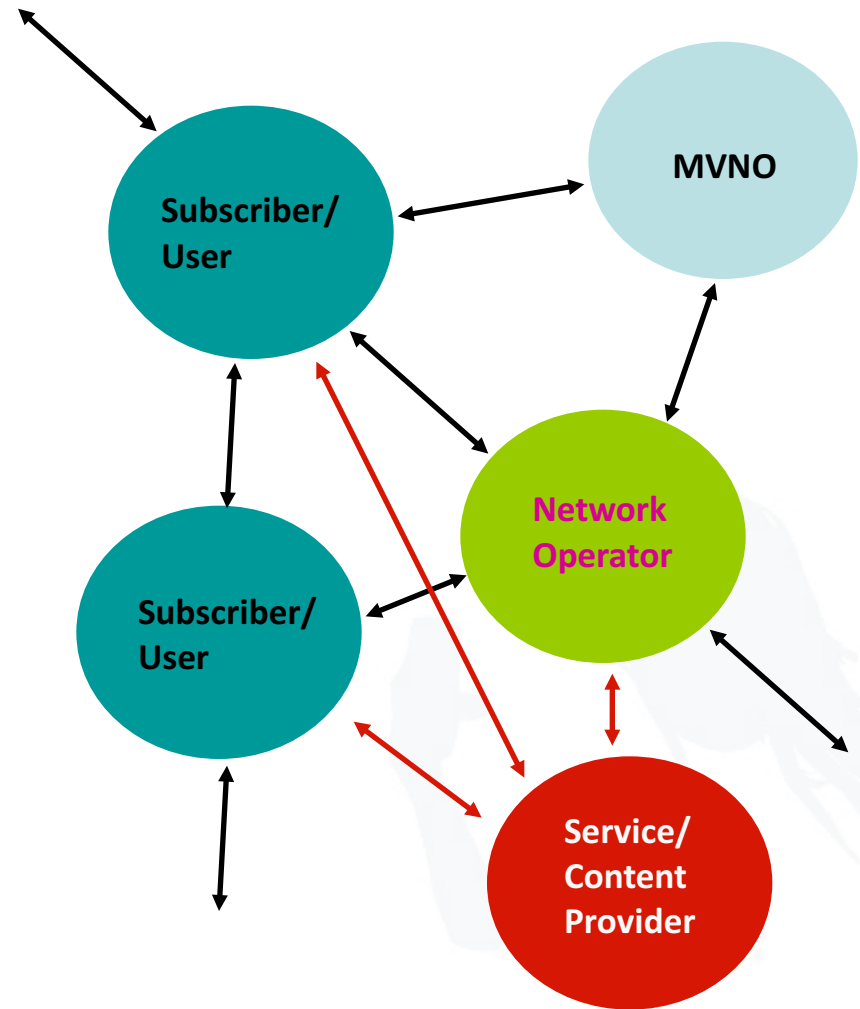

Privacy vs. Data Lecture

Different Parties
with different Interests

- – Customers/Merchants
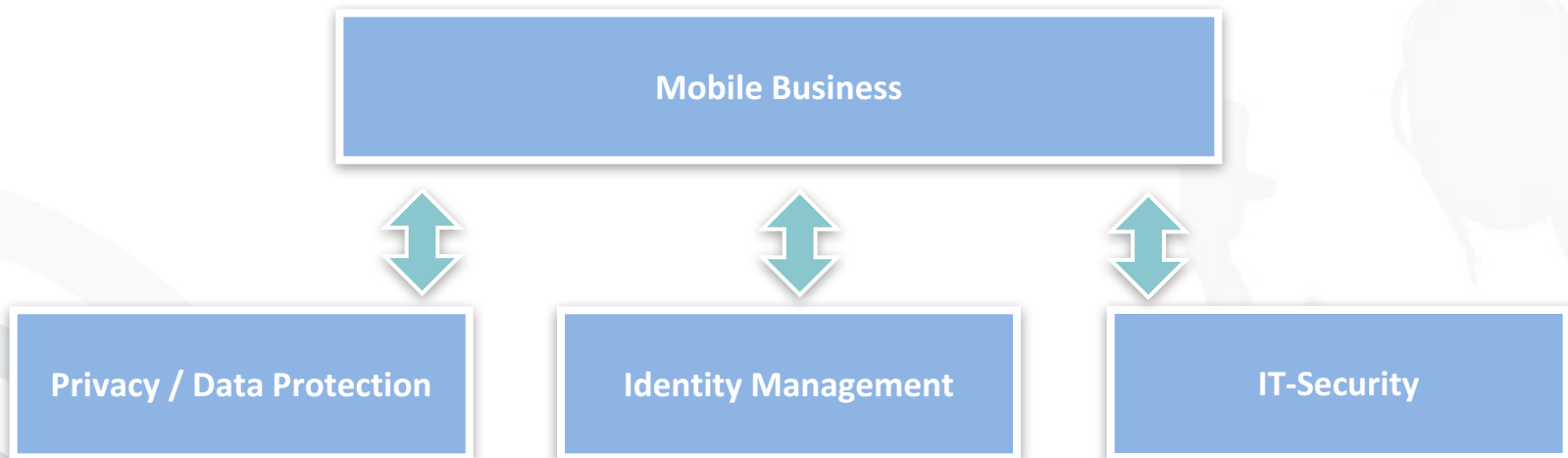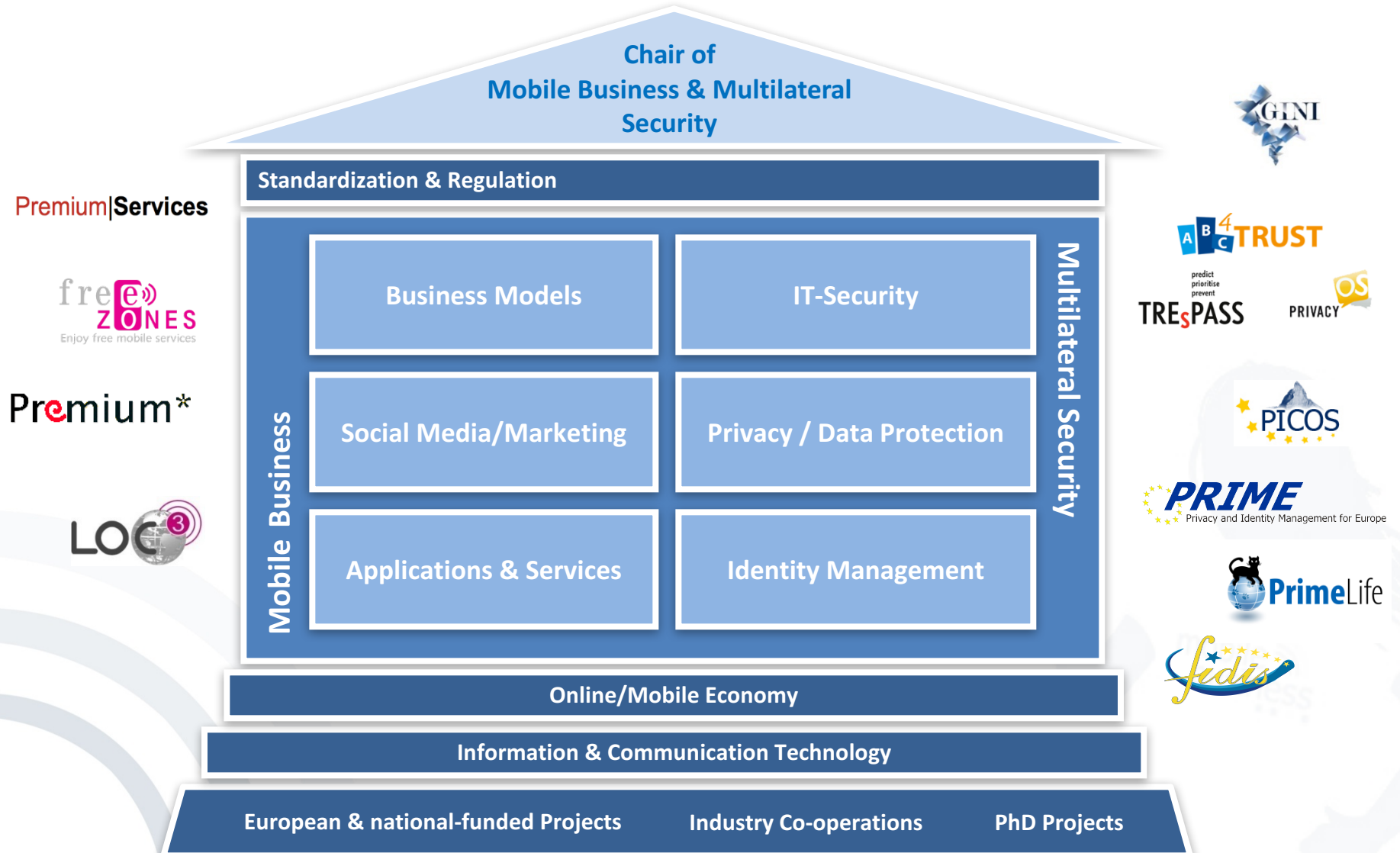- – Communication partners
- – Citizens/Administration

Respecting Interests

Protection of different parties and their interests

Supporting Sovereignty

Considering Conflicts

… in a world of consortia
- more partners
    - more complex relations

Subscriber/ User

MVNO

Network Operator

Subscriber/ User

Service/ Content Provider

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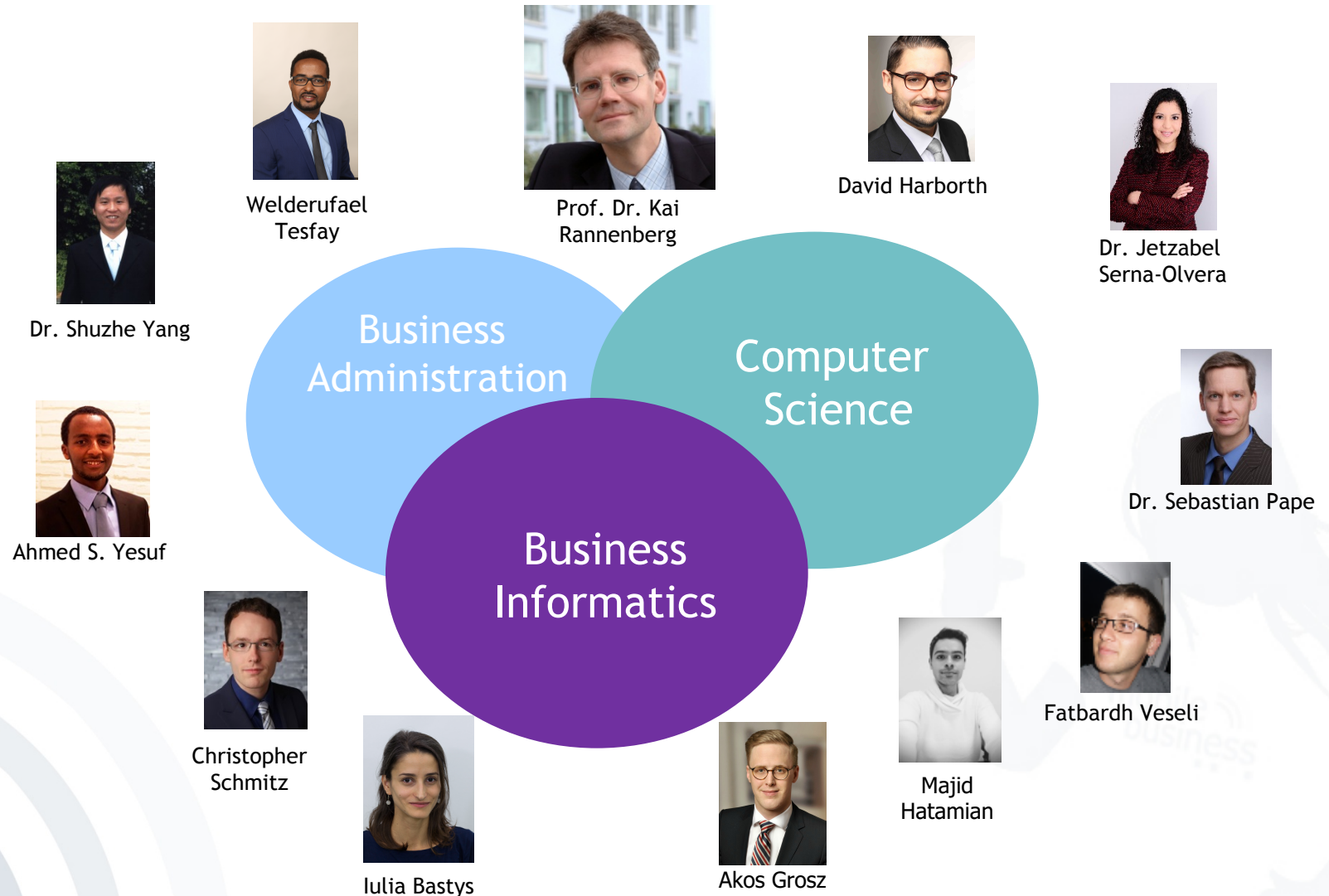
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M-Chair Research Statement

Advancing *Mobile Business* while enabling
Individuals to be in control of their Personal Data by providing
Identity Management, *Privacy Protection* and *IT-Security*
within the Digital Economy

Mobile Business

Privacy / Data Protection	Identity Management	IT-Security

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Chair of Mobile Business & Multilateral Security

Standardization & Regulation

Mobile Business

Business Models	IT-Security
Social Media/Marketing	Privacy / Data Protection
Applications & Services	Identity Management

Multilateral Security

Online/Mobile Economy

Information & Communication Technology

European & national-funded Projects · **Industry Co-operations** · **PhD Projects**

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Dr. Shuzhe Yang

Welderufael Tesfay

Prof. Dr. Kai Rannenberg

David Harborth

Dr. Jetzabel Serna-Olvera

Ahmed S. Yesuf

Business Administration

Computer Science

Dr. Sebastian Pape

Business Informatics

Christopher Schmitz

Iulia Bastys

Akos Grosz

Majid Hatamian

Fatbardh Veseli

M-Teaching in Frankfurt

mobile business

Teaching Topics

- Identity Management
- Privacy
- Information Security
- Mobile Business
- Business Informatics

Master Courses

Seminars

Master Thesis

Lectures

Mobile Business 1

Mobile Business 2

Information Security

Privacy vs. Data

Bachelor Courses

Seminars

Bachelor Thesis

Lectures

Business Informatics 2

Agenda

- Introduction of the Chair

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- Scope and Outline of the Course

Privacy vs. Data, SS 2017, Chair of Mobile Business & Multilateral Security

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Dr. Andreas Albers

External Lecturer at
Chair of Mobile Business & Multilateral Security
Goethe-University Frankfurt am Main

E-Mail: andreas.albers@m-chair.de
WWW: http://m-chair.de/index.php/staff/externals/16

Consultation hours on appointment

Welderufael Tesfay
E-Mail: welderrufael.tesfay@m-chair.de
WWW: https://m-chair.de/index.php/staff/11

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Elvira Koch

E-Mail: elvira.koch@m-chair.de
WWW: http://m-chair.de/index.php/staff/2

Office Hours:
Mon.- Fri. 10am - 2pm

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- **Course Slides**
  - Slides of the course can be downloaded from the website of the Chair at www.m-chair.de

- **Online News**
  - News about the course (e.g. room changes, announcements, etc.)
  - Available via website of Chair

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- **Exercises**

  - Working on exercises in groups (45 – 60 min)

  - Presentation and discussion of exercise results (30 - 45 min)

  - Addressing of open questions from lectures

  - Preparation for final written exam

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Written Final Exam

- Duration: 90 minutes
- 6 Credit points
- Date of written exam on examination office's website
- All lecture and exercise content is relevant unless it is explicitly excluded

Written Exam Sign-Up Requirements

- Successfully registered course participants are IN ADDITION required to sign up for the course's written exam. Students have to **sign the written exam registration IN PERSON at the Chair of Mobile Business & Multilateral Security (Room 2.257, RuW Building) in the time from 13th to 26th April 2017.** Students failing to do so CANNOT take the written exam at the end of the term.

- Withdrawal from the written exam registration is electronically possible via QIS. Please check with the examination office regarding the corresponding deadlines.

- # Interest …

  … in new technologies

  … in new business models for the digital economy

  … in protecting your privacy while still taking advantage of the digital era offerings

- # Other taken Business Informatics lectures are helpful but not mandatory

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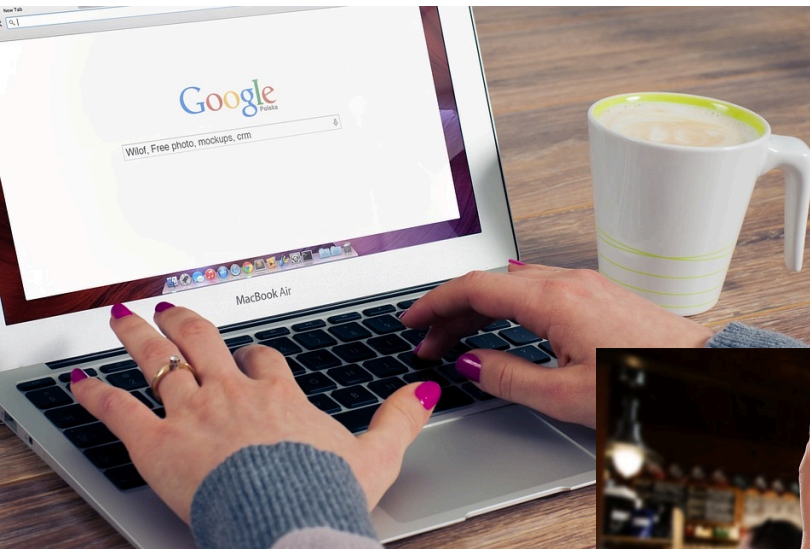
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Course Dates/Times and Places

- Tue, 02.05.17, 9 am - 5 pm (Room 2.202, RuW building)
- Wed, 03.05.17, 9 pm - 5 pm (Room 2.202, RuW building)
- Thu, 04.05.17, 9 am - 5 pm (Room 2.202, RuW building)
- ***Thu, 04.05.17, 2 pm - 5 pm (Room 1.27, HoF building)***
- Fri, 05.05.17, 9 am - 5 pm (Room 2.202, RuW building)
- Sat, 06.05.17, 9 am - 5 pm (Room 2.202, RuW building)

Note: The course starts every day at "cum tempore" (ct.)

Agenda

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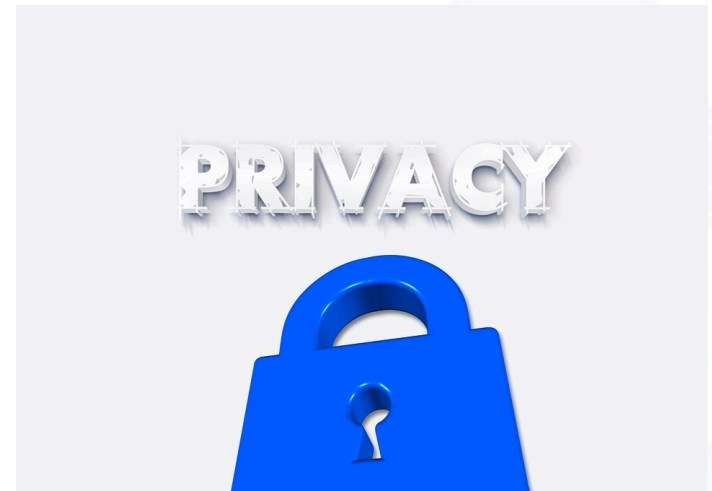
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Why Privacy (still) matters …

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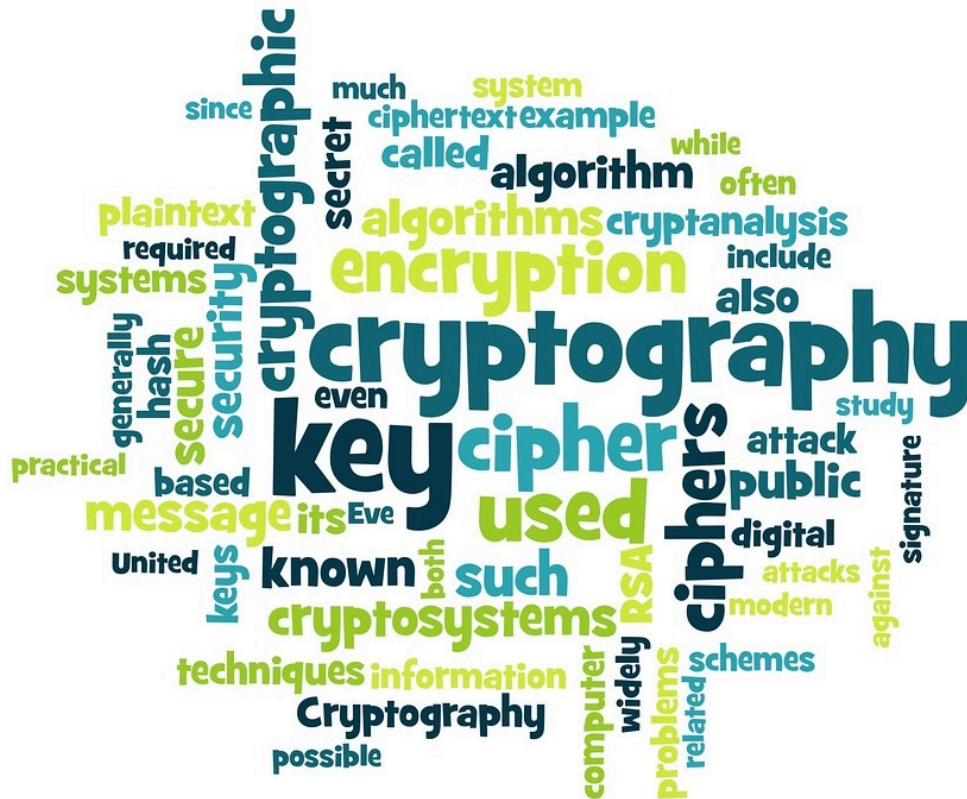
- Scope and Outline of the Course

- Learning about the special characteristics of the (mobile) digital economy (and its underlying technology) and what makes it unique

- Understanding what fuels the digital economy (data/attention) and learn how to protect/invest these resources carefully

- Acknowledging the balance between the required fuel of the digital economy and an individual's need/obligation to protect this resource/good (privacy & security)

Understanding **digitalisation** its impact on technology, economy, law and most importantly on society & privacy:
**DIGITAL (MEDIA) COMPENTENCY
IN CONSUMER & BUSINESS WORLD**

Introduction to the Digital Economy

Personal Data as digital Assets

Privacy & Privacy Protection

Cloud, Security & Identity Management

Data vs. Privacy

Outlook on the Digital Age

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- Always walking the line between academic claim and practical application

- Digital (Media) Competence *nicely balanced* ☺ in between an academic foundation and relevant practical applications