The Krowd
Location Privacy via Co-Location
a data minimization use case

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Agenda

• Trustworthiness as a Business Objective
• Insecurity mandates PRIMARY focus on data minimization
• A data-less business model
• The opportunity of a Real-time Internet for Privacy
• Mapping the Internet Edge
• Co-location
• What to do with Co-location?
• Local Social Platform – data minimization follow through
Insecurity mandates PRIMARY focus on data minimization

• Social platforms need to keep data for life
• No security system can provide assurance over a 50+ year timeframe
  – Breach consequence falls on the individual

Minimum PII to sustain service
Next Gen Social Platforms need a new business model

Diagram:
- Personal Data
- Engagement Value

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The Opportunity of Internet Everywhere for Privacy

• Operate on Real-Time Data
  – Not stored PII sustained for processing at a future date
The Privacy-sustaining value of relative real-time hashed comparators over absolute GPS & anonymization

CO-LOCATION
Mapping the Internet Edge

Wi-Fi Internet Access Points

Place-based Intranets

No pre-configuration, no setup
Just localised engagement opportunity & content delivery
Co-Location Data Needs

• Hashed Access Point ID
  – Usable with any Open API access (Wi-Fi)
  – Could work in 5G if SDN opens up AP IDs

• Other non-personal non-identifiable real-time comparators from mobile device

• Algorithms to identify ‘sets’ of hotspots as co-located (Krowd forming)
Co-located Intranet value

- Location owner authenticates Public Intranet Access
- Content that can be accessed only by being there
- Discovery of who’s here only if you are there

People make Places
Digitally Connecting Communities
The Krowd Data Minimisation

- **Location Data – None!**
  - Just a list of co-located people
- **No required ID – Pseudonymous Krowd identity**
  - We are all strangers in a crowd
  - Email used for account recovery & opt-in exchange
- **Cloud-Based Information**
  - Profile Pic and text Introduction
  - Index of Followers and types of follows
  - # profile tags – solely opt-in self-profiling – all deletable
  - Krowd Public Data
    - Krowd name
    - Data of registration
    - Number of followers
    - Number of ignores
- **Device Stored Information**
  - Personal messages – all deletable
  - History of Wi-Fi hotspots visited – all deletable
    - Enables remote re-visit
The Krowd Use Cases

- Events & Conferences
- Pubs, Clubs & Community Centres
- Workplaces
- Sports & Music Stadiums
- College Campuses
- City Centres (Muni-Wi-Fi)
- Trains, Planes and Busses
COLLABORATION OPPORTUNITIES?

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Member of, and contributor to:

[Logos of various collaborative bodies]