Our team

CNIL. COMMISSION NATIONALE INFORMATIQUE & LIBERTÉS

CSA cloud security alliance®

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Microsoft

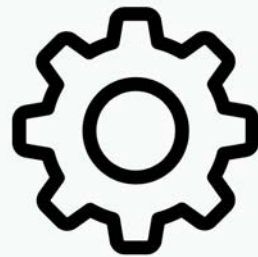amazon

Meta

NEOM نيوم

CGI

ENGie

$$x = Compliance$$
$$y = Control$$

$$f(x) = y?$$

In other words & in practice:
Does GDPR provide
more effective Users' control?

In practice, Privacy rights are hardly implementable
(just because we use far too many services online)
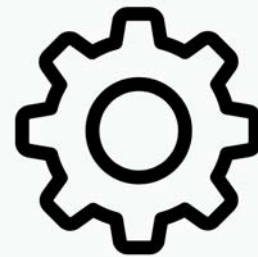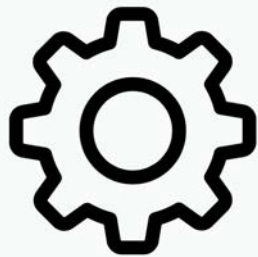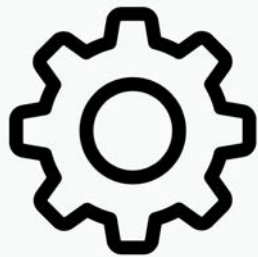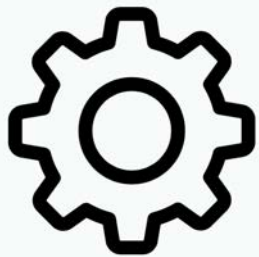
Surveillance – The Foundation of a New Economic Paradigm

70%

d'entre nous ne souhaite pas prendre le temps d'accepter ou de refuser les cookies
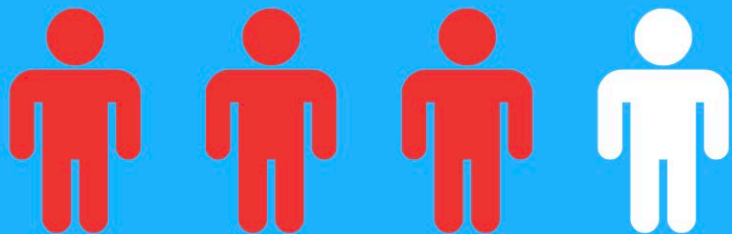
76%

ACCEPTENT LES COOKIES
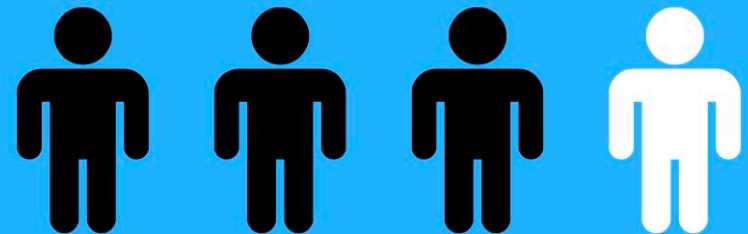
The "Google case"
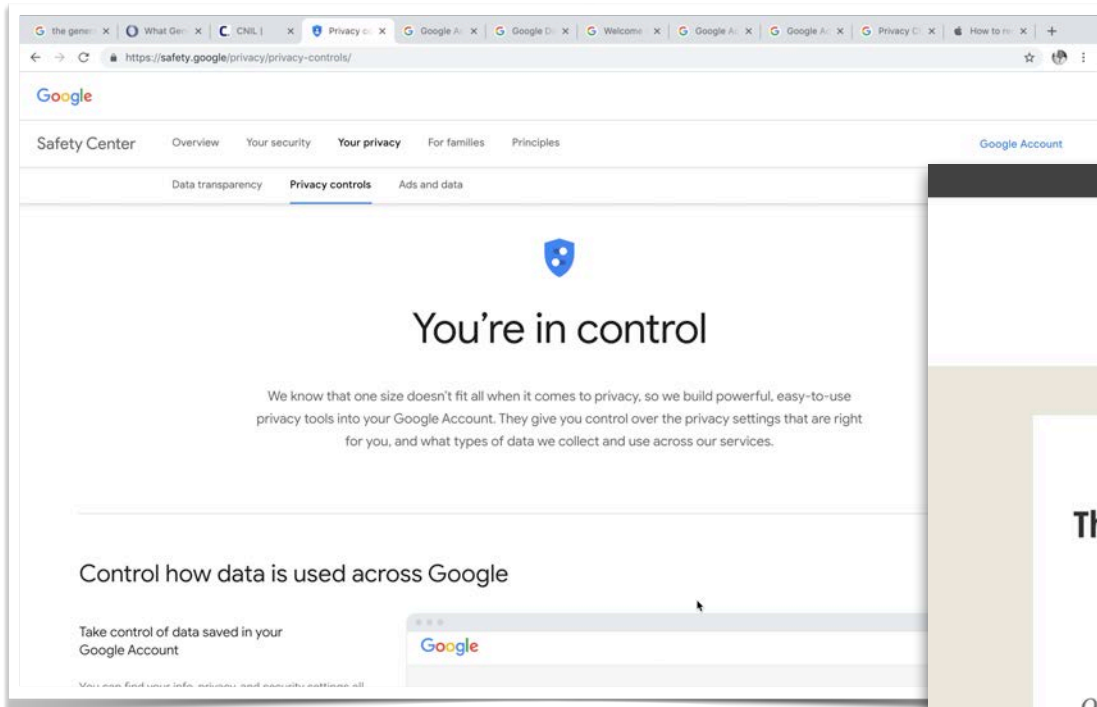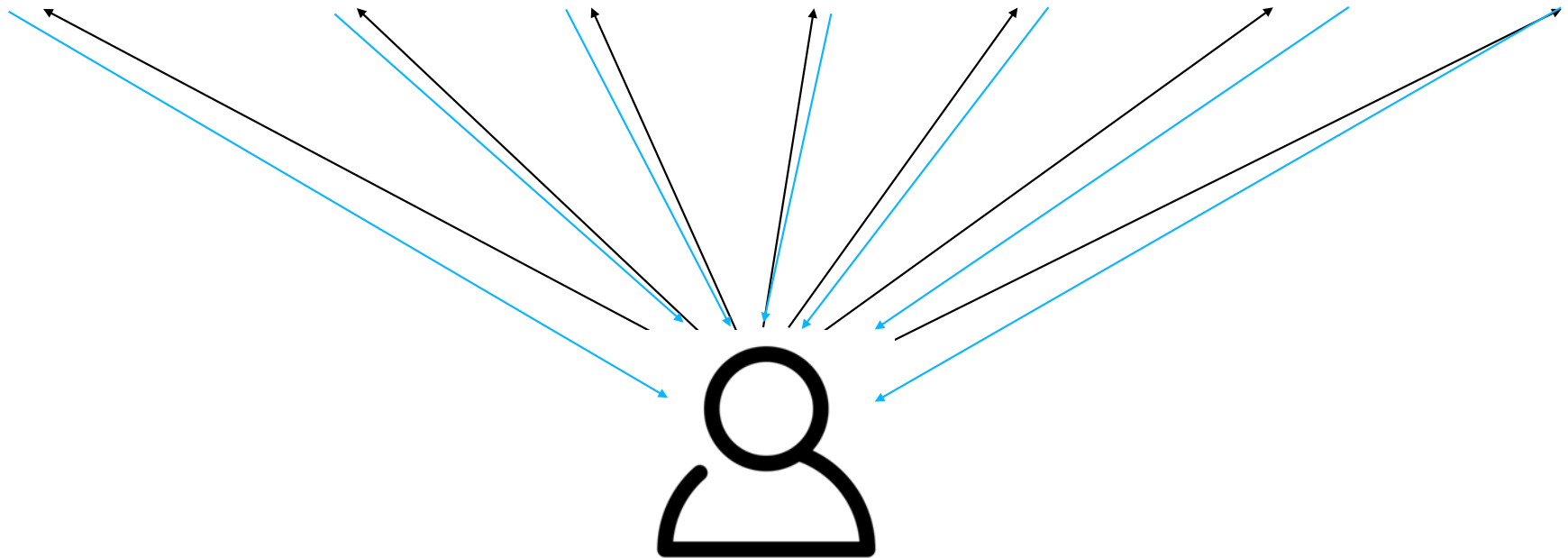
GDPR helps. But privacy controls have to be User-centric.
This is ID side API: a "FB Connect" for Privacy.

My by-default
Privacy Choices
(reasonable expectations)

+
Specific consents
(Case by case)
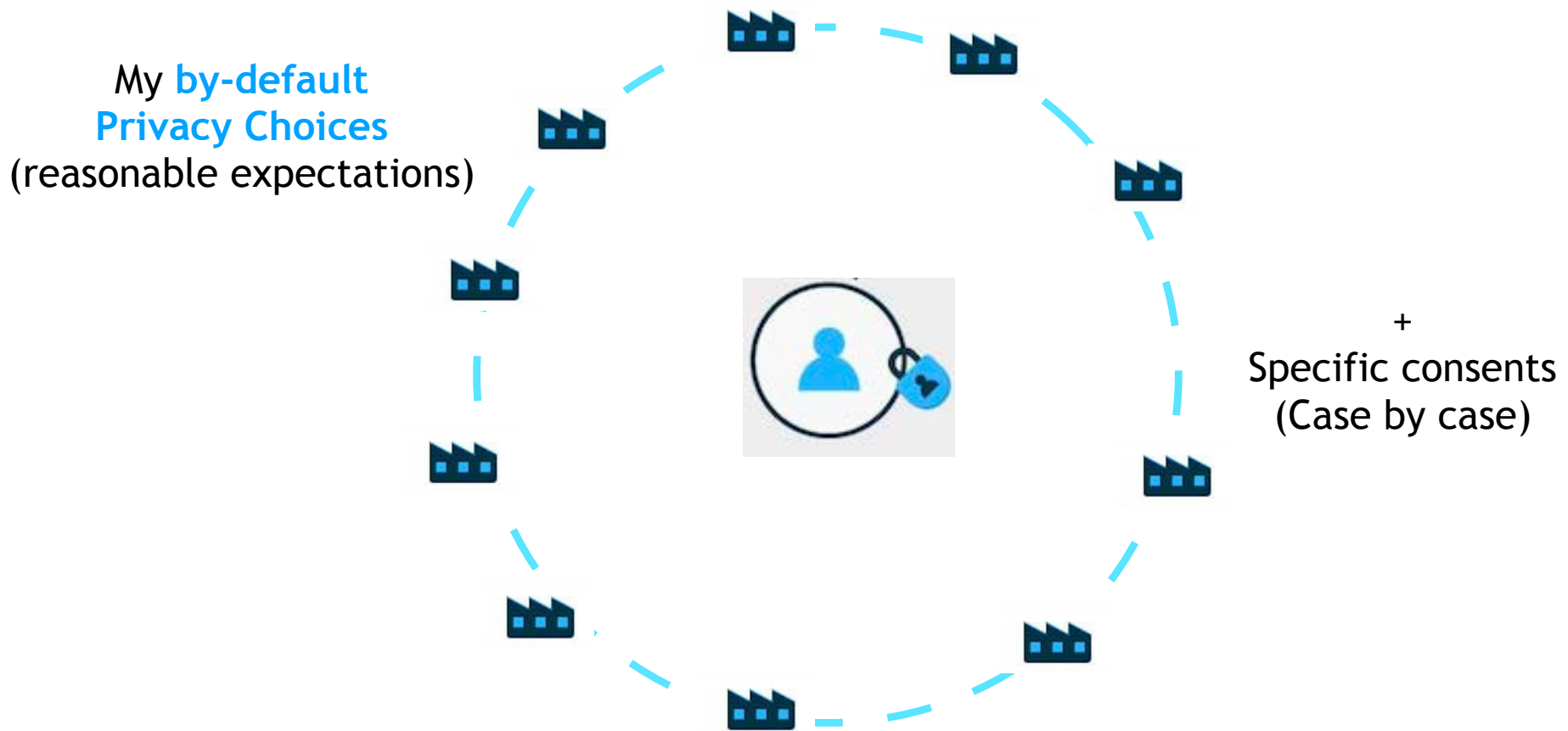
How does it work technically (1/2)?

The traditional approach

Do you accept these choices?

I accept/refuse

Site A

How does it work technically (2/2)?

Individual Privacy choices

+ 1-Request-only encrypted identifier

ID side

Browser with extension

HTTP/1.1

Privacy choices (+ Encrypted identifier X)

Site A

Ignore

Privacy choices (+ Encrypted identifier Y)

Site A

Accept
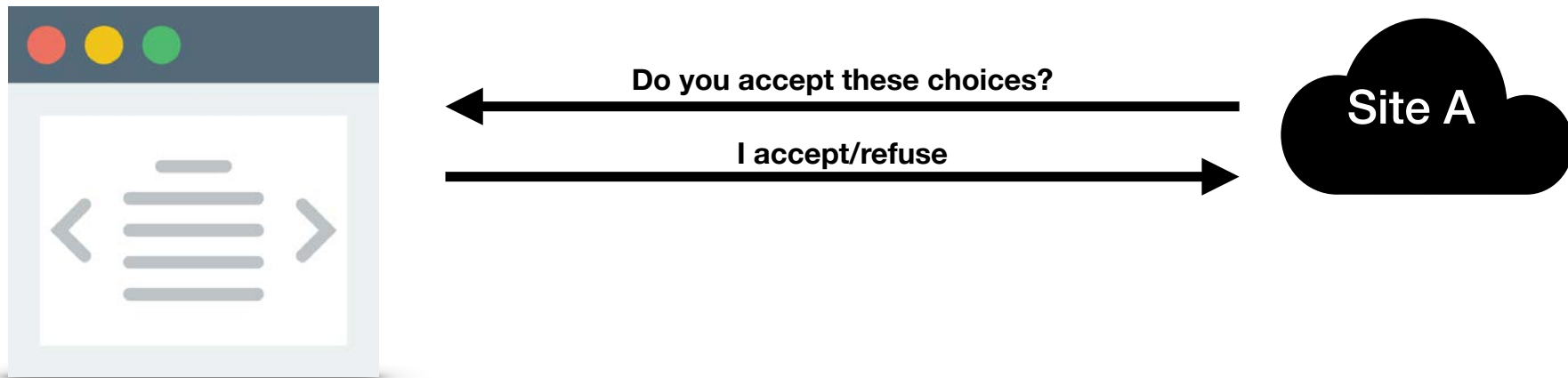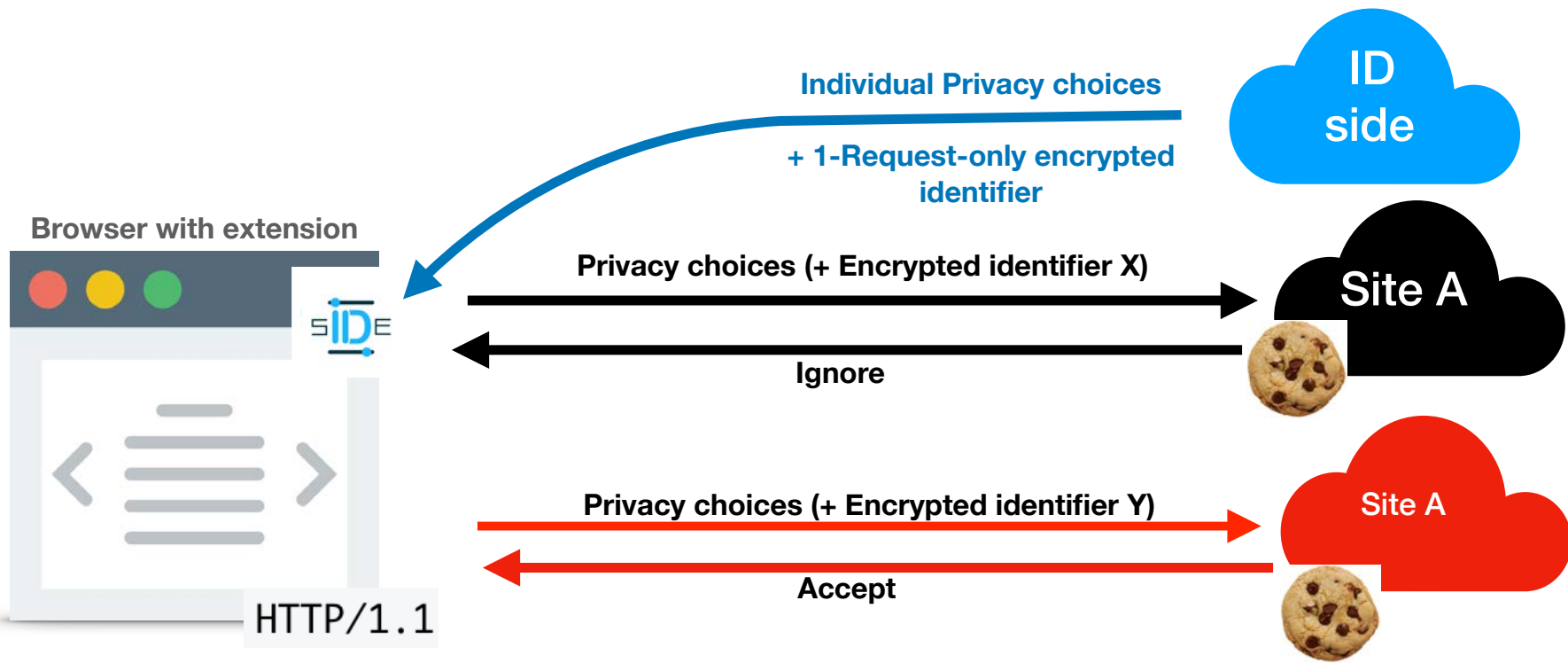
IdSide reverses the paradigm of user choices.

How does it work technically (2/2)?

ID side

Individual Privacy choices

+ 1-Request-only encrypted identifier

Browser with extension

SIDE

HTTP/1.1

Privacy choices (+ Encrypted identifier X)

Accept

Do you want to reassess your choices for me?

I refuse

I accept

What can I offer you
(Insights, Updates, personalization, discounts...)?

Updates & discounts only on a,b,c

Site A
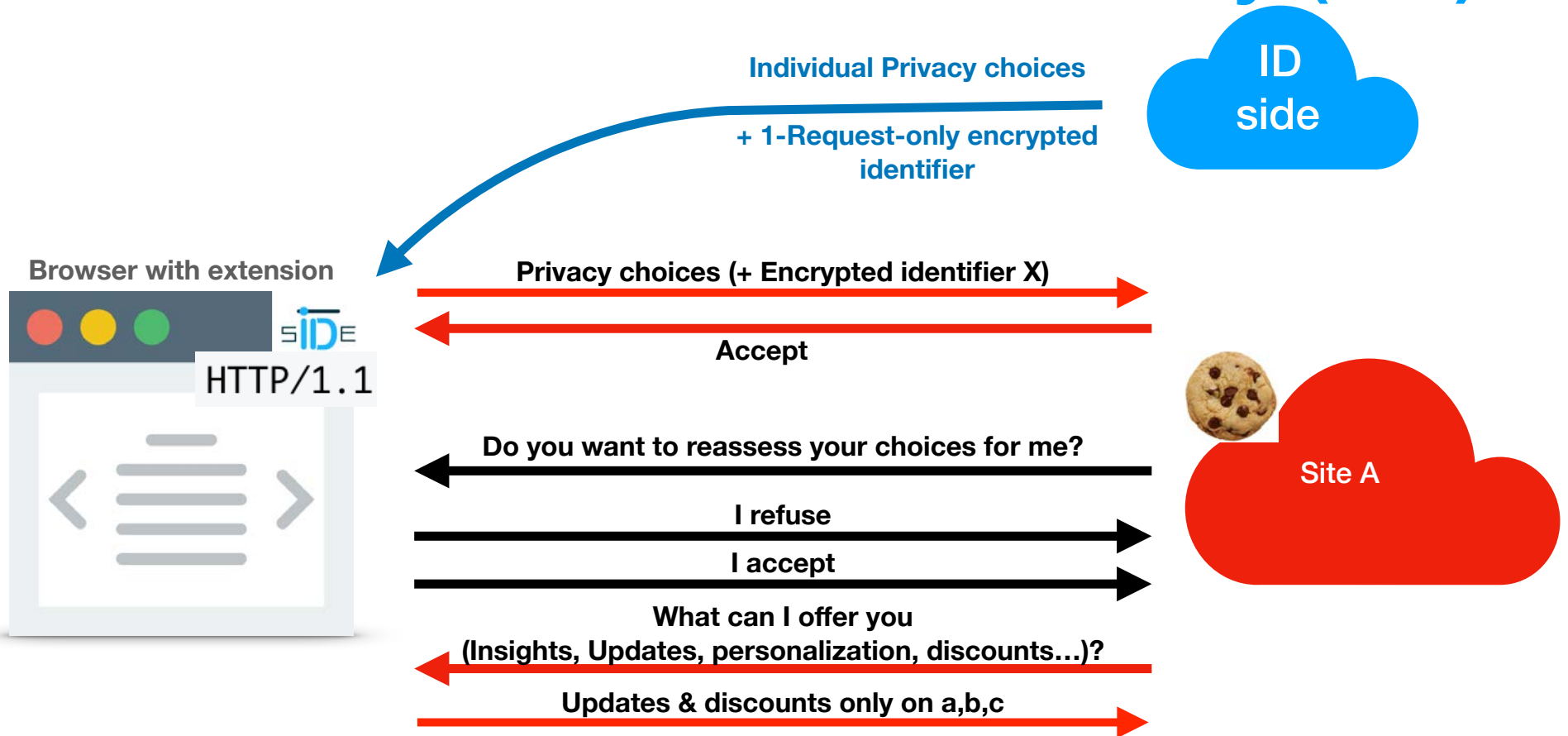
ID Side Cookie 🍪

<choices>; <identifier>; <information URL>

<choices>

is string of **uppercase ascii** characters composed of:
- the ascii character '1'
- followed by 1 or more uppercase ascii characters each encoding a specific privacy choice expressed by the user

i.e. **string <choices> is "1BD"** this means that the user:
Declines commercial tracking online (**A**)
Accepts analytics tracking (**B**)
Declines personalised ads (**C**)
Accepts personalised Discounts on any website (**D**)

<identifier>

is designed to be used by websites in partnership with ID side to provide **individualized but also de-identified offers** to users meeting on ID side platform (a "spam box") in full respect of each of their Privacy Choices.

Such identifier is composed of **35 characters**:
- 32 hexadecimal characters,
- followed by a minus sign (ASCII 45),
- terminated by 2 more hexadecimal characters.
It **changes for each request** and should not be used to track users.

<information URL>

contains a link to the latest version of a document displaying a "**Tech description**" of how ID side works.

So that websites can move on easily to empower internet users using ID side technical platform.

<Webiste Response>

To indicate they recognise & respect users' privacy choices expressed in ID side cookie, they will respond with the following **HTTP header**:
X-IdSide-Accept: <choice>

...out **Data Protection** | Press & Publications | 🔍

Read Press Release

Read Opinion

Registration and Coffee	
Welcome Keynotes	*Cardinal Stefan, Wyszynski University (speaker to be announced)* **Wojciech Wiewiórowski**, EDPS
Invited talk	**Bogdan Stefan**, European Commission
Coffee Break	
Session 1: State of the art of privacy preserving digital IDs Q&A Session	**Thomas Lohninger**, EPICENTER **Rossen Naydenov**, ENISA **Stephan Engberg**, CitizenKey **Pat Walshe**, Brave
Invited talk	**Marie-Charlotte Roques-Bonnet -** ID Side *Speaker to be announced*
Lunch	

Agenda   **+ View full agenda**

9 June 2022

Wojciech Wiewiórowski meeting with Mr Uku Särekanno, the Deputy Executive Director of Frontex, Brussels, Belgium

3 June 2022

Annual Conference on European Media Law 2022 organised by ERA, Speech by Wojciech Wiewiórowski, Brussels, Belgium

3 June 2022

Wojciech Wiewiórowski presenting the EDPS budget 2023 before the Council, Brussels, Belgium

ID side WIPO patent

DESCRIPTION

TITLE: PERSONAL DATA CHOICE MANAGEMENT PLATFORM

TECHNICAL FIELD OF THE INVENTION

[0001] The present invention relates to the field of online communications. More particularly, it relates to the protection of personal data of users of communication networks such as the Internet for example.

TECHNICAL BACKGROUND

[0002] When a user accesses online services, for example on the Internet, he or she is faced with the difficulty of controlling the use that these services make of his or her personal data.

[0003] The control of this data comes up against the tedious task of expressing choices in this matter for each service used (for example on each website visited). The

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(12) DEMANDE INTERNATIONALE PUBLIÉE EN VERTU DU TRAITÉ DE COOPÉRATION EN MATIÈRE DE BREVETS (PCT)

(19) Organisation Mondiale de la Propriété Intellectuelle
Bureau international

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WIPO | PCT

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WO 2021/156664 A1

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(21) Numéro de la demande internationale :
PCT/IB2020/061034

(22) Date de dépôt international :
23 novembre 2020 (23.11.2020)

(25) Langue de dépôt : français

(26) Langue de publication : français

(30) Données relatives à la priorité :
FR2001210   07 février 2020 (07.02.2020)   FR

(71) Déposant : ID SIDE [FR/FR] ; 155 rue du Faubourg Saint-Denis, 75010 Paris (FR).

(72) Inventeur : ROQUES-BONNET, Marie-charlotte, Emilie ; 88 AVENUE DE BEAUMONT, 60260 LAMORLAYE (FR).

(74) Mandataire : KHATAB, Abdelaziz ; 7 rue de Téhéran, 75008 Paris (FR).

(81) États désignés (sauf indication contraire, pour tout titre de protection nationale disponible) : AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA,

(54) Title: PLATFORM FOR MANAGING PERSONAL DATA PREFERENCES
(54) Titre : PLATEFORME DE GESTION DES PREFERENCES EN MATIERE DE DONNEES PERSONNELLES

Abstract

The invention relates to a network communication method for accessing a service on a remote system by a client system comprising the following steps:

receiving data from a user personal data management system, said data comprising at least one definition of at least one choice of a user for processing personal data associated with the user, said at least one definition being associated with an identifier of the user,

transmission of a connection request to said remote server including at least said definition associated with said identifier,

establishing a first communication between said client system and said remote system, and

establishing a second communication from said remote system to said client system, said second communication being authorized by said management system, based on said definition.

Brussels, 10.1.2017
COM(2017) 10 final

2017/0003 (COD)

Proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

concerning the respect for private life and the protection of personal data in electronic communications and repealing Directive 2002/58/EC (Regulation on Privacy and Electronic Communications)

Why do we think the time is right?

Review of the eIDAS regulatory framework

The European Commission is currently evaluating this regulatory framework and ran an open consultation from 24 July to 2 October 2020. The aim of the consultation was to collect feedback on drivers and barriers to the development and uptake of trust services and eID in Europe. The study also considered the impact of the options for delivering an EU digital identity.

The Commission will assess to what extent the eIDAS framework remains fit for purpose, delivering the intended outcomes, results and impact. The Commission will also consider whether it is appropriate to modify the scope of the Regulation or its specific provisions, taking into account the experience gained in the application, and technological, market and legal developments.

MARGRETHE VESTAGER
EXECUTIVE VICE-PRESIDENT OF EUROPEAN COMMISSION

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B-1049 Brussels
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margrethe.vestager@ec.europa.eu

Ms. Roques-Bonnet
Mr. Bouquet
Mr. Pannetrat
Board Members of ID side for Good
idsideforgood@idside.eu

Brussels, 8/05/2020
Ares sv (2020) 2653271

Dear Ms. Roques-Bonnet, Mr. Bouquet and Mr. Pannetrat,

Thank you for your letter of 7th April in which you describe the initiatives of the not-for-profit ID side for Good to empower internet users and increase control over the processing of their personal data. I have read your letter with interest, and forwarded it to my services.

I encourage you to pursue your objectives in the interest of European citizens.

Yours sincerely,

Cabinet of Executive Vice-President Margrethe VESTAGER

Michele PIERGIOVANNI
Penelope PAPANDROPULOS

DG Connect

Agata PAVIA (CNECT)
Agnieszka WAWRZYK (CNECT)
Matle BEYER-KATZENBERGER

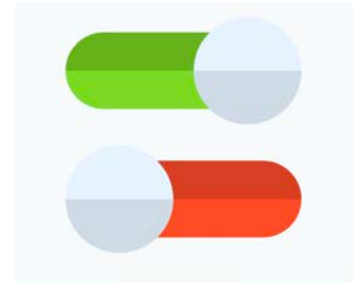# What ID side enables people to do (technically)

Control spams on your phone/email?

Set once, and for all services, user-centric by-default choices

Stop receiving personalised ads?

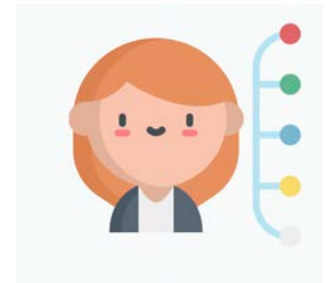Customise your choices in real-time

Exercise your privacy rights?

Use our templates for requests & claims to exercise your rights
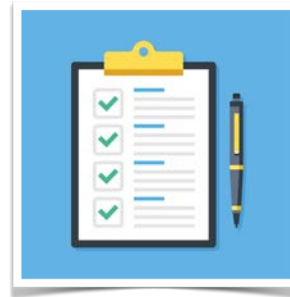
Stand by your children online?

Get back on tracks with your children privacy choices

sIDe
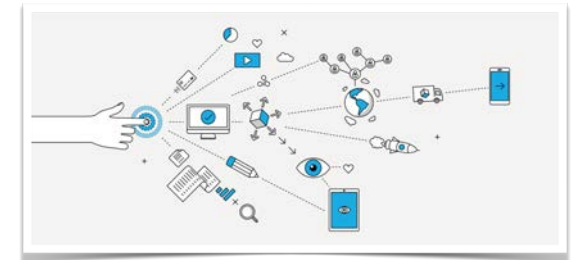
to set my privacy right(s)!

Take back control on our privacy online

Our Privacy Choices in few clicks

Our by-default reasonable expectations (once and for all)

Simple sharing of my choices with individuals and companies

Prior warning before any claim to DPAs
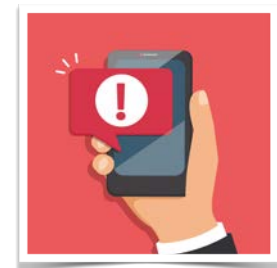
Thanks for your time and interest!

@MCRB-IDside / www.idside.eu / Marie-Charlotte Roques-Bonnet
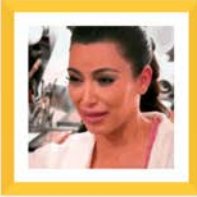
Panel 1

Your Privacy Profile   Log in

‹ BACK   Are you?

#RealityStar | Free Rider | Collective Thinker | Orwell's Knight

Share about me
Follow me
Pay me

With this profile, you set 2 key Choices as follows:

Social sharing
Private ——————— **Public**

Commercial Tracking
Off ——————— **On**

▼ Read more

How does it even come that you are here, on ID side? For sure, not because you are obsessed with your privacy fundamental rights! Or to know more on how to monitor your privacy settings. Maybe, are you here just because you feel that you disrupt with the traditional vision of what privacy is or should be. In this sense, you are an opinion leader. You definitely are eager to setting new rules, new standards. And, let's face it: maybe you are right, maybe all of us should drop our standardised conception of what is ok and what is not. Because, against all odds, what we need today, online as much as offline, is not a right or wrong assessment, it is an efficient sharing… of what our reasonable expectations are, and how we define our rights to privacy.
Ready to disrupt? Share your privacy choices.

Want your friends and followers to know about your choices?

Save & Share

Panel 2

Your Privacy Profile   Log in

‹ BACK   Are you?

#RealityStar | Free Rider | Collective Thinker | Orwell's Knight

Check my rules
Ask my consent
Be faithful to it

With this profile, you set 2 key Choices as follows:

Social sharing
Private ——————— **Public**

Commercial Tracking
Off ——Ask me first—— On

▼ Read more

You have a fair and balanced appraisal of what privacy is and should be. You enjoy most of digital services because you see it as an opportunity to save time & energy. You are grateful that most of such great services are free and that they empower you as never before. Looking more into it though, you recognise that lots of things do not work so well (from cyberbullying to tracking online). For sure, you are not blind and you fully support those fighting for more transparency, more control, and simply for a better enforcement of our privacy rights. Should your fundamental rights be breached, on the principle, you are ready to move on and stand. But no big fight unless you see a big harm. This is why today, you still don't feel at ease: should you join collective actions to protect your privacy or is it still none of your business? Promised, next worldwide data breach revelation, you will move on. Ready to move… a little? Share your privacy choices

Want everyone to check your rules and ask your consent?

Save & Share

Panel 3

Your privacy profile   Log in

‹ BACK   Are you?

#RealityStar | Free Rider | Collective Thinker | Orwell's Knight

Process for good
Share for good
Monetise for good

With this profile, you set 2 key Choices as follows:

Social sharing
Private ——————— **Public**

Commercial Tracking
Off ——Only for good—— **On**

▼ Read more

You definitely get all the potential of personal data for doing some good. From your point of view, the challenge today is as much to protect fundamental rights to privacy as to unleash massive databases potential for "general interest". From health care to social innovative projects, from on-time traffic jam sharing to "Tech for social good", you genuinely think that we should all contribute to a better & less discriminative world, do our best efforts to help not-for-profit and associative actions and shake things up. You are fully aware that all collective thinkers should join their efforts now. Lots of people around you are not that proactive today & you definitely want to help them stepping into the limelight so that we all take an active role online to protect our collective rights & interests.
Ready to carry out? Share your privacy choices.

Want anyone to use your data for good and general interest?

Save & Share

Panel 4

Your Privacy Profile   Log in

‹ BACK   Are you?

#RealityStar | Free Rider | Collective Thinker | Orwell's Knight

Don't track
Don't personalise
Don't share

With this profile, you set 2 key Choices as follows:

Social sharing
Private ——————— Public

Commercial Tracking
Off ——————— On

▼ Read more

For sure, having limited control over the processing of your data freaks you out. This is why you strive to get some control back, individually and, where possible, collectively. You are cautious on all practical steps to take whenever your privacy is at stake, from double-checking privacy settings available to testing technical & organisational safeguards. Anticipating that all the due diligence you show might not be enough, you tend to object to all processing of personal data that would not be strictly necessary. Most of the time, you foresee any negative impact that could change your everyday life. You know that we all have to move on to make sure our rights are enforced in practice. Time has come for you now (and ID side might help) to turn your individual concerns into a chance to crowdsource and get some real control back. Ready to stand? Share your privacy choices.

Want no one to track personalize or share about you?

Save & Share

Left screen:

#RealityStar | Free Rider | Collective Thinker | Orwell's Knight

Don't track
Don't personalise
Don't share

With this profile, you set 2 key Choices as follows:

Social Sharing
Private ——————— Public

Commercial tracking
Off ——————— On

Read more

For sure, having limited control over the processing of your data freaks you out. This is why you strive to get some control back, in ... ole, collectively. You are cautious on all practical steps to take whenever your privacy is at stake, from double-checking privacy

PRE-FILL

Right screen:

Crowdsourcing

Want to exercice your PRIVACY RIGHTS
in few clicks & now?
Here are our templates ready to use!

See all

Most used

Objection to direct marketing

Right to be forgotten

Right to portability

Access Right

Right to transparent information

My Data & Money

▶ Personalised ads ✔
▶ Outreaches to block ✔
▶ Discounts ✔
▶ Geolocated discounts ✔

Ads & tracking

▶ Want to block tracking? ✔
▶ On which channels? ✔

My Tracking Rules

▶ My Cookie banners ✔
▶ Companies you target ✔
▶ Self-Targeting ✔
▶ My data ✔
▶ My Interests ✔

Data for Good

ID side features

Install my Privacy Choices in Safari

Notify or send My Privacy Choices

My Digital Traces

Stand for our Rights

Back to the Dashboard