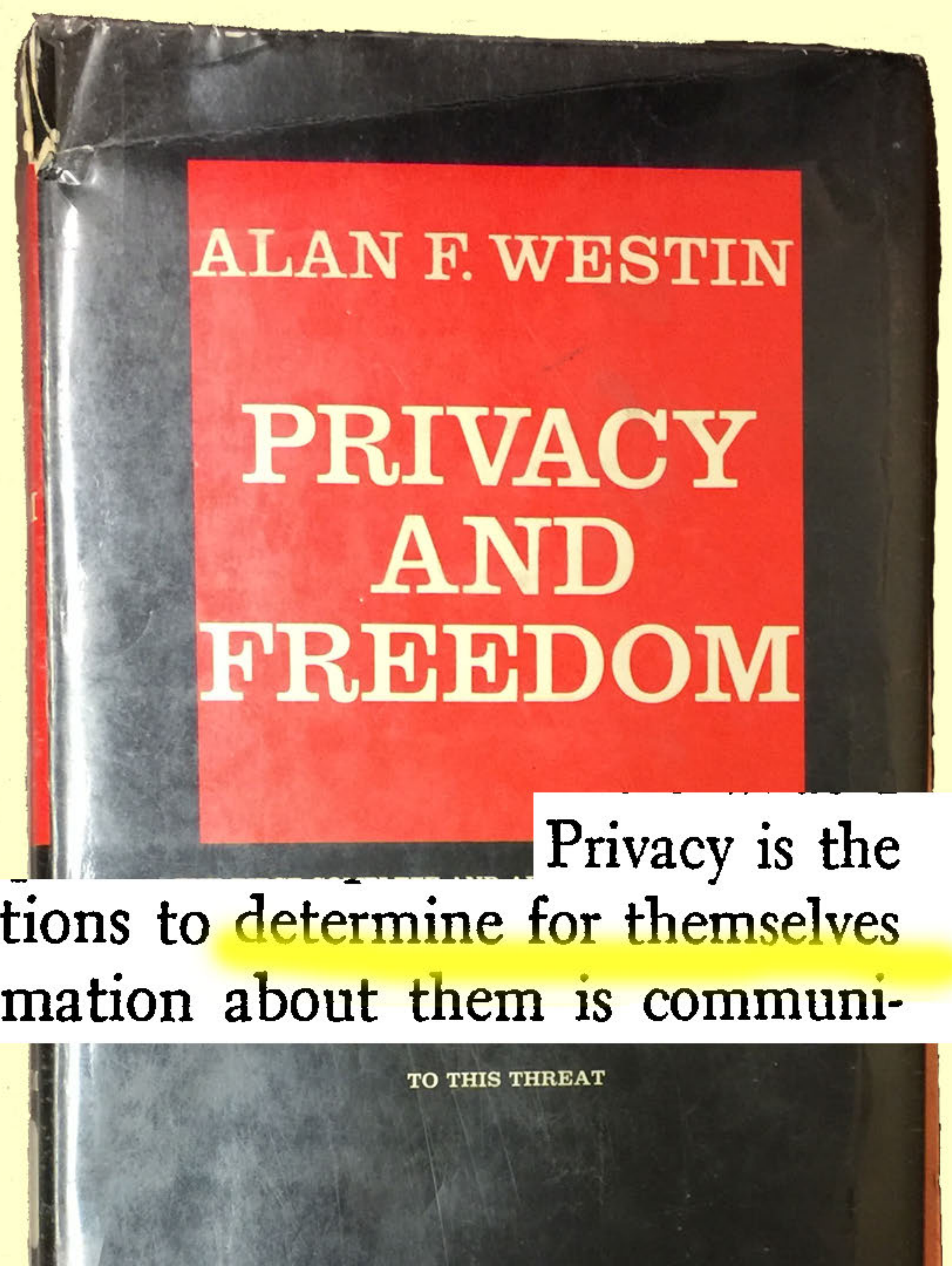


11-12 December  
2019



The  
**AI Summit**<sup>®</sup>  
**NEW YORK**

## WHAT IS PRIVACY?



Privacy is the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.

TO THIS THREAT



## WHAT IS PRIVACY?

*CONTROL OVER ACCESS TO OUR PERSONAL INFORMATION*

Privacy  $\neq$  Secrecy

*Deciding who gets in to a wedding: Unfamiliar accordion player does not violate privacy if access granted*



## WHAT IS PRIVACY?

**CONTROL OVER ACCESS**  
A power, not a possession  
*Do* privacy, not have  
Verb, not noun

A photograph of Kim Kardashian taking a selfie. She is holding a black smartphone in her right hand, which is wearing a gold ring. She has long, dark hair and is wearing a dark red top. The background is a dense cluster of pink and white flowers with green leaves. The image is split vertically down the middle.

KIM KARDASHIAN IS  
THE MOST PRIVATE PERSON IN THE WORLD

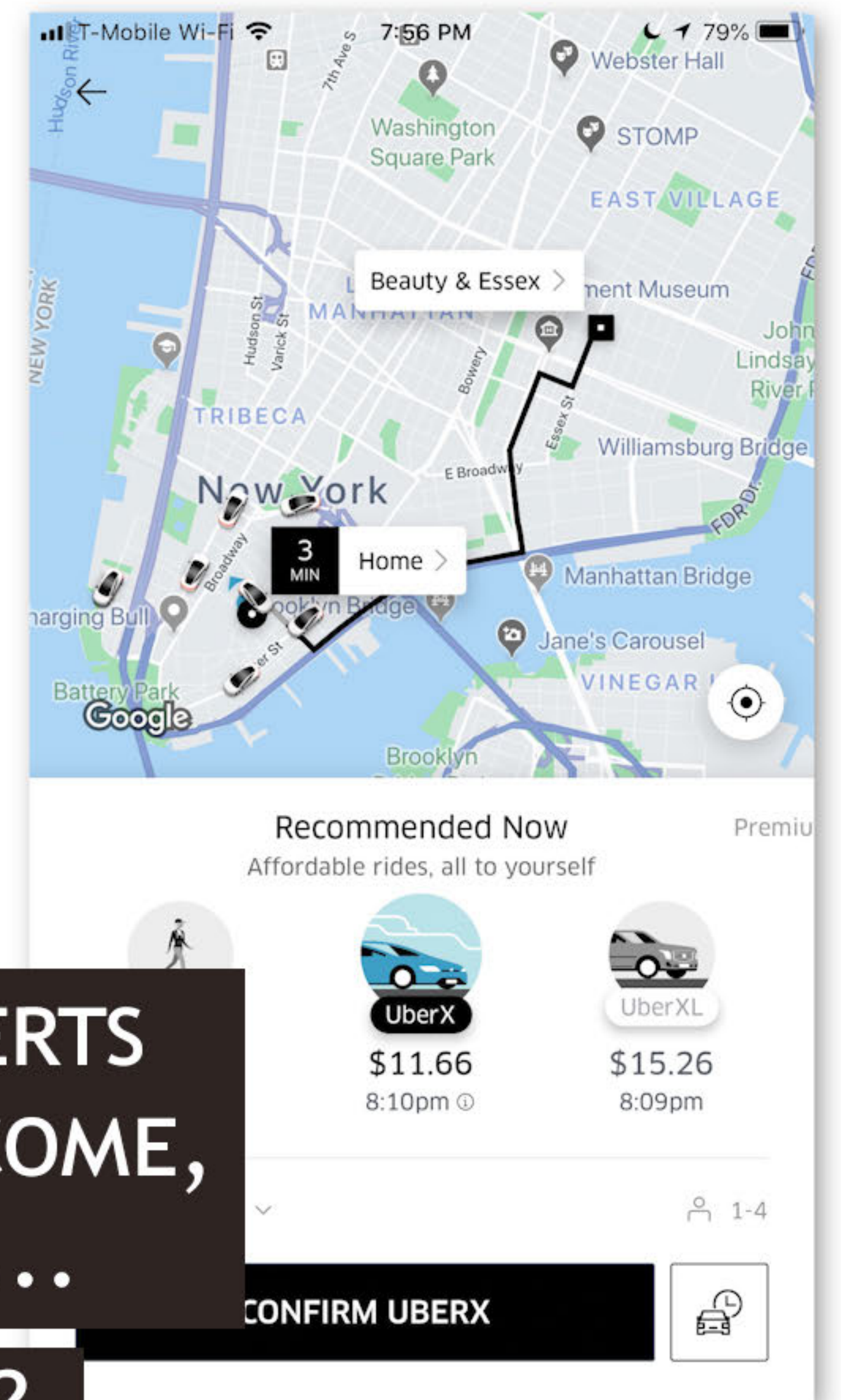
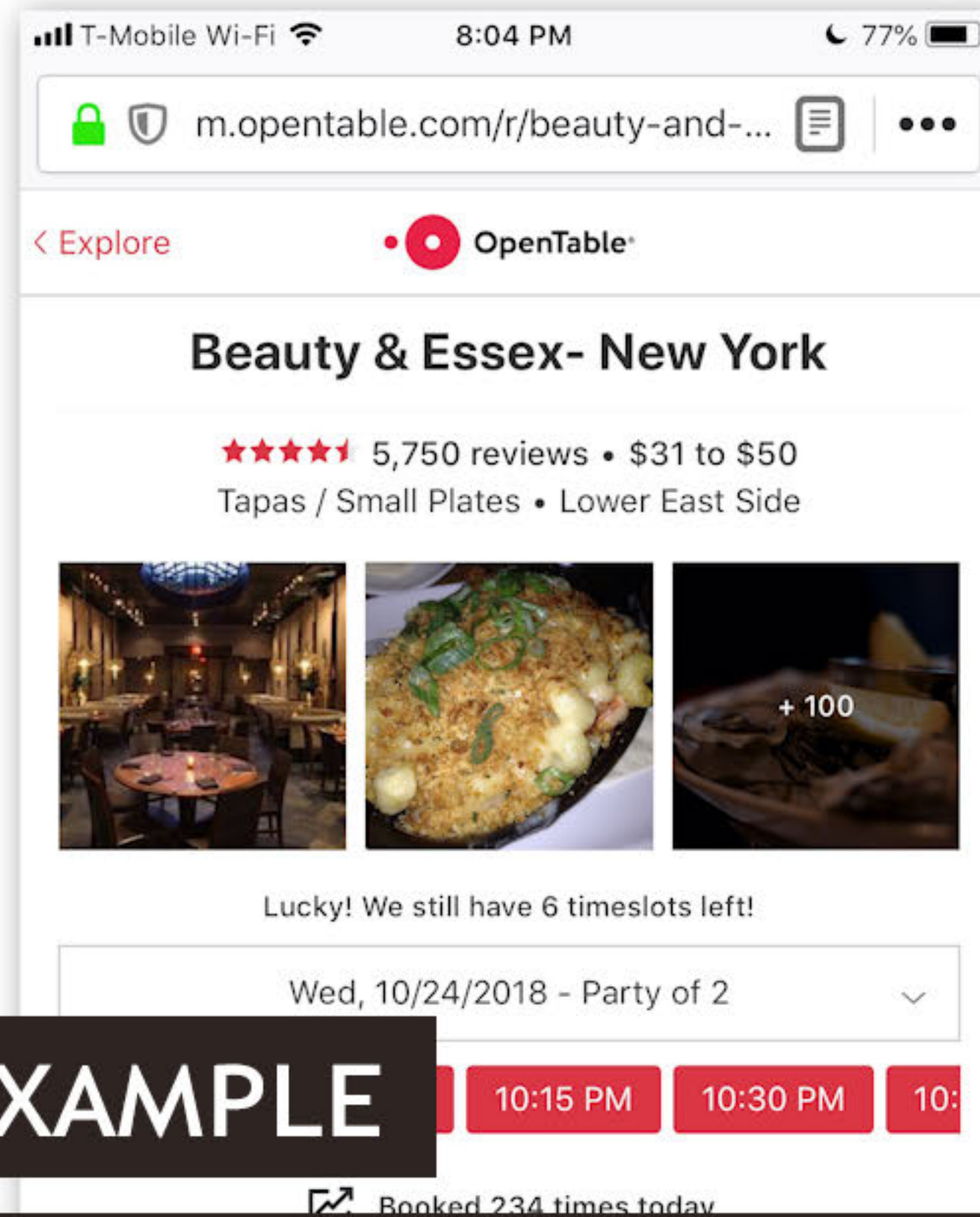
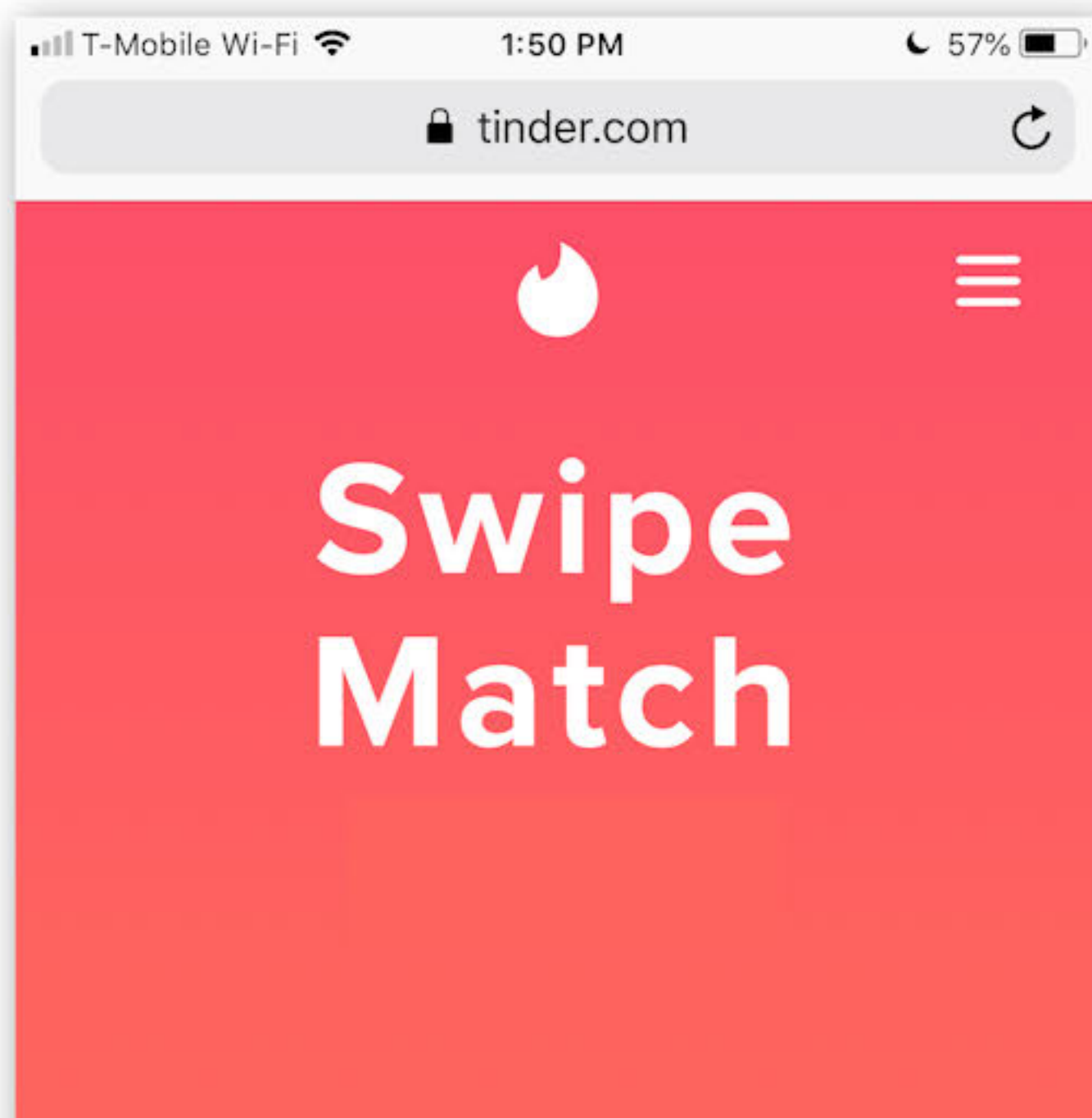
PRIVATE *VERSUS* PUBLIC  
Not difference in exposure  
She decides how much others know about her, *versus* others decide

# WHAT IS PERSONAL INFORMATION? ANYTHING DESCRIBING WHO WE ARE



```
0000000 0000 0001 0001 1010 0010 0001 0004 0128
0000010 0000 0016 0000 0028 0000 0010 0000 0020
0000020 0000 0001 0004 0000 0000 0000 0000 0000
0000030 0000 0000 0000 0010 0000 0000 0000 0204
0000040 0004 8384 0084 c7c8 00c8 4748 0048 e8e9
0000050 00e9 6a69 0069 a8a9 00a9 2828 0028 fdfc
0000060 00fc 1819 0019 9898 0098 d9d8 00d8 5857
0000070 0057 7b7a 007a bab9 00b9 3a3c 003c 8888
0000080 8888 8888 8888 8888 288e be88 8888 8888
0000090 3b83 5788 8888 8888 7667 778e 8828 8888
00000a0 d61f 7abd 8818 8888 467c 585f 8814 8188
00000b0 8b06 e8f7 88aa 8388 8b3b 88f3 88bd e988
00000c0 8a18 880c e841 c988 b328 6871 688e 958b
00000d0 a948 5862 5884 7e81 3788 1ab4 5a84 3eec
00000e0 3d86 dcb8 5cbb 8888 8888 8888 8888 8888
00000f0 8888 8888 8888 8888 8888 8888 8888 0000
0000100 0000 0000 0000 0000 0000 0000 0000 0000
*
0000130 0000 0000 0000 0000 0000 0000 0000
000013e
```

ALL PERSONAL INFORMATION SUMMED = IDENTITY  
Height/weight/age/location/education/experiences/  
aspirations/fears/emotions/desires/tastes...



**PRIVATE INFORMATION: EXAMPLE**

**3 DATA POINTS FROM A PERSON'S PHONE CONVERTS TO PERSONAL INFORMATION: AGE, GENDER, INCOME, WHAT YOU LIKE, WHERE YOU'RE GOING, WHEN...**

**WHAT HAPPENS WITH 3 MILLION DATA POINTS?**

# WHY IS PRIVACY IMPORTANT? AI 0 MOMENT EXPERIENCE

PERSONAL INFORMATION  
+ PREDICTIVE ANALYTICS  
= TARGETED OFFERING  
+ ACCURATE MOMENT

EUPHORIA CONVENIENCE:  
*ALWAYS ALREADY HAVE*  
WHAT YOU WANT

PRIVACY TUNED TO REVEAL  
PERSONAL INFORMATION ALLOWS EUPHORIA

(DOES EUPHORIA FEEL GOOD?)



Starts in 0 seconds



# RETAIL PARADOX @ PRIVACY

AMAZON/NETFLIX AUTO START  
RECOMMENDED NEXT FEATURE

- Already running before  
previous ends

MECHANISM CREATED *TO SERVE*  
*CHOICE ANNIHILATES IT*

VIEWER NOT CHOOSING CONTENT

VIEWER NOT CHOOSING *WHETHER* TO CHOOSE

CONTENT OR DO SOMETHING ELSE



Starts in 0 seconds

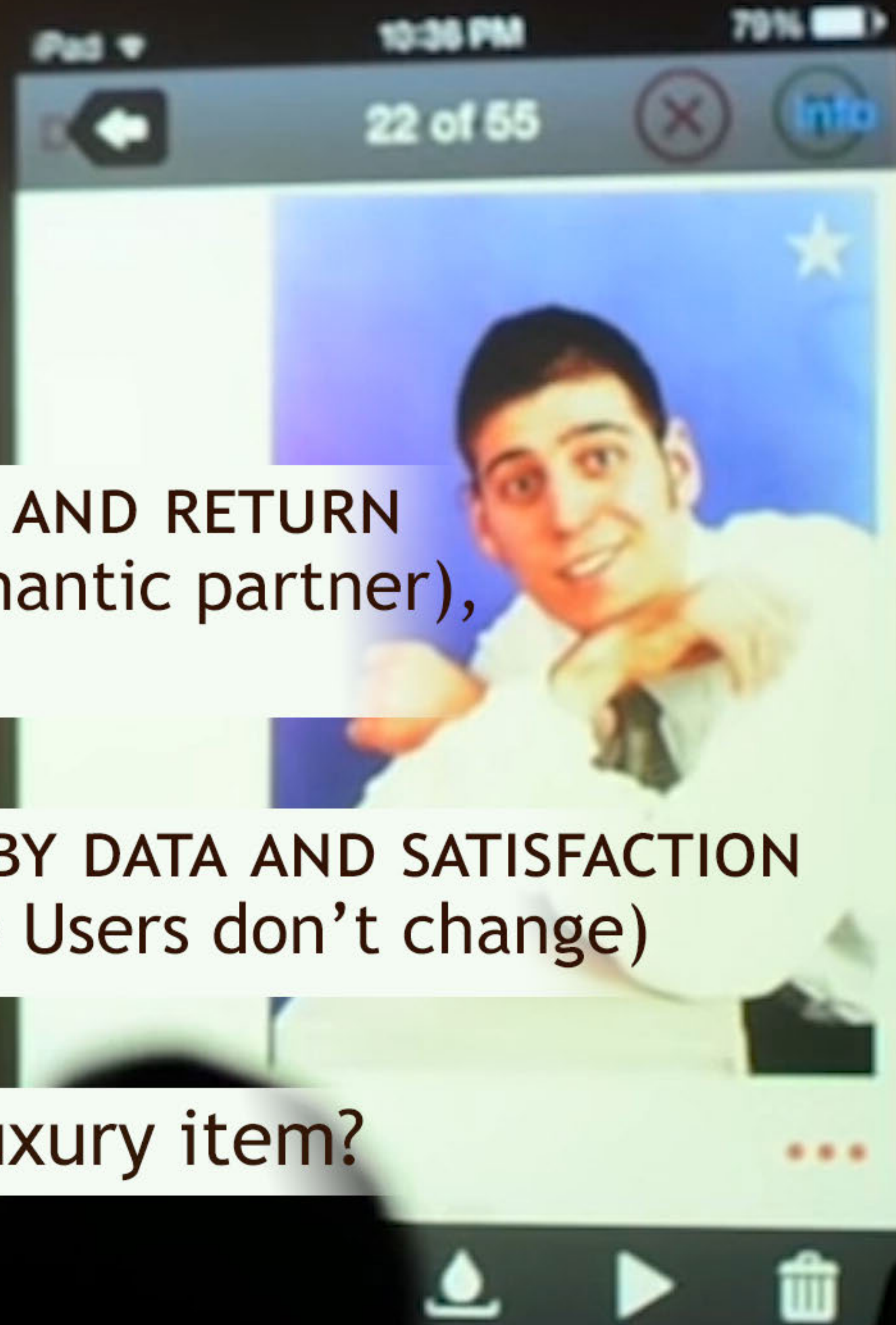
# AI FEEDBACK LOOP



**ALGORITHMIC REFINEMENT AND RETURN**  
Same match (movie/romantic partner),  
different name

**USERS' IDENTITY TRAPPED BY DATA AND SATISFACTION**  
(Matches don't change = Users don't change)

Heartbreak becomes a luxury item?



# PRIVACY TUNED TO EXPOSURE

## BENEFITS/COSTS

### IDENTITY CONTAINED BY SATISFACTION

Since we are always already satisfied,  
we never change/experiment

### FREEDOM WITHERS

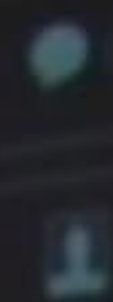
If we never change, freedom is redundant

### THOUGHT EXPERIMENT DILEMMA:

You have only one romantic partner in your life,  
*but* also assured that the one is The One

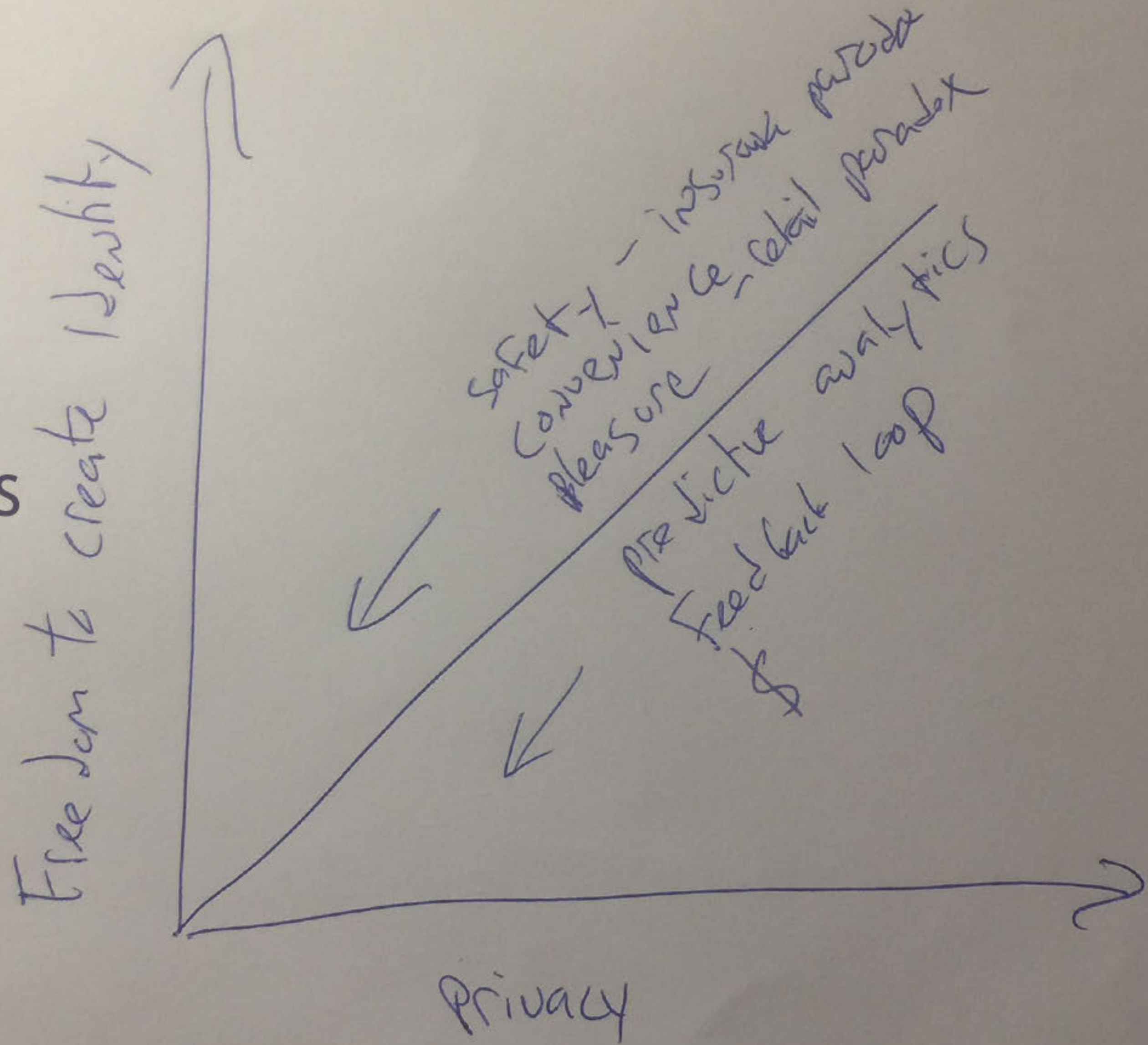


*It's a Match*



# WHY PRIVACY IS IMPORTANT

CALIBRATES/MODULATES HUMAN EXPERIENCE OF BIG DATA/AI ALONG LINE OF PERSONAL FREEDOM AND IDENTITY



NOT:  
PERSONAL INFORMATION  
*SHOULD* BE CONCEALED,  
BUT:  
DECISION SHOULD EXIST

EUPHORIA OR FREEDOM?





Why

Privacy Company

is the most important business  
you've never heard of

JAMES BRUSSEAU

PACE UNIVERSITY, AI ETHICS SITE

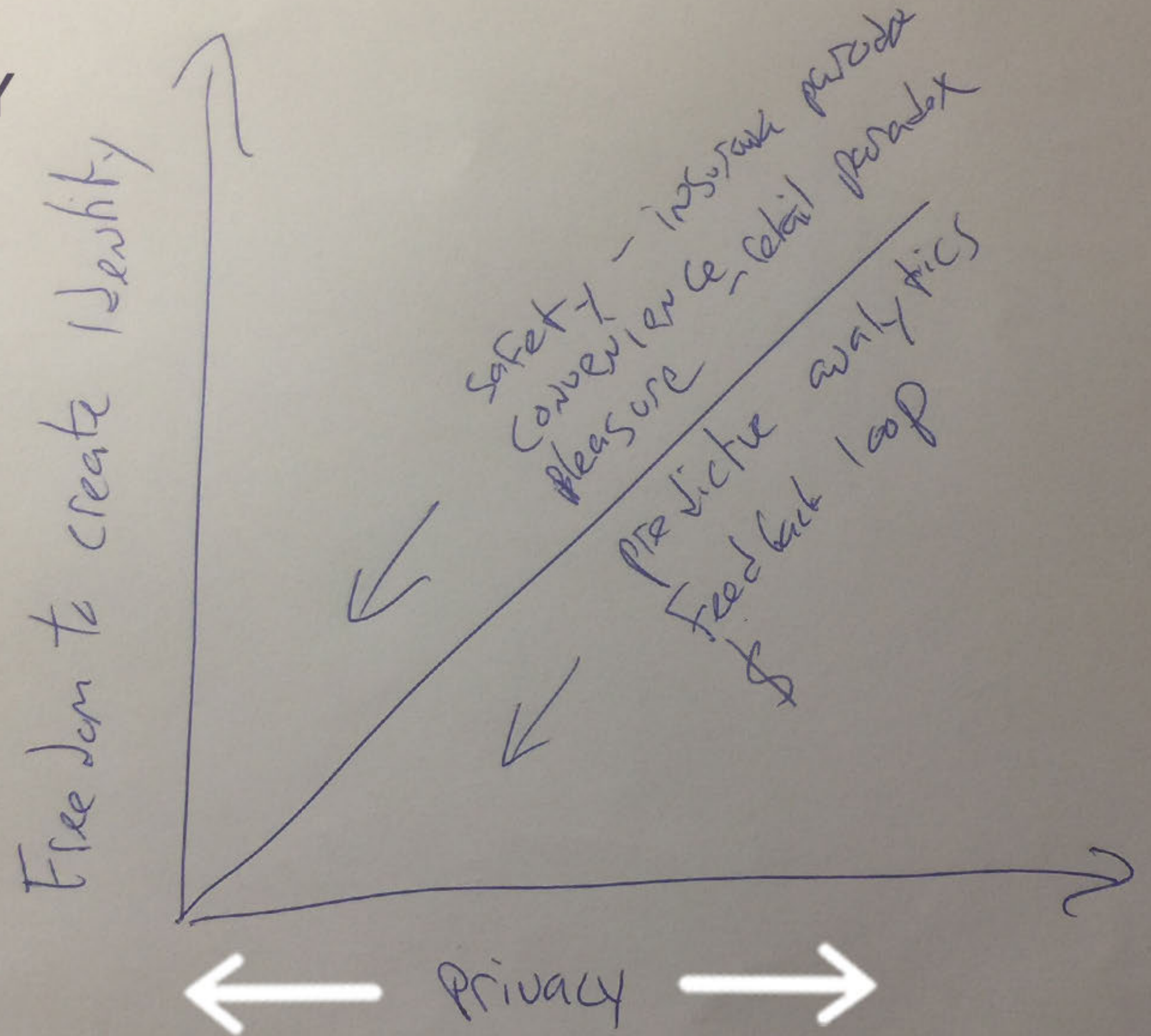
# PRIVACY COMPANY

Ethical pressures surrounding privacy, personal freedom, identity, predictive analytics, safety, and consumer pleasures define a company that does not yet exist.

# PRIVACY COMPANY MARKETPLACE OPPORTUNITY

Manufacture tools  
for individuals  
to modulate privacy  
= increase/decrease  
access to personal  
information

ALLOW INDIVIDUALS TO  
RECLAIM CONTROL OVER  
HUMAN EXPERIENCE OF  
BIG DATA AND AI





# PRIVACY COMPANY BUSINESS MODEL (MINI SWOT ANALYSIS)

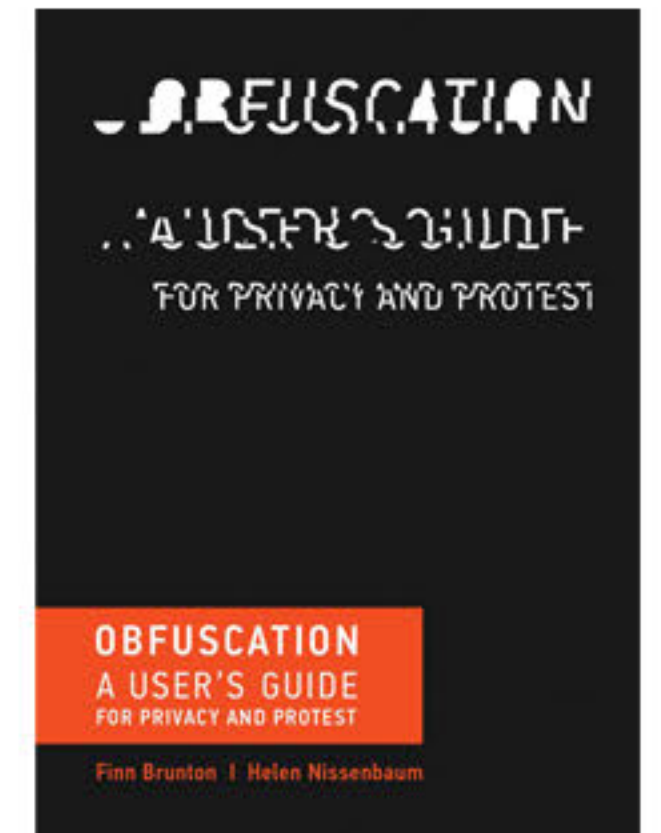
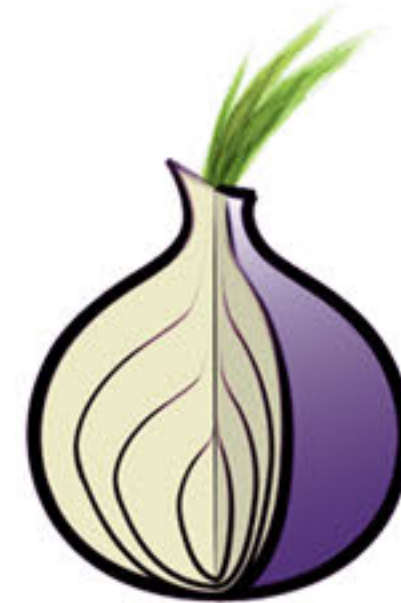
PRIVACY INDUSTRY COMPOSED FROM TWO PRODUCT LINES

## PROTECT PRIVACY

Engineering: Privacy-by-design

Legal: GDPR

User: Conceal, Obfuscate



## CREATE PRIVACY

Space unoccupied = Opportunity

(Demand itself currently unrecognized by consumers)

# PRIVACY COMPANY PRIVACY MANUFACTURER

## HOW IS PRIVACY CREATED?

### THEORY

RE-PRODUCE PERSONAL INFORMATION

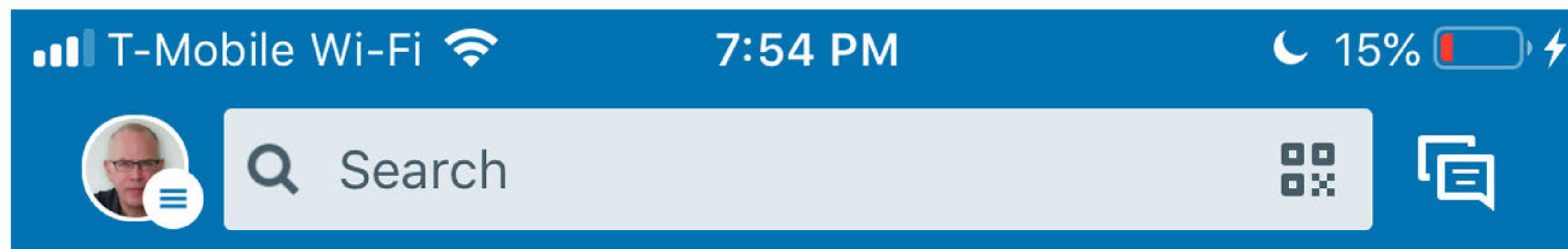
Location, diet, work, habits, language, pastimes, beliefs, desires, fears, aspirations, human patterns...

### Practice

TWIST BIG DATA PLATFORMS AGAINST THEMSELVES

# PRIVACY MANUFACTURING: EXAMPLE #1

## REPURPOSE LINKDIN FOR UNPREDICTED IDENTITY & PERSONAL INFORMATION



**Virginia Dignum** • 3rd+

Professor Ethical and Social Artificial Intelligence  
3w • Edited

We are hiring two lecturers/associate professors at Umeå University on Responsible AI and human-AI interaction, with focus on but not limited to design for values, ethics, argumentation, verification, impact evaluation or explanation.

...see more

# PRIVACY MANUFACTURING: EXAMPLE #1

## REPURPOSE LINKDIN: JUMP SHIP ON YOUR OWN IDENTITY

- AUTHORIZED  
Lock users onto career path/trajectory
- REPURPOSED  
Escape congruity with established experiences:  
academic/professional preparation, expertise, aspirations  
  
Not knowing what to expect is *why* you go/shift career  
  
RESULT  
Exposed to incongruent experiences creates new interests/  
fears/aspirations/habits/values = new personal information

# PRIVACY MANUFACTURING

## REPURPOSING BIG DATA PLATFORMS

### INSTITUTIONALIZED BIG DATA PLATFORMS

- Data source for industry
- Engines of predictive analytics
- Never harder to not be who you are (chilling effect/feedback loop)
- Privacy compressed

### PRIVACY REPURPOSED BIG DATA PLATFORMS

- Opportunity to disrupt predictive analytics from the bottom up by connecting with unfamiliar tastes, urges, directions
- Divergence from predictive analytics
- Never easier to escape who you were meant to be
- Privacy - control over access to personal information - manufactured

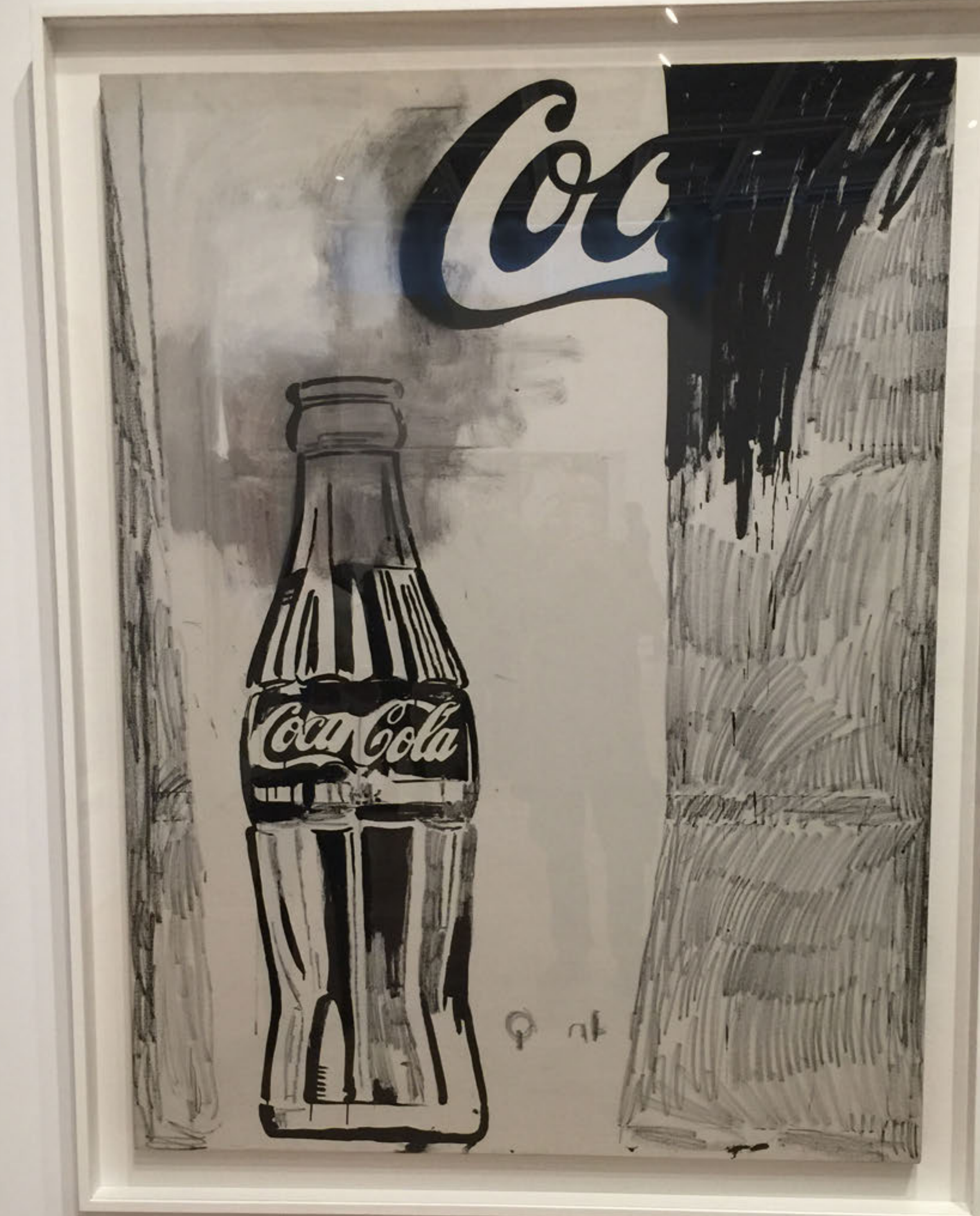
PRIVACY COMPANY  
RECREATED IDENTITY =  
MANUFACTURED PRIVACY

NOT FOR OR AGAINST BIG DATA/AI  
REALITY: TRANSVERSAL/ESCAPIST

ORIGINATES/OPERATES *WITHIN*  
BIG DATA/AI CULTURE

MARGINAL CONVERTED INTO ESSENTIAL

*TWISTS* ELEMENTS OF BIG DATA/AI  
CULTURE: TRAJECTORY REDIRECTION





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