

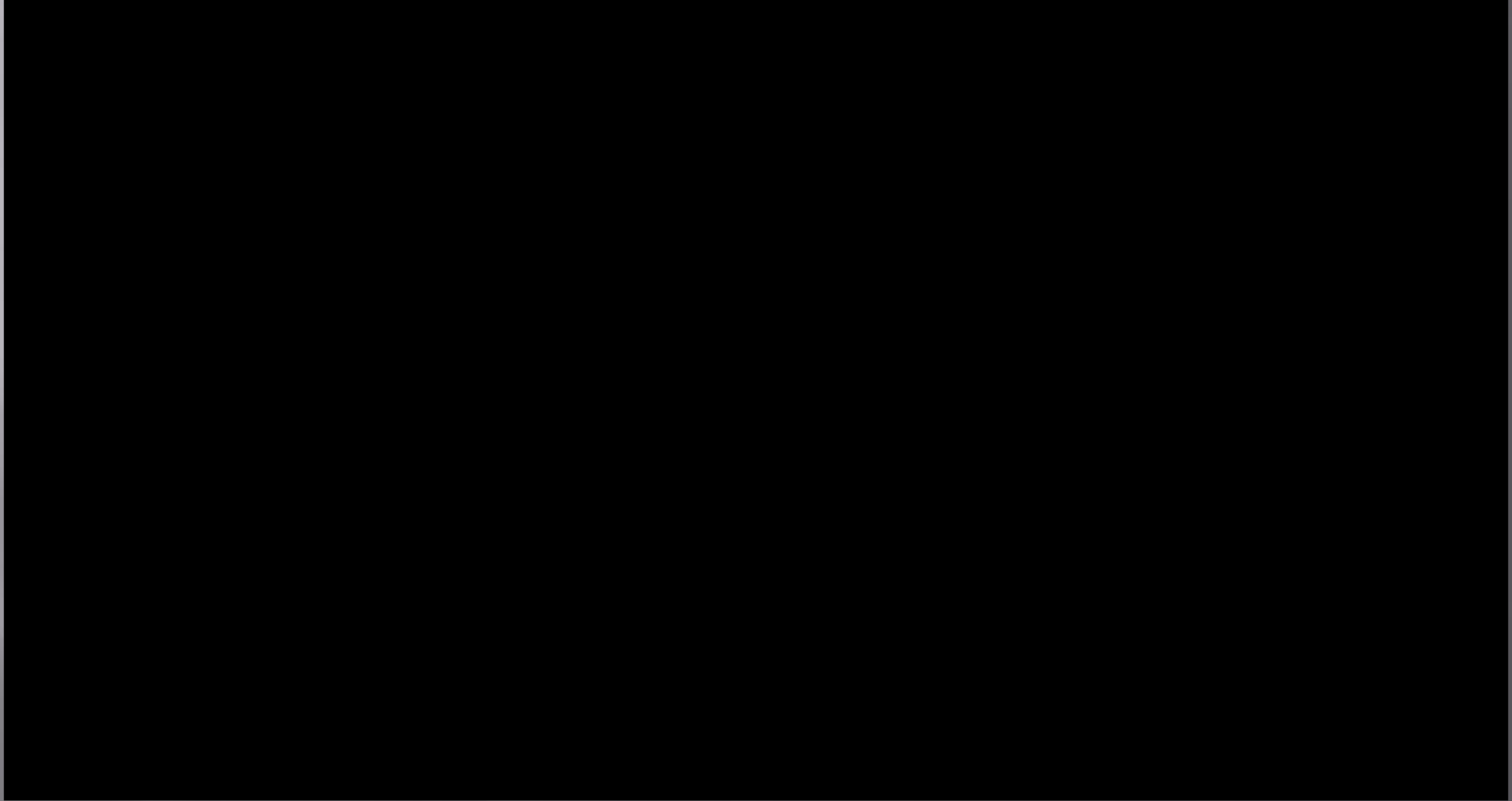
# ETHOS A PROJECT WITH PRIVACY BY DESIGN

Indiana University

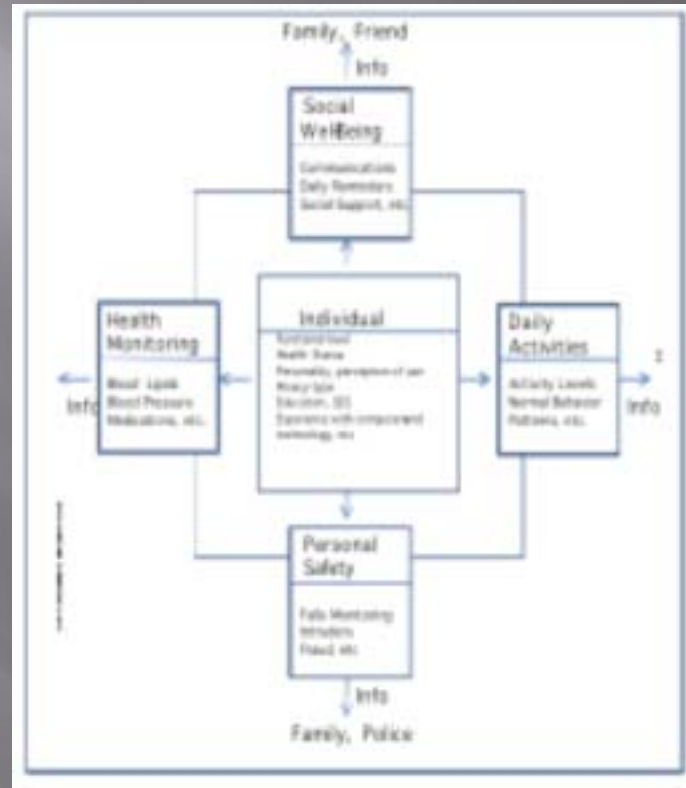
L Jean Camp

&

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# Domains



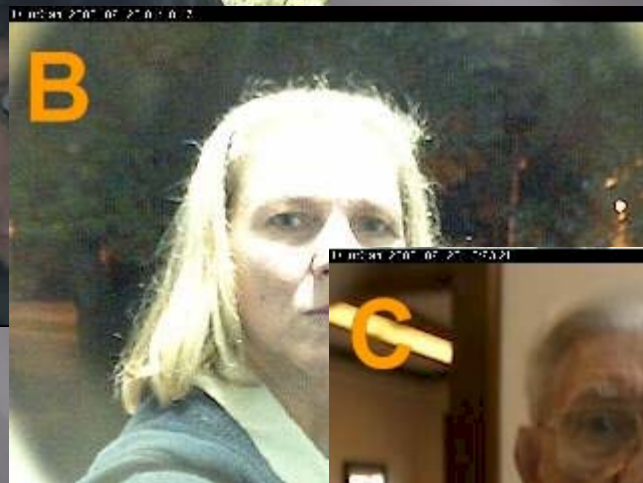
# Goals

- ▣ Data minimizing design
- ▣ Clear statements of the design goals
- ▣ User empowerment in the ability to have three settings: on, off and mute.

# Empowerment

- ▣ On: full functionality.
- ▣ Pause: the device is on but not sending any information.
- ▣ Off: others are notified that it is off.

# Control





**[JavaScript Application]**

URIs with IP addresses rather than domains are often deceptive.  
This web site is unsafe for financial transactions.

OK

 Net Trust



# What Matters?

- ▣ Activity
- ▣ Granularity
- ▣ Perceived utility
- ▣ Control

# Conclusions

- ▣ Minimize data
- ▣ Make control meaningful
- ▣ Make control usable
- ▣ Empower, don't overwhelm