

GDPR: Anonymized Data is still identifiable.

Jonathan J. Klinger, Adv.

The fast solution to GDPR: anonymize everything

- (a) the offering of goods or services, irrespective of whether a payment of the data subject is required, to such data subjects in the Union; or
- (b) the monitoring of their behaviour as far as their behaviour takes place within the Union.

3. This Regulation applies to the processing of personal data by a controller not established in the Union, but in a place where Member State law applies by virtue of public international law.

Article 4

Definitions

For the purposes of this Regulation:

- (1) 'personal data' means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
- (2) 'processing' means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- (3) 'restriction of processing' means the marking of stored personal data with the aim of limiting their processing in the future;
- (4) 'profiling' means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;
- (5) 'pseudonymisation' means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person;
- (6) 'filing system' means any structured set of personal data which are accessible according to specific criteria, whether centralised, decentralised or dispersed on a functional or geographical basis;
- (7) 'controller' means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

First wrong presumption: IP & MAC are anonymous

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Dr. Martin Munz | Tim Hickman | Matthias Goetz

**Court confirms that IP
addresses are personal data
in some cases**



In response to a public records request, we obtained the entire LPR dataset of the Oakland Police Department (OPD), including more than 4.6 million reads of over 1.1 million unique plates between December 23, 2010 and May 31, 2014. The dataset is likely one of the largest ever publicly released in the United States—perhaps in the world.

After analyzing this data with a custom-built visualization tool, Ars can definitively demonstrate the data's revelatory potential. Anyone in possession of enough data can often—but not always—make educated guesses about a target's home or workplace, particularly when someone's movements are consistent (as with a regular commute).

For instance, during a meeting with an Oakland city council member, Ars was able to accurately guess the block where the council member lives after less than a minute of research using his license plate data. Similarly, while "working" at an Oakland bar mere blocks from Oakland police headquarters, we ran a plate from a car parked in the bar's driveway through our tool. The plate had been read 48 times over two years in two small clusters: one near the bar and a much larger cluster 24 blocks north in a residential area—likely the driver's home.



Enlarge / This map shows all the times that the OPD has seen Ars editor Cyrus Farivar's car between October 2012 and May 2014.

"Where someone goes can reveal a great deal about how he chooses to live his life," **Catherine Crump**, a law professor at the University of California, Berkeley, told Ars. "Do they park regularly outside the **Lighthouse Mosque** during times of worship? They're probably Muslim. Can a car be found outside **Beer Revolution** a great number of times? May be a craft beer enthusiast—

Third wrong presumption: metadata isn't data

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(גלובס) 09:09 | 13.12.2017

הקרב על ערוץ הכנסת לא יסתיים כל-כך מהר

(NYT) 07:46 | 13.12.2017

שיא במספר העיתונאים הכלואים ברחבי העולם

(הארץ) 07:44 | 13.12.2017

את לא רות בונדי? "כן, הייתי פעם"

(דה מרקר) 07:34 | 13.12.2017

דו"ח: יותר קוראים צפויים בשנים הקרובות לשלם עבור תוכן באינטרנט

(HuffPost) 07:08 | 13.12.2017

ארה"ב: עיתונאי ה"ווישנגטון פוסט" לא הורשו לסקר את עצרת הבחירות של רוי מור

(RSF) 07:06 | 13.12.2017

פולין: קנס שיא לערוץ טלוויזיה

(NYT) 07:06 | 13.12.2017

ארה"ב: עסקת דיסי פוקס לקראת מימוש

(Guardian) 07:05 | 13.12.2017

לרשימה המלאה



עסקים כרגיל

שלהי 2014: בכנסת מקדמים את "חוק ישראל היום", נתניהו מנהל משא-ומתן סודי עם גוני מוזס – ובמקביל מקיים רצף של שיחות טלפון ליליות עם עמוס רגב ושולדון אדלסון • ראש הממשלה על הקו, חלק ו': החוק עובר, הממשלה מתפרקת

איתמר ב"ז | 17.10.2017



בכנסת נקבעו עמיתים ברב (אולימפוס) פליש 90 ועובד פרסומי

Everything is Data.

The image shows a screenshot of a Twitter thread. At the top, the Twitter navigation bar is visible with icons for Home, Notifications, Messages, and a search bar. The profile of Netflix US (@netflix) is shown on the left. The main tweet is from Netflix US, asking a question to 53 people who watched 'A Christmas Prince' daily for 18 days. It has 111,893 retweets and 438,457 likes. Below the tweet is a reply from Jessica Langer, PhD (@DrJessicaLanger) who expresses concern about Netflix's view of her viewing habits. Netflix US replies to her saying 'No you're fine'.

Home Notifications Messages Search Twitter Tweet

Netflix US @netflix

Netflix US @netflix

To the 53 people who've watched A Christmas Prince every day for the past 18 days: Who hurt you?

4:52 AM - 11 Dec 2017

111,893 Retweets 438,457 Likes

8.1K 112K 438K

Tweet your reply

Jessica Langer, PhD @DrJessicaLanger · Dec 11

Replying to @netflix

Suddenly I am very concerned about what @netflix thinks of our Teen Titans Go viewing habits

49 152 5.1K

Netflix US @netflix · Dec 11

No you're fine

What can we learn from anonymized data?

BRUCE SCHNEIER SECURITY 12.12.07 09:00 PM

WHY 'ANONYMOUS' DATA SOMETIMES ISN'T

LAST YEAR, NETFLIX published 10 million movie rankings by 500,000 customers, as part of a challenge for people to come up with better recommendation systems than the one the company was using. The data was anonymized by removing personal details and replacing names with random numbers, to protect the privacy of the recommenders.

Arvind Narayanan and Vitaly Shmatikov, researchers at the University of Texas at Austin, de-anonymized some of the Netflix data by comparing rankings and timestamps with

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Taylor Buley, Contributor

On Friday, Netflix [announced](#) on its corporate blog that it has settled a lawsuit related to its Netflix Prize, a \$1 million contest that challenged machine learning experts to use Netflix's data to produce better recommendations than the movie giant could serve up themselves.

The lawsuit called attention to academic research that suggests that Netflix indirectly exposed the movie preferences of its users by publishing anonymized customer data. In the suit, plaintiff Paul Navarro and others sought an injunction preventing Netflix from going through the so-called "Netflix Prize II," a follow-up challenge that Netflix [promised](#) would offer up even more personal data such

Netflix Settles Privacy Lawsuit, Cancels Prize Sequel

How data is reidentified



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New York taxi details can be extracted from anonymised data, researchers say

FoI request reveals data on 173m individual trips in US city - but could yield more details, such as drivers' addresses and income

Alex Hern

@alexhern

Friday 27 June 2014 15:57 BST

This article is 3 years old

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Patrick Collinson



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NEWS

Uber offers cities 'anonymized' ride data

The move aims to help city officials and planners make transport move efficiently.

By [John Ribeiro](#)

Bangalore Correspondent, [IDG News Service](#) | JAN 9, 2017 4:50 AM PT



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לכבוד:
כב' השופט אליקים רובינשטיין,
יו"ר ועדת הבחירות לכנסת ה-19,
בפקס.

הנדון: **פגיעה בסודיות ההצבעה בשיטת הבינגו.**

מכובדי,
אנו פונים אלייך על מנת שתוציא תחת ידיך צו האוסר על המפלגות להשתמש בשיטת הבינגו על מנת לעקוב אחר הצבעות. כפי שנציג במסמך זה, השימוש בטכנולוגיות כיום, ביחד עם שיטת הבינגו, עשוי לפגוע בחשאיות הבחירות ויש בו כדי לפגוע במצביעים ולאפשר שימוש בקבלני קולות.

פנייתנו נובעת לאחר שהתקבלו אצלנו מספר מסמכים וכן קראנו בתקשורת על אמצעים, אשר חיבורם גם יחד מאפשר את הפגיעה בחשאיות הבחירות. נציגם, ראשון ראשון ואחרון אחרון, ונבקשך לקבל החלטה בנושא ולאסור על השימוש.

הסיבה לפניתנו היא כי נפל לידינו תדריך של רשימת הליכוד-ביתנו לנציגיה בועדת הקלפי. [העתק התדריך צורף וסומן כנספח א' לפניתנו] מהתדריך ניתן ללמוד כי המפלגה דורשת מנציגיה להעביר לה באופן עיתי את רשימת המצביעים שהגיעו לקלפי כדי שתוכל להמריץ את אלו שטרם הצביעו להצביע. מבדיקה שערכנו עולה כי המדובר בנוהג נפוץ וידוע המתבצע מזה שנים על-ידי כל המפלגות. הפונים הם חוקרים בתחום אבטחת המידע והקריפטוגרפיה (בסיוע משפטי) ואנו סבורים כי יש בנוהג דנו כדי לפגוע פגיעה ממשית בטוהר ההצבעה ובסודיות הבחירה של כל מצביע.

הקדמה: על שיטת הבינגו.

שיטת הבינגו נפוצה לה במערכות בחירות, ומבוססת על כך שלמפלגה, בדרך הכלל, ישנה רשימה



Conclusions