Differences PVC Vs. Internet

- More Reason To Be Concerned
  - Less Awareness, More Coverage, New Data Types, More Data (Context)

- Less Technical, More Social Issues
  - Real-World++ Instead Of Internet++ (Social Protocols)
  - Simple Authentication Won‘t Work Anymore
  - Simple Anonymization Won‘t Work Anymore

- No Dramatic Social Shifts
  - Location Information vs. Mobile Phones
  - Life Recorders vs. Digital Audio & Video Synthesis
Specific Technical Problems

- Authentication
  - Whom Are We Talking To?
  - How To Simply Get Things Talking (Or Stop Them From?)

- Preferences
  - How Do We Translate Complex Social Habits Into Machine-readable Rules?

- Anonymization
  - How Do We Effectively Anonymize Video Streams, Audio Recordings, Innocuous Sensor Readings?
Technical Guarantees

- No Guarantees
  - We Don’t Have Any Today
  - We Shouldn’t Hope For Any Tomorrow

- Watermarking?
  - Unless We Want Binary Representations

- Accountability
  - Enterprise Pets Can Increase Flexibility And Decrease Costs
  - But: Mistakes, Fraud Will Always Be Possible
Regulations & Support

- Comprehensive Legislation In Europe
  - Has Shown International Impact
  - Needs To Be Adjusted To Accommodate New Technologies And Players
  - Trust? Cultural Dependencies...

- September 11 Implications?
  - Regular Political Process

- Role Of Technology
  - Enable People/Companies To Respect Privacy
Challenges

- **Research**
  - Authentication, Preferences, Management (Zero Configuration), Anonymization

- **Industry**
  - Social Responsibility (Advertisement)
  - Enterprise Pets (Data Access, Data Quality)

- **Lawmakers**
  - Simplify Privacy Laws
  - Update To Current Technology