

# Online privacy tools for the general public



# Background



- Increasing need for preservation of online & mobile privacy.
- Numerous online privacy tools (e.g. for secure communication, anti-tracking protection, anonymous browsing).
- Trustworthiness of available tools not always as expected.
- Claimed privacy tools that fail to offer what they promise can be very dangerous.

# A portal for trustworthy privacy tools

- Scope: to bring more certainty and assurance in the field of online privacy tools.
- Based on existing tools and practices.
- In close collaboration with EU privacy experts from different domains (academia, public sector, private researchers).
- Target audience: the average internet user (general public).
- **Project for 2015: Study on the availability of trustworthy online privacy tools for the general public**

# Study on the availability of trustworthy online privacy tools for the general public



- Objectives & Tasks:
  - To perform a state-of-the-art review of existing initiatives promoting privacy tools (web sites, portals, services and studies at national, EU and international levels).
  - To conduct a feasibility analysis for the development and maintenance of an ENISA-driven privacy tools' portal.
  - To carry out a pilot by establishing a preliminary list of trustworthy privacy tools and relevant maintenance plan.

# Task 1 – state of the art review



- Phase 1: Identification of existing privacy tools initiatives.
  - public/private sector.
  - MS/European/international levels.
  - focus on privacy (not general security).
  - focus on open-source and/or freeware.
- Phase 2: Evaluation based on a set of criteria: type of info offered, selection approach, maintenance plan, usability, user acceptance.
- Phase 3: Comparative assessment.
  - similarities, differences, strengths & weaknesses.
  - existing gaps and needs, future challenges.

## Task 2 – feasibility analysis

- Phase 1: Assessment of necessity for an ENISA activity in this field.
- Phase 2: Feasibility study for the development and maintenance for an ENISA-driven portal for privacy tools.
  - Approach & scheme for the evaluation of the trustworthiness of the privacy tools.
  - Technical, organisational and financial requirements for the selection of tools and maintenance of the portal.
  - Involvement of the broader EU and international privacy community.
  - In parallel with pilot (Task 3).

## Task 3 – pilot



- Establishment of a preliminary list of privacy tools in a selected privacy area
  - Identification of available open-source and/or freeware online tools, together with relevant reviews and information.
  - Definition of criteria for the evaluation of the trustworthiness of the tools. The level and depth of the evaluation will vary depending on the criteria chosen.
  - Evaluation of identified tools based on the established criteria. At least five (5) tools will be evaluated.
- Maintenance plan
  - A plan for the maintenance of the preliminary list of privacy tools over the next years.
  - Technical, organisational and financial needs for the maintenance will be defined.

# Advisory board



- An advisory board of experts from different domains:
  - Data Protection Authorities.
  - Consumer protection organisations.
  - Academia.
  - Privacy research groups.
  - NGOs.
- Established at kick-off and continuously consulted.



## Input from NLO community

- National initiatives on privacy tools portals.
  - Evaluation criteria for the selection of tools.
  - Maintenance requirements (learn from experience).
- Interested parties/bodies & experts for the advisory board.



**Thank you for your attention!**

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