

Script Video Eight: Nora and Alice on data processing

Every now and again Alice would go with Nora to the city park to walk Nora's dog. It was Sunday morning, and the weather was great.

Nora wanted to know how the citizen science project is going. Alice told her about how wonderful the people she gathered information from were, and how the project was really enriching her. Soon the conversation drifted toward data processing.

Nora noted that it is not so innocent to process sensitive data. She told about a 2006 Netflix case, where a challenge for better content searching was set up by the company. However, the anonymized data associated with the challenge could have been cross-referenced with other datasets and some of the Netflix users could be individualized.

Alice asked what could be done in such a case to remedy the situation. Nora shook her head. Once data is out, there is nothing meaningful you could do, she explained. If such thing happens now there would be substantial fine for the company, but that is pretty much all the regulators could do.

Alice was curious how much Netflix had to pay for the data breach. And she was somewhat disappointed to understand that the case is from before the privacy protection legislation came into force. But if that was to happen now, Nora explained, the forfeit would depend on the number of people involved and the degree of negligence showed by the company.

Alice wondered what she should do if she found such correlation between the data she would process and the other information she had. Report it right away to the project coordinator - was the immediate answer of Nora.

It started to rain and both friends found themselves chasing the dog who had wonderful time trying to roll over in every muddy little pond on their way back.