How to Promote PET Usage

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http://www.rogerclarke.com/DV/PETPromo-1405 {.html, .pdf}

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Privacy-Enhancing Technologies

- Tools, standards and protocols that directly assist in the protection of the privacy interest

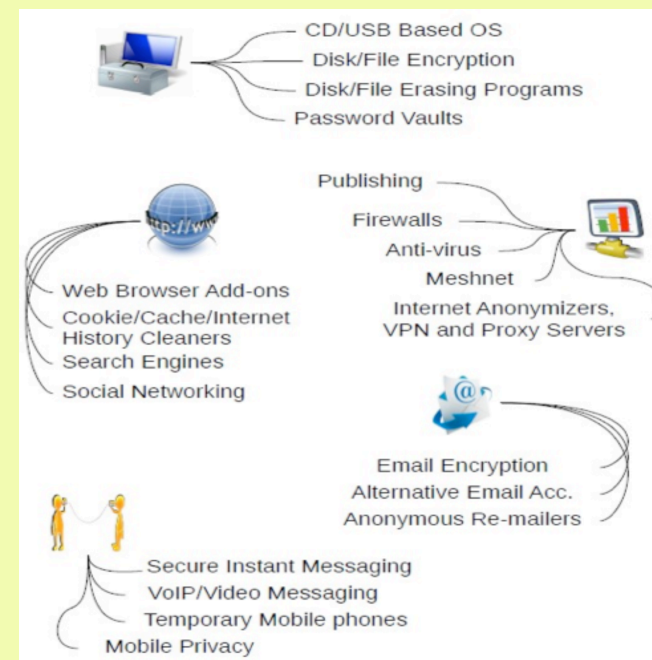2

Privacy-Enhancing Technologies

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1. **Counter-PITs** combat Privacy-Invasive Technologies (the PITs), e.g. crypto protections for messages, anti-malware software, cookie managers
2. **Savage PETs** are tools for strong anonymity e.g. anonymous remailers, Tor
3. **Gentle PETs** are tools for protected pseudonymity e.g. multiple email and Web personae

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PETs are numerous, technical and confusing

CD/USB Based OS
Disk/File Encryption
Disk/File Erasing Programs
Password Vaults

Publishing
Firewalls
Anti-virus
Meshnet
Internet Anonymizers, VPN and Proxy Servers

Web Browser Add-ons
Cookie/Cache/Internet History Cleaners
Search Engines
Social Networking

Email Encryption
Alternative Email Acc.
Anonymous Re-mailers

Secure Instant Messaging
VoIP/Video Messaging
Temporary Mobile phones
Mobile Privacy

Reorganisation of http://epic.org/privacy/tools.html

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- **Counter-Attacking Technologies** (CATs?)
- **Assault Technologies** (ASSes?)

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PETs are Innovations

- After invention, a new idea has to be applied
- PETs are interventions in complex environments
- PETs are strange
- PETs are change, which is always threatening

- There are bodies of knowledge relating to:
  - Diffusion of Innovations
  - IT Adoption
  - IT Avoidance
  - Usability of Computer-Based Technologies

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Innovations need Drivers, and face Impediments

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Impediments

- **(Un)Awareness** – why would I need one of those?
- **(In)Comprehensibility** – it does what?
- **(Un)Installability** – how do I get it on my device(s)?
- **(Un)Usability** – how do I get it to do what I need?
- **(In)Convenience** – does it interfere with my activities?

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Drivers

- **Perceived Need** – justified and/or delusive paranoia

  RA: Threats, Vulnerabilities, Safeguards, Residual Risks

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Does EveryPerson Really Need a PET?

- PETs are needed by particular kinds of people, or people in particular situations

- Such people fall into various categories

- Those categories have different needs

- PETs need to be targeted at those categories

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User Segmentation for PETs
Categories of 'Persons-at-Risk'

Social Contexts
- Victims of domestic violence
- Celebrities and notorieties at risk of extortion, kidnap, burglary
- Short-term celebrities such as lottery-winners, victims of crime
- Victims of harassment, stalking
- Individuals subject to significant discriminatory behaviour
- People seeking to leave a former association, e.g. ex-gang-members

Political Contexts
- Whistleblowers
- Dissidents

http://www.rogerclarke.com/EC/eHlthRes.html#PAR

http://geekfeminism.wikia.com/wiki/
Who_is_harmed_by_a_%22Real_Names%22_policy%3F

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User Segmentation for PETs
Categories of 'Persons-at-Risk'

Organisational Contexts
- Corporate executives
- Government executives
- Undercover operatives
- Law enforcement and prison staff
- Mental health care prof'ls, counsellors

Legal Contexts
- Judges, lawyers and jurors, particularly in highly-charged cases
- Witnesses, including people in protected witness programs
- Ex-prisoners re-integrating with society

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A Strategy to Achieve Greater PET Adoption

- Focus on one or more relevant user segments
- Conduct risk assessments for those segments
- Design suites of tools with the relevant features / Adapt existing suites of tools to retro-fit those features
- Embed those features in the targeted user segment's working environment
- Provide clear explanations, examples and training
- Identify and sell to opinion leaders, change agents and change aids

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