

Cultural obstacles to personal data sharing



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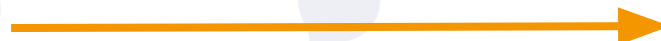
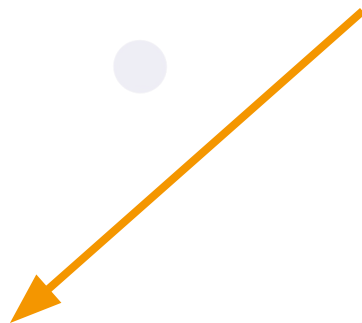
Paul-Olivier Dehaye



Joint work



MIGROS
Engagement



Main obstacle

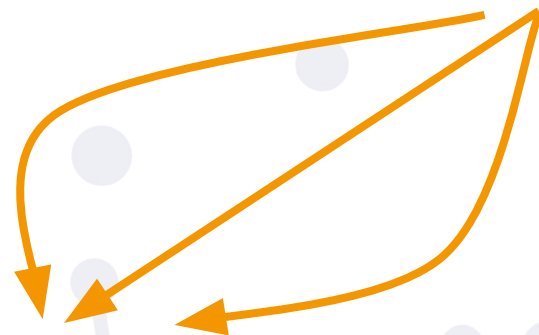
Lack of data culture

Lack of data-related ambition for society

Joint work



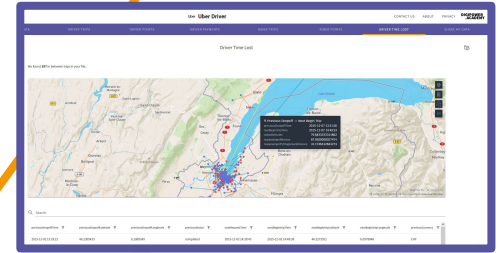
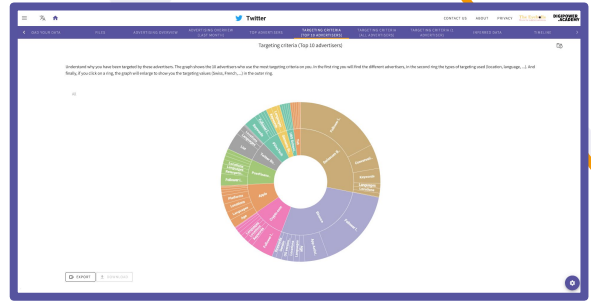
MIGROS
Engagement



The Eyeballs
We are the targeted audiences

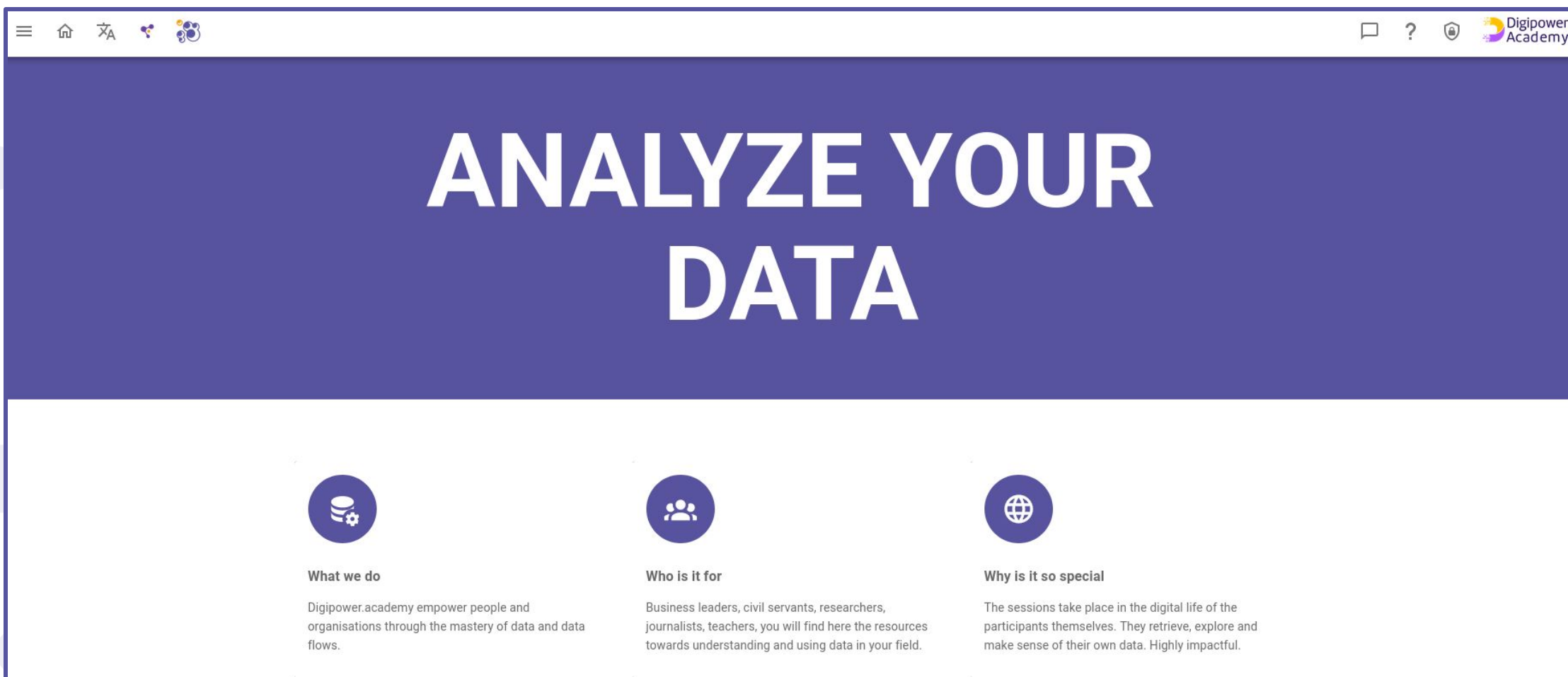
dating
privacy

+ projects with:



Recover, Understand and Leverage your personal data


**DIGIPOWER
.ACADEMY**



Navigation icons: Home, Search, Language, and a logo icon.


Page title: Digipower Academy

ANALYZE YOUR DATA




What we do

Digipower.academy empower people and organisations through the mastery of data and data flows.



Who is it for

Business leaders, civil servants, researchers, journalists, teachers, you will find here the resources towards understanding and using data in your field.



Why is it so special

The sessions take place in the digital life of the participants themselves. They retrieve, explore and make sense of their own data. Highly impactful.

Digipower.academy

The screenshot displays a web browser window with the following content:

- Page Title:** Data Experiences
- Grid of Data Experiences:**
 - AppleTracker:** Tracking data (Apple logo)
 - Generic data experience:** Explore data from anywhere! (Clipboard icon)
 - Fitbit:** Data Experience (Fitbit logo)
 - Google Takeout:** Data Experience (Google Takeout logo)
 - Instagram:** Data Experience (Instagram logo)
 - LinkedIn:** Data Experience (LinkedIn logo)
 - Netflix:** Data Experience (Netflix logo)
 - Strava:** Data Experience (Strava logo)
 - TrackerControl:** Tracking data (Rocket icon)
 - Uber:** Customer data (Uber logo)
 - Uber Driver:** Data Experience (Uber logo)

Consent & Share My Data

With this form, you can make your final choices about which data will be shared into the pool and what information will be viewable by the group. We aim to show you the value of pooling your data and viewing it together with others. Please follow the 5 steps below to share your data into the pool.

1. Filter your data

Using the previous tabs, which data should be shared into the pool (e.g. by dates, place or area)

2. Select which tabs to share

Please check which tabs' data should be shared (you must have visited a tab for it to be selectable). Data from unchecked tabs will not be shared into the pool.

- Places visited
- One Place
- Other Candidates
- Travels
- Records
- Wifi

3. Set your privacy setting

You can specify how much of your data can be viewed in detail by the group by setting your privacy level. This lets you specify how anonymous you want to be. We will make sure that the details of your individual data remain anonymous by only

Unrestricted – all of my datapoints are visible

Only show data points shared by at least 2 people including me

Only show data points shared by at least 3 people including me

Only show data points shared by at least 4 people including me

Only show data points shared by at least 5 people including me

Data beyond the “academy”

- possibility to deploy entire data analysis pipelines
- encrypted end-to-end

Value first for the individual

Goal: build a civil society ecosystem

- **journalists,**
- **educators,**
- **labor unions,**
- **academics**

respectemesdatas.fr

The screenshot shows the website's main interface. At the top left is the 'UC QUE CHOISIR' logo. A red navigation bar contains the links 'ACCUEIL', 'ANALYSER VOS DONNÉES', and 'EXERCER VOS DROITS'. The main heading reads 'je ne suis pas une data' with 'une data' highlighted in a red box, followed by 'DÉCOUVREZ CE QU'ILS SAVENT SUR VOUS.' Below this is the subtext 'Obtenir mes données, comprendre ce qu'ils savent de moi'. A row of eight service icons is displayed: Facebook, Twitter, Instagram, LinkedIn, Uber, Google Takeout, Tinder, and TikTok. At the bottom, two buttons are visible: 'RÉCUPÉRER VOS DONNÉES' and 'ANALYSER MES DONNÉES'.



Fédération Romande Consommateurs

frc LE POUVOIR D'AGIR

L'association des consommateurs

SOUTENEZ NOS COMBATS →

smartphones, lorsqu'ils sont utilisés, mais aussi lorsqu'ils sont simplement posés sur la table ou glissés dans nos poches.



L'expérience des Martine

C'est **une expérience unique en son genre** qui s'est tenue dans les locaux de la FRC en mai dernier. En collaboration avec HestiaLabs, projet qui met son expertise au service de la réappropriation des données personnelles, nous avons analysé les flux de données résultant de l'utilisation de nos smartphones au quotidien.

Google sait exactement quand j'ai quitté mon domicile pour la

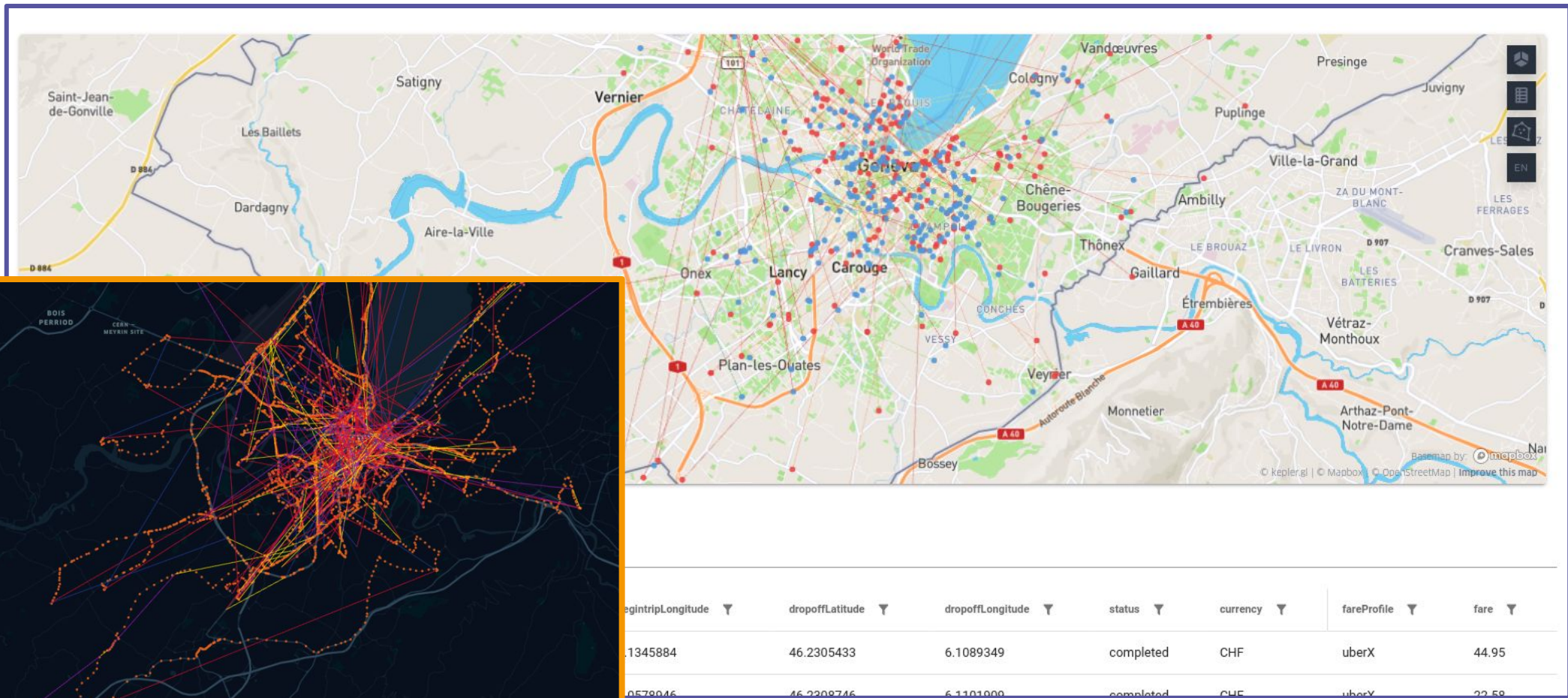
The Eyeballs
We are the targeted audiences



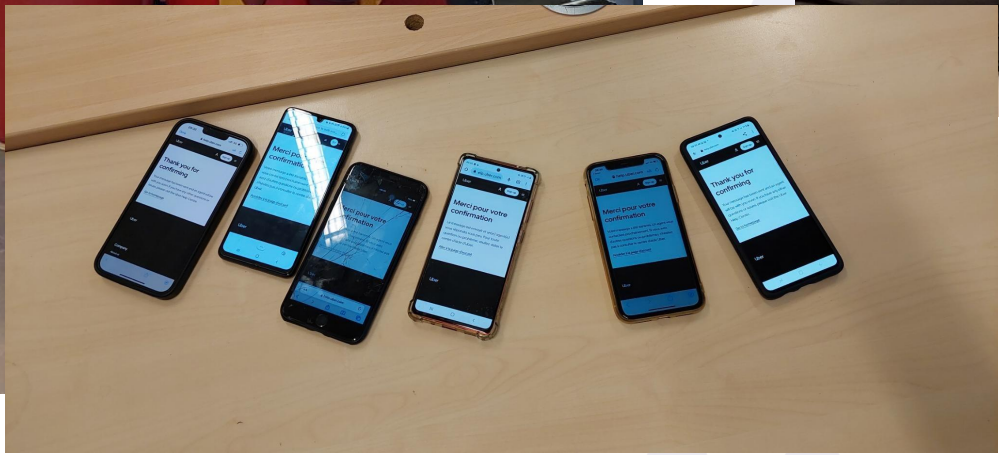
Uber drivers

- not independent workers, but employees
- any evidence of distance or time @work is CHF

Step 1: Collective awareness



Step 2: Collective action



Step 3: Individual value

status	week	km		distance	sum_osrm_distance_km						sum_duration_h						n_uber_p
		P123	total		P3	P1	P2	P3	P23	P123	total	P1	P2	P3	P23	P123	
0	2018/03/12 - 2018/03/18	1000.7	1000.7	452.26	601.69	291.44	405.71	697.15	1298.84	1298.84	16.94	11.21	15.99	27.2	44.14	44.14	1334.16
1	2018/03/19 - 2018/03/25	1337.24	1337.24	773.69	765.7	317.87	732.06	1049.93	1815.63	1815.63	24.17	13.64	25.44	39.08	63.25	63.25	2240.71
2	2018/03/26 - 2018/04/01	1519.93	1519.93	696.29	927.66	410.02	669.41	1079.43	2007.09	2007.09	29.43	17.77	26.53	44.3	73.73	73.73	2181.27
3	2018/04/02 - 2018/04/08	899.96	899.96	432.59	592.83	204.87	394.06	598.93	1191.76	1191.76	27.34	8.9	16.06	24.96	52.3	52.3	1364.07
4	2018/04/09 - 2018/04/15	1132.34	1132.34	584.28	596.03	343.38	546.34	889.72	1485.75	1485.75	22.03	12.55	20.34	32.89	54.92	54.92	1769.95
5	2018/04/16 - 2018/04/22	1054.83	1054.83	629.68	455.59	335.68	584.06	919.74	1375.33	1375.33	14.86	12.03	20.41	32.44	47.3	47.3	1915.22
6	2018/04/23 - 2018/04/29	327.35	327.35	118.98	166.51	137.81	116.91	254.72	421.23	421.23	3.69	3.53	3.92	7.45	11.14	11.14	350.72
7	2018/04/30 - 2018/05/06	795.08	795.08	316.91	484.42	230.5	289.18	519.68	1004.1	1004.1	15.96	8.08	11.11	19.19	35.15	35.15	943.22
8	2018/05/07 - 2018/05/13	1117.88	1117.88	504.49	754.89	225.13	462.72	687.85	1442.74	1442.74	31.08	10.18	19.28	29.46	60.54	60.54	1563.31
9	2018/05/14 - 2018/05/20	998.77	998.77	468.9	708.25	213.63	431.61	645.24	1353.49	1353.49	16.78	7.45	14.47	21.92	38.7	38.7	1332.89
10	2018/05/21 - 2018/05/27	864.82	864.82	523.06	386.55	218.65	493.86	712.51	1099.06	1099.06	11.45	6.83	15.26	22.09	33.54	33.54	1415.4
11	2018/05/28 - 2018/06/03	1105.13	1105.13	533.28	662.58	266.01	483.94	749.95	1412.53	1412.53	18.94	9.8	18.86	28.66	47.6	47.6	1678.69
12	2018/06/04 - 2018/06/10	1007.18	1007.18	643.84	492.5	288.75	591.7	880.45	1372.95	1372.95	19.06	9.43	19.96	29.39	48.45	48.45	1867.24
13	2018/06/11 - 2018/06/17	693.54	693.54	412.56	383.45	180.43	379.21	559.64	943.09	943.09	14.5	7.02	14.43	21.45	35.95	35.95	1226.08
14	2018/06/18 - 2018/06/24	550.04	550.04	523.71	91.39	222.4	460.58	682.98	774.37	774.37	5.32	11.81	21.55	33.36	38.68	38.68	2190.02
15	2018/06/25 - 2018/07/01	711.73	711.73	642.32	154.38	243.69	564.44	808.13	962.51	962.51	7.53	13.47	28.75	42.22	49.75	49.75	2817.51
16	2018/07/02 - 2018/07/08	739.35	739.35	566.9	292.85	225.37	489.27	714.64	1007.49	1007.49	12.18	12.02	25.17	37.19	49.37	49.37	2339.98

Step 4: Collective value

Governing work through personal data: The case of Uber drivers in Geneva

f i @ s t m x ñ d @ y
PEER-REVIEWED JOURNAL ON THE INTERNET

Governing work through personal data:
The case of Uber drivers in Geneva
by Jessica Pidoux, Paul-Olivier Dehaye,
and Jacob Gursky

Abstract

This article presents an ethnographic account of the advocacy initiative, conducted by NGO PersonalData.IO and the company Hestia.ai, that seeks to empower gig workers by helping them regain access to their personal data through data access rights, using the European Union General Data Protection Regulation. It is based on a case study of Uber drivers in Geneva that has a worldwide relevance for the gig economy. Previously self-employed, drivers are now classified as employees and their working time and earnings must be calculated according to local labour laws. We contribute to debates on algorithmic management in ride-hailing platforms by focusing on participatory methods of accountability through personal data, from an infrastructural perspective. First, we focus on the nexus between personal data protection and algorithmic management to understand the domination of ride-hailing platforms over the workers' means of production, *i.e.*, their personal data. We provide empirical transparency on the data structures of Uber for the sake of algorithmic accountability. These structures are utilised for their surge pricing algorithms and ultimately govern the workforce. Second, within a collective process of governance, we built participatory tools and methods for empowering gig workers and data scientists. These are means for calculating earnings and working that made explicit a new social meaning of work, *i.e.*, "lost time between rides".

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- [6. Conclusion: Sociotechnical meanings of working time and perspectives](#)

1. Introduction: Governing workforce and work accountability through personal data

This paper discusses the collection of personal data by the Uber app and the social meaning of working time constructed upon it by drivers from an infrastructural perspective. It is a pioneer empirical study of algorithmic accountability for understanding the data structures of Uber's surge pricing algorithms, which allow computational decisions. These decisions are guiding drivers' working practices through a perceived algorithmic management that puts at stake how to calculate working time according to local labour laws. We focus on a case study of Uber drivers in Geneva, Switzerland, who exercised their data access rights within sociotechnical and political negotiations, driven by a practical goal: to account for working time and claim the benefits, in terms of labour rights, that drivers have so far been denied.

Step 5: Export

- South America + Spain for delivery workers and on-demand drivers
- African Content Moderators Union



unine[•]
Université de Neuchâtel

Conclusion

- **start with education, without touching data**
- **individual value first, collective value second**
- **value is not just money**
 - **more like a vote than a sale**
- **multiple perverse incentives everywhere**
- **fastest to make things move:**
 - **multiple stakeholder types**
 - **all need to be paid, but recognize incentives**