

# UN privacy Rapporteur: Need for awareness campaigns so people can make informed decisions about personal

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Jakob Møllerhøj @jmollerhoj Tuesday, June 14, 2016 - 17:01 0

Joe Cannataci disputes the position of United Nations Special Rapporteur in relation to the court for almost a year.

UN Special Rapporteur privacy Joe Cannataci have just been visiting Copenhagen to talk about some of the privacy-related issues, the world population will face in the digital age. He was invited to Copenhagen by the Danish Institute for Human Rights and the think tank DataEthics.eu.

[Cannataci denies UN post for almost a year](#). During his speech at the Institute for Human Rights, he pointed among other privacy threats that arise when multiple sets of data about citizens are run together, since it can suddenly be possible to identify individuals, as the starting point should have been anonymous.

In a subsequent interview with Version2 deepened Cannataci the view.

"The greatest danger is that when you open the data, so it makes you able to perform big data analysis across multiple data sets and see new patterns and so on. And in the case as the biggest risk de-anonymization and re-identification. If you take 3-5 different sets of data, and compares and analyzes them, then you can find out that some who should have been anonymised, now identifiable. "

Joe Cannataci is professor and head of the Department of Information Policy & Governance at the University of Malta. Since July 2015 he has been appointed as UN Special Rapporteur for the right to privacy. Here he visited the Institute for Human Rights in Copenhagen in June 2016th

## *Why is privacy important?*

'Privacy is important because it is a basic human right in its own way. But it is also an enabling right that enables people to meet their personality, to discover their personality, to develop their personality, "says Cannataci.

During his presentation, he illustrated the point with the story of how he had tried to give her children the chance to meet, discover and develop their own personality - just by giving them privacy in relation to lovers.

During the presentation pulled Cannataci also a smartphone rather, where he asked the audience how many people walked around with such a tracking device. There were many who did. The explanation is that people have purchased their units as they experience improves their daily life, explains Cannataci. And mobile phones are no longer perceived as tracking devices.

To emphasize why they are tracking units, said Cannataci during his presentation that data will not only be collected and used by a single app or wearable producer. The data on users are also resold - sometimes for several other companies.

And Joe Cannataci doubt that there actually are especially many users are aware of the extent to which their data is collected and resold.

"I think it's important that we look at these aspects of privacy and take a decision on an informed basis. But to take such a decision, you should know you need to be informed, "he says and continues:

"Therefore, we need comprehensive awareness campaigns, which can enable us to remain informed and can



enable citizens to make informed decisions about which data he or she gives away, and what data they keep. «

Joe Cannataci generally believe there is a need for the strengthening of data protection that keeps an eye on companies handling personal data. That means more resources, more power and a more proactive behavior.

"In many cases, companies themselves monitored by the Data Inspectorate, which is found in many countries, but should be strengthened - and further strengthened in future editions."