Moderator: So there's a couple of questions there that should have popped up, one is, which of the following devices do you use? Desktop computer, laptop computer, smartphone, so you can choose as many or as few as relevant. And then how much time do you spend online per day as well. Imran is back, great. I don't know if you heard that Imran, but there's a little poll that should have just popped up. Oh no, Imran's gone again. All right, we might just have to continue without him. Okay. That's really interesting. So lots of laptop users, lots of smartphone users. And that's quite interesting, can I ask you who doesn't use a smart phone?

Farhan: Can you repeat what you said?

Moderator: Yeah, I was just wondering, so five out of six people use a smartphone, so I was just interested who didn't use a smartphone. Anyone?

Mike: It was me that didn't use a smart phone.

Moderator: Okay, great. Can I ask, can I ask why?

Mike: Because I tend to do it while I'm doing my uni work as well.

Moderator: Okay. Yeah.

Mike: So it's killing two birds with one stone because it's making my screen bigger.

Moderator: Yeah, absolutely. That's really interesting, and just to go on to the next little section. So a range of users, so some people only 1-3 hours a day. Can I ask who, who only uses... goes online, 1-3 hours?

Charlotte: Oh dear that's me.

Moderator: That's you, okay. Can I ask in those one to three hours, what you're doing online?

Charlotte: Just trying to waste some time. I get a bit bored, so I start browsing and that's it really?

Moderator: What sites do you browse on?

Charlotte: All sorts, I'll try and find ways to spend money when I've got no money. I'll do anything I can.

Moderator: That's really interesting. Is that similar to other people as well? Do you just browse online to procrastinate maybe, or just to see you see what's out there? Maybe Castor, you could share what you do?

Castor: Yeah pretty much. I tend to use Netflix quite a lot. So it's mainly streaming and YouTube, and then you have your google searches, some shopping online but mainly to kill my time to be honest.

Moderator: That's really interesting. Firstly, maybe let me ask, do people know what personal data are?

Castor: Yeah.

Moderator: Yeah. Can you maybe try and either describe it or give some examples if that's easier?

Castor: Yeah. I'm not a hundred percent sure if it's a full explanation, but I know that it's the cookies you leave behind while using Facebook, for example, they pick it up and they collect data for me as a person let's say. And then they, I think cloud companies, they store this data and then they sell it to, I don’t know, to Facebook or whoever the company might be.

Moderator: Is that the kind of understanding of everyone else? Do people know what personal data are? Maybe I could ask Farhan?

Farhan: I think the companies that collect the data, I know they do for business, but they're open in telling why they are collecting it. So it doesn't bother me even if they collect the data, but, if they're open, then I'm happy with it.

Moderator: Yeah.

Farhan: Yeah.

Moderator: Can I ask, do you know what data they're collecting?

Farhan: Mostly it depends on what I browse most of the time, and I get an idea when I browse like most of the things on internet, I get like similar experience or similar kind of sites presented to me. Most of the time, especially on YouTube and Google, I think yeah [that's the thing].

Moderator: Yeah. So, when they're collecting data they're personalizing the experience? Is that your understanding?

Farhan: Well, I got to think, yeah, I'll definitely give an answer on that. [If you go on, yeah.]

Moderator: Maybe I could ask someone else. So maybe Zora, why do you think these companies are collecting personal data?

Zora: I guess, well, to know me better, to know what I'm looking for online, to know what I prefer, to know my preferences, And also when I use some websites for online shopping, I think they use my preferences. Yes. Et cetera. Et cetera. To know me better, to offer me some products, to offer me some services that I might be interested in, something like that.

Moderator: And do you think that's a sort of a good way or a good use of your personal data?

Zora: It depends. Well, yes. I think it's not bad if they don't use it for some bad reason. So yes [it’s good,] if they use it just to know my preferences, yes, it's good.

Moderator: Yeah. Can I ask if anyone else knows or thinks, there're other uses that companies might put their personal data to, so maybe Mike?

Farhan: Also to make money.

Moderator: Okay. Yeah. Did you know how they make money out of your data?

Mike: Sorry. I would say things like phone numbers where they sell them off.

Moderator: And, is that-

Mike: And cold calling.

Moderator: Yeah. Yeah, absolutely. Have you, have you experienced that yourself or?

Mike: Yeah. It's annoying.

Moderator: Yeah. Can I ask how, how do you think they got your phone number?

Mike: Normally they sell them off, but I'm not 100% sure how.

Moderator: Yeah. What I'm asking is, do you know how they got it at the start? Well-

Mike: No. Not really.

Moderator: No. It's quite interesting, so we might want to think about it in terms of when you sign up to a site, do you know what personal data you give them?

Mike: It's normally your address and obviously your phone number and things like that. That’s why you've got to be careful.

Moderator: So yeah, is that everyone else's experience? So maybe Ileara if I ask you, when you sign up to the particular site, do you know what personal data that you give them?

Ileara: Yeah, for me, most times I give them my name, phone number, email address, and if it’s a job site, most times they send me other job applications relating to the role and then sometimes I get junk mails also. Sometimes. So, yeah.

Moderator: So that's quite interesting. There's a positive and a negative side to them collecting your personal data. Yeah.

Ileara: Exactly.

Moderator: Yeah. Can I ask then, does anyone have any other understanding to what personal data might be? So we've talked a lot about name, address, phone number. What about things that we might think are more sensitive, so political views or religious beliefs?

Castor: Yeah.

Modeator: Do we sort of class them as personal data as well?

Castor: Yeah, absolutely. If I could quickly jump in.

Moderator: Please do.

Castor: I mean, I know that, most of these companies that do have a fairly big AI system, so they use the data, according to what you're watching or what you're searching, you know. Yeah. There is a quite a big issue with this political thing, because I think in the U.S. it was quite big while Trump was trying to be elected in 2016. They use this to give him a bump. Well, Hillary Clinton was only on the opposite side, so it was using personal data, but not in the best way possible, I would say. So it can be really good because you can really find what you look for easily because they provided to you very easy. But then from the other side, they use it to their advantage. If you want to say so.

Moderator: That's really interesting. Yeah. That's really two interesting strands. So one is positive and one's a negative side. And so we might think about it in terms of personalizing the content, but the other side is to target you. Would that, be fair to say?

Castor: No, absolutely. And to be honest, you don't really know what data you are giving them because they hide it in the small letters, you know? I know, while you sign up on Facebook, for example, you have to consent or accept on the data you're providing, but it's like a fifteen page thing. So I don't think anyone's reading it line by line. So-

Moderator: That's an interesting point, actually. Does anyone read the terms and conditions when they sign up to let's say Netflix or Facebook? Everyone's shaking their heads there.

Castor: Yeah, I don't do it

Moderator: No.

Ileara: Sometimes but very rarely.

Moderator: Very rarely? So what-

Mike: I would say, it’s, when you go through things like iTunes, you don't actually look, you just skim it, press okay and move on.

Moderator: Yeah. Can I ask why that's the process that you take? Why don't you spend more time reading it?

Mike: Because it's too long.

Moderator: Yeah.

Ileara?: Exactly.

Farhan: And even there…even if there is trust in the company, that it is a legit company.

Moderator: Yeah. So that's quite interesting. So say for example, iTunes, do we have trust in Apple?

Farhan: Oh yeah.

Moderator: [That’s interesting.] What about Facebook in particular? So the things that Castor was talking around Trump and things like that, do we have trust in Facebook or-

Farhan: It depends on the contents that I use. So now Facebook is definitely a good company, but they are now different concept, [contenders] within it, that tries to collect the data. Then again, it depends on you, what you want to get into it. So it's a personal preference, personal choice.

Moderator: That's really interesting. So you're happy signing up to Facebook because... I'm trying to think of a good way to explain this. Maybe that... Let me put it a different way. So can I just see, does everyone use Facebook?

Farhan: I'm not.

Moderator: Does anyone not?

Farhan: Yeah me.

Moderator: Oh you don't use it?

Farhan: I don't use it.

Moderator: Well, okay. Why don't you use Facebook?

Farhan: I actually use it, but it just takes my time. I use it at the same time for different things. So yeah, that's the only thing.

Moderator: Yeah. And for those of you who do use Facebook more frequently, are you aware of the personal data that they're taking when you post and you share and click on things? Maybe, Charlotte, do you use Facebook?

Charlotte: Yeah I do.

Moderator: Are you aware of the kind of data that they're collecting?

Charlotte: Not really. I just think whatever website you use, they take something. So I'm just not really that worried about it, to be honest.

Moderator: Is that because you think that the information is just available or it's because you think it's a fair trade for what you're doing?

Charlotte: I just think if someone wants the information about you they'll get it anyway. So I just don't really worry about it.

Moderator: Well, that's really interesting. Is that how other people feel, maybe I can ask Zora?

Zora: Yes, I agreed with Charlotte. It's a fair trade. I'm happy to share some information, like my name and some preferences, et cetera et cetera. But I never share sensitive information, like my bank information.

Moderator: So it's okay If it's just age, location-

Zora: Yes, absolutely yes. Places I visit, books I read, you know, people I make friends with. It's okay to share this information, I think, it's not a secret. You know?

Moderator: Yeah. Do you, do you mind who they're sharing it with? So again, I was just thinking, going back to Castor's point around political adverts, for example, in the States. Does that bother you or, again, it's just part of using Facebook?

Zora: It's part of using Facebook...I don't interact with any political content, it's just content, you know, I just connect to my friends, I connect to my family. I’m subscribed to some, I follow some cats, funny dogs, you know? Nothing too personal.

Moderator: Yeah. Okay.

Zora: Entertainment. Entertainment content.

Moderator: Yeah, and so similar to some of what Castor said, it's fine if it just helps you, in terms of the entertainment, find something that you're interested in more easily?

Zora: mm.

Moderator: Yeah.

Zora: Yeah, pass the time, really.

Moderator: Okay, just passing time. Can I ask, does anyone…is anyone worried about what they're sharing with Facebook or you're fairly happy with the interaction?

Farhan: The thing is, it’s what you think about the companies that makes you worried or not. So, if you know what you are doing and what you are getting into, then you really don't have to worry about it. You trust yourself enough to... Okay, I've done something and you trust even the company that you get into. Yeah.

Moderator: So that's really to say again, we're coming back to this idea of trust and then that's really important. It seems like everyone's fairly comfortable using social media, the level of data, personal data, that you have to give or that gets harvested. Can I ask, are there any situations online where you do feel at risk? Or do feel out of control?

Moderator: Maybe I could ask for Ileara?

Ileara: Okay. So, not really. Okay. I think sometimes like two months ago, there was this question about WhatsApp. I think Facebook own WhatsApp and there was this discussion that your chat is not safe, is not private. And a lot of people were trying to migrate to Signal or Telegram. Then there was now a circular sent by WhatsApp saying there's end to end encryption and all. So, at that point, a lot of people were not stable with the whole WhatsApp communication because, people share a lot, they share voicenotes, you know how people gossip. A lot of things happen so at that point, I just…most times, if I want to share some things with [people], I would rather do it through email or Telegram, because I think it's more secure.

Moderator: Yeah. Is that a sort of similar experience for other people as well to think email is more secure than WhatsApp, for example?

Castor: If I could quickly jump in here-

Moderator: Yeah, please do.

Castor: I've seen, you know, there's one documentary on Netflix, which is pretty good on this topic, it's called, I think, Social Dilemma. And it's talking about exactly this, how are they actually using it. And if you see the biggest, I mean, most of those companies are... they're having all the antitrust lawsuits going against them, which is basically how they collect the data and what are they using it for. Because I think there was one person that actually asked for his data to be shown to him. So basically, my profile, let's say, Castor, what does it contain and who is using it? No one could really provide it, which is kind of dodgy, yeah, because you cannot really live without social media in this age I think. And talking about Facebook, it’s not only Facebook, it's like WhatsApp, Instagram, so they follow you everywhere. So whatever you do, it's kind of tracked. So it's a bit difficult to say, “I don't want to use anything”, because even email it's mainly used by Google. So it's again the same thing, so I don't think it's really such a big difference if you're going to say.

Moderator: So I'm just trying to sort of get a sense of that. Do you feel out of control then, or you just accept that's the way it needs to be?

Castor: Well, I accept that I cannot live without it because it's a good way to, for example, advertise if you own your own business or if you want, I don’t know, If you want to just use it for your personal use. It's interesting, but I definitely think that it needs to be, kind of easier to understand what you are giving up, because I think they do it on purpose, putting it in fifteen pages so it's really difficult for you to understand what you're signing up for. So they can basically use it as they want. In the end of the day, you are accepting. So it's your fault. You know, kind of. \*Laugh\*

Moderator: Does the rest group feel like that as well, that it is kind of, but… you don't know perhaps the precise nature of what they're doing, but it's just because everyone uses social media you have to use it as well. Maybe Mike, do you-

Farhan: It doesn't have to be.

Mike: I think, again, it's the way the world, it's the way that things are at the minute and it's only going to get more and more. You've only got to look at the way that, things like Alexa’s come in and it's become very dominant now. The way the world's changing, technology is moving on. You move on with the technology.

Moderator: So, I think Imran's just trying to join. Bear with me one second. Sorry, one second, just trying to let him back in. Sorry, thank you for that Mike, apologies for losing focus a little bit. Can I ask the rest of the group as well? If there are any other situations where you feel out of control. So we’ve talked a little bit about social media. What about... using sites that might be a little bit ethically dubious, though. Does anyone do file sharing or anything like that?

Farhan: Through email. Yeah.

Moderator: Okay.

Farhan: Yeah. I think that's a very secure way. But also there is also WeTransfer where I do share files with my business colleague. So yeah.

Moderator: Yeah. But you feel sort of in control of how that happens?

Farhan: Oh yeah yeah. Very much, very much. Because I trust it and yeah.

Moderator: Yeah. Does anyone have any concerns about ad tech or marketing? So, for example, you look at something on Amazon and then you get adverts for it on your, in your-

Farhan: I think that's the thing, that's why the company collects the data to give you advertisement that meets your needs and that showcase, those kinds of more stuff.

Moderator: Yeah.

Farhan: Yeah.

Moderator: So you feel in control of that? Has anyone been messaging someone about product and then it popped up on their Google- on their browser?

Castor: Yeah. Quite a few times that you talk about something or you're texting with someone on, well any platform, and then you tend to get, using Instagram, you just scroll and you see everything coming up. Yeah.

Moderator: And again, do you feel in control with what's coming up or it's just like you say, just the nature of using social media?

Castor: No, not really. You don't really feel in control. I mean, it might not bother you maybe because it's just, I don’t know… Let's say you look for shoes, you tend to get the ads for shoes and stuff. It's not really bothering you, but it's not really that you are in control of it. It's not that if you wish, you're not going to get it, that's what I'm trying to say.

Moderator: Can I ask everyone else's opinions around ad tech and whether it's welcome or unwelcome and whether you feel in control of it, maybe-

Farhan: I think it's also a personal preference. Like say YouTube, there is also a YouTube premium where you can stop coming those ads when you are navigating to something. So yeah, which I chose. [And when] those ads coming up, which I don't like sometimes, so I signed for YouTube premium where I don't get to see ads.

Moderator: So, yeah…I'm going to come back to this idea about YouTube premium in a little bit because I'm interested in what people pay to use online. But-

Mike: Can I just jump in?

Moderator: Yeah, absolutely. I was just going to ask the group about adtech. Yeah, so Mike?

Mike: What I was going to say is it's a marketing ploy. Say, for example, if you've got a child that's autistic, they're going to want to skip the adverts. So you're tied into buying it. And they’re hoping that you give in and go, "yeah, I'll pay" and you ain't got to deal with that anymore. It's like, you look at how TV's come along with Sky where you can pause the telly. You can fast forward through the adverts and things like that. It's still moving forward. But like you said, the question is where's your information going and how it's being used. You don't mind if it's being used correctly. And if you've got a little padlock in the top righthand corner, I think it is, of your web bar, as long as it's locked, it should be safe. But it's when you get clones of websites and things where they're deliberately put in there to do wrong. That's what you've got to look out for and things that are not always as they seem in regards to the internet.

Moderator: Do you, do you have any personal experience of that? I'm just interested if, say for example, if anyone's been hacked or had any problems with online security or privacy?

Mike: I've seen a lot of internet banking where they've gone to put it in and it looks a legitimate site and it isn't, and then they've took their personal data that way or they've done it for a cash point where they've gotten into your data that way, or, there's lots of different ways of doing it.

Moderator: And is that something that you'd like more control over?

Mike: I don't think you've really got a choice. Like you say, it's designed for you to be dragged down that avenue deliberately.

Moderator: Yeah- Oh, sorry. Yeah.

Mike: Like, like it's been said before, when you sign up for things like Google, you're agreeing to pretty much a package. It's like with Amazon. You know, you've got the Amazon Drive Cloud and the shopping and the Prime and everything that comes with it as a package, so it's more and more data that they're collecting. So, the more data that they're collecting, the more they're going to know about you.

Moderator: Yeah. So, going back to that question of…do you wish there was a way to control that or to limit the amount of data that they had about you?

Castor: I mean, to be honest for me, the perfect case scenario would be just to be aware of what you're giving up and if you don't wish to give up certain part of your data, I think you should be able to say, "I don't want everyone to be sharing this part of my data." If it's in terms of clothing and you are fine to give this part up, that's all right, but if it's in terms of, I don't know, you have a private conversation and then you keep getting ads on top of that, I think that that should be monitored and you should be the one saying, "Yes, I'm willing to give that up or not."

Moderator: So, again, I'm circling back to this idea of social media. Does anyone feel like they have that level of control when they're on social media?

Mike: No, I don't. I think it's changing. Coming back to what we were saying about America, the platform of the countries are changing, people's opinions are changing, there's that divide. It's like now, you've got to watch what you put on Facebook, because you might lose your job or you can't be opinionated. You've got to be reserved in what you want to think, because it can be took out of context or it can be put in the wrong hands or… You can see it with celebrities, where they've said something in the past and it's come back and bit them, well and truly, or things like that and that's where you've got to be so careful, because the most innocent things can be portrayed wrongly.

Moderator: Is that the opinion of the group? Maybe I can ask the Imran. Welcome back. We're talking about different situations where you feel at risk or out of control online and so, we're talking about social media. So, if you had anything to add there or just more generally as well, I'd be interested in your views.

Imran: Yeah. Hello everyone. I'm sorry for that. Yeah. I don't think I have control with data, to be very honest, you know , because you notice that when I download an app, yeah, so I have to allow all the permissions, so I don't think that I don't have control with data, when I download any app or use any app. Yeah. Yeah.

Moderator: That's quite interesting. So, when talk about downloading or signing up to things, do people feel in control or they have a choice in what personal data they give or do you just think it's- Yeah, Imran is shaking his head.

Imran: Yeah, we don’t have a choice, to be honest with you, because if I don't let them, you know, allow all permissions, so I don't think I can download the app. Yeah. That's a problem that I know I have when downloading the apps. Yeah. This is a problem. Yeah.

Moderator: That's really interesting. Can I ask, so people who haven't talked about control or, not, whether they think they've got enough control online or if they would like more? So, maybe Charlotte?

Charlotte: I'm not sure. I think you’ve kind of got as much control as you can have. I think with the internet and everything, people can find a way of getting your personal data, whether you consent to it or not. So, it's best to consent and give them what they want, rather than people taking it, if you know what I mean?

Moderator: Yeah. No, and that's really interesting, because I was going to ask about this idea of being advertised to. Do we think it's okay that they just take our data or do you think, again, we should have more control? So, you're saying that they're going to take it anyway, so we should just consent?

Charlotte: Yeah. Yeah. I think them like kind of sending you ads, which they've obviously seen what you've searched and sending you those kind of ads, I think that's fine. I think the spooky thing is when you're having a conversation about something and then an ad comes up. I think that's the spooky thing.

Moderator: Yeah. Can I ask, so Ileara you're nodding there, is that a similar opinion?

Ileara: Yeah. Okay. So for me, referencing the email, most times, like when you maybe subscribe to your website or something and you have to put your name, your email, afterwards, you keep getting different emails. So, one of the ways I try to control this is by unsubscribing. I just unsubscribe when it's getting too much and then, for the conversation… I mean, I've seen different times where I just talk about something. It might even be as little as like getting a pizza and then, I go on Instagram and a pizza ad pop-up or even talking about sweatshirts and I just see [it's just showing me] sweatshirts sometimes. So I'm like, "How do they know about this? How?" So, I guess that cannot be controlled but for some that can be controlled, you can just unsubscribe from.

Moderator: And I'm going to come back to that and these different strategies that we might use to give us more control, but maybe I could just ask Zora, would you like more control online or do you think you have enough control?

Zora: Not have enough control… Of course, I cannot control everything, but again, I'm not a control freak. I don't want to control everything. So I never share some sensitive information, so it's okay. Yes, I guess I get some advertising, some emails, et cetera, et cetera, but it's not annoying. Many people consider it annoying, but not me. If I don't like the advertising, I just skip it though or scroll it down [X X] you know. I'm not bothered by it.

Moderator: So again, maybe I'll ask you that question that came up before, you’re okay with… you don't think that marketers should have to ask you? You think it's fine for them just to take that information?

Zora: If it's information that's related to my preferences, my search history, et cetera, et cetera, I don't think they have to ask me. It would be more annoying if they ask me every time.

Moderator: Okay. Okay. That's interesting. Yeah.

Zora: [XX X XX].

Moderator: So, convenience is quite important.

Zora: Yeah. Yes.

Moderator: That's really interesting. Can I ask, so we've had a mixture of views on whether we'd like more control or not control. For those of you who would like more control, are there any processes that you do to protect yourself a little bit more? So, someone mentioned that ads were annoying, so does anyone use search engines like DuckDuckGo, that have ad blockers for example? No? Okay. That was interesting. Does anyone use password managers? No? Does everyone know what a password manager is?

Castor: Is it the one that it constantly changes your password, so you don't use the same?

Moderator: Yes, so it will do that. It's basically a central repository. So, you have one password for your password manager and then it generates very strong passwords and then, it can update them as needs. Can I ask why people might not think that's useful? Or is it just a case of not really hearing about it?

Farhan: You have to remember many passwords.

Moderator: Okay. So, would a password manager therefore be useful then?

Farhan: I think, no. Again, it's choice, but if I want to just keep my own password all the time and then, change when I want, then I don't think that a password manager will be working for me.

Moderator: Yeah. Can I ask, do you think it might be more secure than just having lots of different passwords?

Castor: To be honest, if I can jump in, I'm not really sure how that works or is it you have to pay for it? It's like a subscription thing?

Moderator: So, there are free ones and there are paid for ones, but would that make a difference for you to use it?

Castor: Yeah. I mean, if you need to pay for a password challenging, every time, for me at least, I wouldn't take it, but if it's free of charge, I think it makes sense, because it protects you, because we tend to use the same password everywhere. Yeah. So, it's more safe definitely.

Moderator: If you use Apple products, for example, Keychain might be considered a password manager.

Castor: Yeah.

Moderator: I don't know if anyone uses that. No? That's fine. What about having multiple email accounts or just multiple accounts? Does anyone have sort of multiple social media accounts and multiple email accounts? So, most people are nodding. Maybe I'll come to Mike first. He's shaking his head now, I'll ask Imran. So, do you just feel it's not necessarily, Mike?

Mike: Well, I just try to keep things as simple as possible, really. Less is more in some aspects. Like you were saying about passwords, if it's not relevant to you, you're then going to have to spend time resetting it, so you will understand it. So, it's going to be more hassle than it's worth. But if you change your password yourself, say once a month or something, then you've got more control that way and not only that, you're giving out less information.

Moderator: Yeah. That's really interesting. Maybe I can ask Imran then to share why he does have multiple accounts.

Imran: Yeah. I do have multiple accounts, because one I use for professional reason and one I use for personal reasons. Yeah. That's why I have multiple accounts. Yeah.

Moderator: And is that so that different bits of personal information don't get shared to the different users? Is that an accurate assumption?

Imran: Yeah. I use the same personal information for both accounts.

Moderator: Okay.

Imran: Yeah. Yeah.

Moderator: Does anyone else have multiple accounts? Yeah, Zora?

Zora: I have personal email account. I have two work mail accounts and I also have one email account to subscribe to different websites like Pinterest, Reddit, et cetera, et cetera.

Moderator: Yeah. Can I ask why you use that as opposed to just the personal email, when you're signing up to these sites?

Zora: I use personal email for online banking, et cetera, et cetera. Not for entertainment, but for, you know what they mean. Yes. It's easier for me to have multiple accounts and my personal and my work accounts are protected with two factor authentication, et cetera, et cetera. [Makes sense. X X]

Moderator: Can I ask Charlotte, do you use multiple accounts?

Zora: [X-] Oh, sorry.

Charlotte: I have two emails accounts. One I use if I'm going on a website that I think's a bit dodgy and then at least my personal email won't get bombarded with random stuff.

Moderator: Yeah.

Charlotte: Yeah so, I have a dodgy email and my personal email that I don't want all the rubbish coming to.

Moderator: Yeah. Can I ask how do you decide whether the site is dodgy or not?

Charlotte: I don't know. I think I just guess. Obviously, if it's a well-known brand or a well-known website, then it's less likely to be dodgy and send you spam emails. If I'm not very aware of it, I'll give them my dodgy email address.

Moderator: For the people who do use multiple accounts, are you using different providers? So, do you have a Gmail account and a ProtonMail account for example? Or is it just multiple Gmail or multiple Hotmail accounts? Maybe I can go back to the Charlotte.

Charlotte: Yeah. I have a Gmail account and an Hotmail account.

Moderator: A Hotmail account, okay.

Charlotte: I don't really know why. It's just when you go to make an email, I just go with whatever I'm feeling at the time.

Moderator: Maybe I can ask Castor. Do you have multiple accounts?

Castor: Yeah. To be honest, I use kind of like Zora said before. So, I have one that I use mainly for social media stuff, which I don't really follow closely to be honest, because you mainly get stuff that I, I don't really care about. And then, I have another one to be honest, both of them are Gmail, so I don't know if it makes a difference or not, but the other one is, let's say, the most serious stuff.

Moderator: Yeah. That's fine, thanks. Has anyone heard of ProtonMail or encrypted email accounts?

Castor: No. Not really.

Moderator: So, basically for something like ProtonMail, only you and the receiver can read the email, whereas I don't know, are we happy, for example, for our email provider to scan our emails, to filter out spam, for example? Maybe I could ask Ileara about that?

Ileara: I don't seem to get the question very well.

Moderator: So, do you think it's okay for your email provider to scan your emails, so that they can filter out spam?

Ileara: No. It's not very okay to do that.

Moderator: It's not okay. Okay. Can I ask what email providers you use?

Ileara: Because I have Gmail and I have [XX mail].

Moderator: Because obviously, Gmail will filter your email based on the content. They do it for productivity as well, so they'll they'll know which is to be focused on, which is promotional and which is social. So, do you use that function?

Ileara: Yes, I do.

Moderator: You do? And so, you're okay for Google to do that scanning, so that they can filter and sort your email?

Ileara: Yeah. I think that's actually very good tool, because most times when I get important emails, it comes to my, [obvious], like I see it immediately. Well, most of the spam, all the advertisements, most of the time they go to spam. So, I just check my spam once [now] because I’ve got sometimes some important email, maybe one out of twenty, and just get to the spam. I just have to move it to the personal one, or most times, and the promotions is missed me, maybe a food vendor, something like Uber Eats and the like.

Moderator: Can I ask the rest of the group if they're okay with spam filters and things like that. Maybe Farhan?

Farhan: I think it's very helpful to have the ability to filter each experience, but again, I only look for the emails that I know, which really come to me. I know junk email comes to it. Even in an inbox, there are emails that I didn't sign up for, but I don't look at it, because I know I don't want to see all my emails, because I know what I'm expecting, what email, because I know what will come to me, so I only look for those things. Rather than go through my email all the time, [what has come in] and then checking everything.

Moderator: Yeah. That's really Interesting. Can I ask, does anyone use antivirus protection or malware protection?

Farhan: Oh, yeah. [McAfee]. I do.

Imran: Yeah yeah.

Farhan: I do [x], yeah.

Moderator: Okay, so a few more people use that. Do you pay for that or-

Farhan: Oh, yeah.

Moderator: Yeah? Can I ask why you pay?

Farhan: I think it is a premium,so… and it also covers many devices. I'm not much bothered about why do I pay, but I get multiple devices to cover for it, so yeah that's the reason.

Moderator: So it’s kind of-

Farhan: And it also protects from junk websites. By chance, if I visit by clicking on some ad, so, with the virus doesn't come into the devices. So yeah.

Moderator: That's interesting. Imran, you had your hand up before, is that a similar experience for yourself?

Imran: Yeah, I agree with Farhan. Yeah. Yeah. Because it provides better security when you go for [X XX] so I use, you know, McAfee.

Moderator: Okay. Yeah.

Imran: For my laptop and in my mobile device, you know. It was working really well. You know.

Moderator: Sorry, you cut out a little bit, but can I ask, do you pay for McAfee?

Imran: Yeah. I used pay, but not now.

Moderator: Okay. Can I ask why you stopped paying?

Imran: Because I already have a Microsoft antivirus here. Microsoft Essential, so I don't need that.

Moderator: That's really interesting. Great.

\*Pause in Focus Group and Recording\*

Moderator: Great. Okay. So, we've talked a little bit about what we think personal data are, how we control or how we aren’t in control online. I'm want to focus in now on personal data stores. So, just out of interest, has anyone heard of a personal data store?

Mike: Anyone what?

Moderator: Heard of a personal data store?

Imran: No.

Zora: No.

Moderator: Everyone's shaking their heads. Okay. It's sometimes known as personal information management system, but anything around personal data. That's expected and it's very new technology. What I might do then is share my screen and I've got a little slide just explaining it, which I think might be helpful, so just bear with me one second.

 There we go. Can we all see that slide? Should start on personal data store. Lovely. Okay. So, I'll read through it and then I've got a few questions and whether you understand it. So, a personal data store is an app that lets people securely store and share their personal data. It's a single repository for your data. It gives you control over what is being shared and with whom and for how long and for what purpose. So, your personal data is stored either on your phone or another device or in the cloud, so you've got one central repository for all your personal data. It's encrypted, so no one can see the data and then, no one can see who you're sharing it with. And then, you can pick and choose precisely what personal data you share with people and with companies.

 And the way that I understand it myself, is I think about you've got a safe and inside that safe, you've got lots of safety deposit boxes, each with one bit of data. So, that might be your name, it might be a telephone number, it might be your age. And then you can decide who you're going to let access the safe and the safety deposit box and you do that by having a combination on the box. And then you can say, "Okay, I'd like Amazon to know my address, because I'm buying something. Here's the combination." They can find out your address and then you can change your combination, so that they then lose access to it. So, we might use it for, just to continue that example, if we're moving house, rather than having to contact lots of people and re-sign up to lots of websites, we can just change the data in our personal data store and it updates it for everyone who has access to our address, for example.

 Similarly, if we're changing our phone number, we can make one change and then that'll alert all our friends and family, for example. So, we don't have to send lots of emails out and again, putting our personal data in more locations. We might want to think about it as a useful place to store our passwords or to speed our signup process. So, what we might call the customer journey, so we can just click a button and it will automatically provide all the relevant, personal information to the sites. Does that make sense as an app? Do we understand what it is?

Farhan: It is, I think, similar to Clouds, where they collect the data of other things, like your photos and stuff. This is a good idea, but now, I think it will be, I think the company that will create this idea, I think they have realized that this is a good opportunity to start a new business. I see that way. And now, in this also, there will be a free version and a premium version, where you can sign up for different things. So yeah, I think it's a good idea to create something similar to Cloud or other stuff, where you collect all your data and then you can share from one, one, one..

Moderator: Location?

Farhan: Location. Yeah. Yeah. Yeah. Yeah.

Moderator: So, I'm going to come back to this idea of whether you pay for it or not later on in the conversation, because I'm interested in that as well. I'd maybe like to distinguish slightly from… It's not just Cloud storage. It's storage that is designed to be secure and also, that you have more control over. So, it's not about giving people your personal data. It's about providing a limited amount of access to it, so they use these things called consent licenses. Maybe I could ask anyone else in the group, whether you think it's a good way of storing and sharing personal data. Maybe I'll ask Charlotte, what do you think about these?

Charlotte: I think it's a good idea, but it's a bit just like the auto fill box you have anyway. So, I see the point, but also I don't really see the point.

Moderator: Okay. So, maybe I can ask when you use the auto fill box, who do you think has your personal data?

Charlotte: I don't know. I don't tend to think about it. It's just somewhere, it’s stored somewhere.

Moderator: Yeah. So, do people use, for example, Google autofill or use Google to sign in to different sites?

Charlotte: Yeah, I do.

Moderator: Charlotte's nodding. Yeah. So, we might think in that situation, it's Google who holds your personal information.

Charlotte: Yeah, yeah.

Moderator: So, whereas this, again, it's this idea of giving you a little bit more control-

Charlotte: Yeah, but then you'd have this and you'd just give Google permission to do it anyway. So…

Moderator: So, yeah. I'm not a technical expert, but the way that it's been described to me is, again, it's this idea of the consent license. So, the agreement, with you’re giving the personal information to, is they can access it for one particular purpose but it's not a case of them just being able to hold onto it.

Charlotte: Oh okay.

Moderator: Does that make sense?

Charlotte: Yeah, kind of. It’s all a bit confusing, isn’t it?

Moderator: Can I maybe ask the rest of the group, what they sort of feel about Personal Data Stores but, based on how I've explained it, but if you want me to explain any different element, please just ask, so maybe Castor?

Castor: Yeah, I think it's really good, to be honest. I just have one question. So if you kind of download it on your phone, I guess, or?

Moderator: Yep or whichever device.

Castor: Yeah, whichever device. And then can you leave a certain apps out of it or do, does it automatically take everything into, or do you decide which apps you want it to monitor or is it...

Moderator: So that's, maybe I could ask you that, which sort of apps would you be happy sharing the information with and are there any that you would not-

Castor: Yeah, well, mainly social media, to be honest. I mean, for the rest, Amazon I don't really care to be honest if it's… If it’s mainly the data that, I don't know, daily search, I don't think it's necessary for everyone to know what I search on Google every day, for example.

Moderator: So yeah, again, it's this idea that if, you can partner with more secure privacy minded apps, basically. So maybe I could sort of unpick that slightly and ask you are there types of personal data that you would be happy sharing and types of personal data that you wouldn't be happy sharing using this? So if we start with sort of age and location, is that all okay?

Castor: Yeah. Age? I don't really mind. Yeah.

Moderator: And then what about more sort of sensitive information or perhaps would you be happy sort of sharing your sort of financial information through a personal data store?

Castor: No financial, definitely not, but, for example, I wouldn't like to, I don't know, every picture I upload or every Instagram story or whatever, it keeps… you know, it’s saved somewhere, so this, I would prefer, someone not to be able to see it [all]. So for that, I would be more than happy to kind of have this type of app, so I don't give them the access to them.

Moderator: Yeah, no, that's really interesting. I'll still come back to using it as a sort of store like that. Can I ask Ileara what you think of the personal data store? Would you be happy sharing personal data through it?

Ileara: Okay. For me, yes, I would be happy to share my personal details [but if the] app is secure. But the question I have is, if the app is a secure app to share and to store your personal data, how would you secure the app itself?

Moderator: Yeah, sure. So this would depend on whether you're, you've got it on your phone or on the cloud, but it's, all the data is encrypted, so provided that someone didn't have your login details, they wouldn't be able to access it essentially, but obviously if it's stored locally and someone had your phone and had… it was left logged in and they'd still be able to access that data.

Ileara: Okay. So if I get you correctly, you say that the personal data store app would have like a login detail.

Moderator: Yeah. Yeah.

Ileara: Oh, okay. Good.

Moderator: Is there a type of log-in that you sort of prefer? So in terms of password or fingerprint or anything like that?

Ileara: Mm-hmm (affirmative)

Moderator: Which one do you, would you use?

Ileara: I would prefer to have both. I’d prefer to have both, just in case, because if you change a new phone, it asks for the password before you can set up the fingerprints. So I would like to have both, but subsequently I would like to use the fingerprint because it's just easy.

Moderator: Easy? Okay. So convenience is quite important.

Ileara: Yeah.

Moderator: Can I maybe ask Zora? So a specific use of the personal data store might be that it helps when we're signing up to sites so that we can share specific bits of information more securely. And, we don't just give our personal information to a lots of different websites. Does that sound like a good way of sharing your personal data?

Zora: Yes. It's sounds pretty good. I think. Yes.

Moderator: Yes.

Zora: I suppose it's personal data store, It's… the concept is pretty good. Yes. But, I would like to be able to log in from different gadgets from multiple devices, if possible. I would like to synchronize them. The concept looks really good, but I would like to get more information about it before I use it.

Moderator: Yeah. Sure, absolutely.

Zora: But it’s very nice, yes.

Moderator: So that's an interesting point about synchronizing and being able to access them from different devices, so-

Zora: Because we all use, sorry for interrupting you, because we all use multiple devices like smartphones, laptops, tablets, et cetera et cetera. So that would be nice to use it for multiple devices and synchronize it, yeah.

Moderator: So having your personal data, maybe stored on the cloud, for example, would be better than if it was stored locally on a device. Yeah.

Zora: Yes. That would be nice. If the cloud is protected. Yes. That would be [good], yeah.

Moderator: That's what I was going to ask. So, if it was slightly less secure on the cloud, but it was more convenient. Would that be preferable or… the argument is it's still encrypted and it's still secure, so-

Zora: I would prefer security over convenience.

Moderator: That's really interesting to know.

Zora: Yes [X].

Moderator: Yeah. Can I… maybe Mike, does this sound like a good way of storing your personal data?

Mike: For me again, I mirror the same thought about security. It's all about security.

Moderator: Absolutely.

Mike: Because if you haven't got security, then you're leaving yourself wide open.

Moderator: Yeah. But what about the sort of different uses that I sort of suggested? So, for signing up to different sites or for changing personal information, does that sound appealing or?

Mike: I prefer to use fingerprint recognition because then that way it’s personal to you. So if you lose your phone, for example, they can't get into your stuff, in regards to that is another barrier.

Moderator: Yeah. Yeah. So, would the personal data store be useful in as much as that it provides another level of security and that all the data is then encrypted?

Mike: As many barriers you can put up the better.

Moderator: Yeah. Okay. That's really interesting. Can I ask to Imran, is that as your view as well or?

Imran: Well, I like the idea to be honest, you know. The idea is very trusting, but you know, I don’t know how, the claim they made that the data’s secure in the cloud, I'm just doubting, you know, how secure this data is. So, I would definitely like to use it, try it, you know, because how they keep my data and use my personal information, you know, so I’d definitely give it a go.

Moderator: That's a really good point. And actually, there are different companies developing these PDSs, some store locally, some store in the cloud. They'll all have some form of end-to-end encryption. But that's really useful to know that it is, I'm getting the sense from the group as a whole, security becomes really important. I'd quite like to discuss maybe the sort of functionality of the Personal Data Store and how we might use it. So I suggested a few online ways that it might be used, again, sharing information between people or using it for sign-up. I've now got a few scenarios where you might use the personal data store in the real world, as it were. So, I just kind of wanted to get a sense of whether people think these are good ideas or not basically. So the first scenario is, and I'll read it then ask your opinions, in a retail environment. So, you go to a shop and you're able to share selected data about, for example, your body shape, your clothing style, your age, your gender, your budget and then it gives you the option on your phone to share that information. And then in return you get a tailored service or discounts. Does that sound like a good use… I can see Imran shaking his head there. Maybe I could ask you to expand.

Imran: No I wouldn’t go with that option because I'm going to give so much information to this application because my body shape, clothing style and budget, you know. I'm not feeling comfortable giving all this information. I'm just curious, do you know why this app needs this kind of information when they have a secure cloud. I mean, I'm just, I'm intrigued to know, you know, why this, [why this] kind of information, you know? Because of the services they provide? Because of the tailored services they’re going to provide or what else?

Moderator: Yeah. So I'm quite interested, in terms of when we’re talking about the kind of the personal data that we give up on sort of social media, for example, in this instance, it would be much more sort of tailored and individual, but do you see that as more sort of problematic?

Imran: Yeah. Yeah. I see that. Yep. \*Connection drops briefly\*

Moderator: Can I ask maybe someone else in the group, whether they would be happy sharing this kind of data for a discount or for tailored a service, maybe Mike again?

Mike: Yeah. I wouldn't have a problem with it to be honest. Cause I don't think it's too personal. It’s only the same as say something like Amazon. Where you've got, say, a row of T-shirts at the bottom of the page. So yeah. I wouldn't really have too much of a problem with it.

Moderator: Yeah mm-hmm and do you sort of see the advantage with a personal data store in a situation that, again, I mentioned this before, but it wouldn't be a case of just giving them that data it would be access for a limited amount of time. Does that make it sort of more attractive or you think don't really mind?

Mike: Not if it’s data like that. I think the fact that, from a personal point of view, the fact that it's a discount. Depending on what the discount is as well.

Moderator: Yeah. So again, it's a way of thinking about, using your personal information to your own advantage, as opposed to, on social media where, they make money out of it, which we might come back to. Maybe I can ask Charlotte, do you have any feelings about this use of the PDS?

Charlotte: Yeah. I don't really think it's that much of a big deal to give that kind of detail out. I mean, it can all be found through social media anyway, cause obviously you post pictures, they're going to see your body shape, your age, your gender, all that stuff. And I'd happily do anything for a cheeky discount, \*Laughs\* so...

Moderator: Can I ask, is that a kind of similar, so we've had two kind of competing views so far, Imran who doesn't like this use of the app. Charlotte and Mike who think it's quite useful. For the rest of the group, where do you fall?

Castor: Is it going to be used by the App that you just mentioned before, by the secure one?

Moderator: Yeah. So it will be, this information would sit on your PDS, your personal data store. You'd go into a shop. You could share that particular style. And it means that the shop assistant, for example, can immediately pick out the right size for you or that-

Castor: Oh absolutely. I mean, it's, I don't see anything negative about it, to be honest. Because if you, if you know that it's safe and then you can go to the shop and it makes it even more convenient.

Moderator: Yeah.

Castor: Yeah, from my view, I think it's pretty good to be honest.

Moderator: Can I ask, so again, everyone's pretty comfortable sharing that kind of information, even sort of budget as well, which is kind of financial-

Castor: Yeah.

Moderator: Happy sharing that?

Castor: As long as it's you deciding that you want to share it. I think it should be fine, but if you... yeah. I mean, if you, as long as you have the option I think it's [okay].

Moderator: So again, it's that element of control that.

Castor: Yeah.

 Moderator: Can I ask, what about if it was, that you were wearing a heart rate monitor and they could track your reaction to particular items in the shop and they use that to tailor the experience. Would that also be okay or would you be less comfortable?

Castor: Sorry what was that? I didn't follow.

Moderator: If they were tracking your reaction? So you're sharing personal information about your reaction to different items. So whether that was your heart rate monitor, for example, going up, again to give you either discounts or tailored service, would that still be okay?

Castor: No, [I don't,] I think for this… well, as long as it's secure and you can opt out from it, I think it's fine. But I would prefer… I mean the first, part of it, I think it should be fine. Yeah. I mean the heart rate and everything , I think it’s a bit too personal, you know?

Moderator: Can I ask Zora or Ileara how do you feel about sharing that type of information?

Ileara: For me? I feel like the answers from that reaction might be a little bit biased because a lot of people can be indecisive when they go to shop, especially females sometimes, as a girl, I can be indecisive. I might see something now and not like it and then go back to my closet and see something that matches it and say I'm going to go back to get it, because it matches something I have already.

Moderator: Yeah.

Ileara: So you can be indecisive. So that might not give you the true scenario in the person's mind, yeah.

Moderator: So, it's too contextual, it's too much based on that particular moment and actually might change?

Ileara: Yeah.

Moderator: Okay. That's really interesting. And can I ask Zora how you would feel sort of either about the sort of initial scenario or about-

Zora: [X]. I'm happy to share this information. It's not a secret, you know, my age, my height, my gender, et cetera. I'm mainly shop online and I already share this information with so many websites. So I’m happy, yes, if they track my reaction, you know, when I shop on some websites I may add some items to Wishlist.

Moderator: Yeah.

Zora: So it's like positive reaction. Yes? So, I think they already track this and I'm comfortable with it. It's absolutely fine. It's again, it's not a secret. It's not sensitive information. Yes. And I’m happy if you, say, track my budget because it's not a sensitive information. It's not, I'm not sharing my bank card number, like sort-code, I'm not sharing anything like that. Just the budget, the amount of money I want to spend. It's not… I'm absolutely happy to share it.

Moderator: Can I ask then, do you see a use for the personal data store that you'd have more control over this information or you think it's all out there anyway?

Zora: I’m not sure \*connection drops\* to whom I share this information, I don't know. It's information, I'm happy to share, so I don't mind sharing it. I don't think I need to control every website that uses this information.

Moderator: Okay. Yeah. That's quite interesting.

Zora: I would be happy to get discounts, so.

Moderator: Yeah, that's really interesting. So again, it's maybe less say the tailored service, but the fact that you're using your data for your own benefit, is that kind of fair to say?

Zora: Yes.

Moderator: Yeah.

Moderator: I'm going to share another scenario now and I'm quite interested… So this is again thinking about that sort of reaction or what we might call mood or emotion data. We use emotion quite broadly, so it might be boredom or happiness or excitement. So this is…imagine that you're in a stadium at a sporting event and you decided to opt-in to share data via wearable technology, so it might be a heart rate monitor or a smartwatch, and in doing so, the organizers can monitor crowd emotion. This is fed back at key moments, so for example, when a goal is scored or there's a particularly interesting piece of play and it influences what's displayed in the stadium. So it might be changes in lighting, strobe or flash lighting, or they project certain images or play certain sounds and doing this, it creates a more immersive environment and heightens the crowds experience. Is that a good use of personal data? Maybe I could ask Charlotte?

Charlotte: Yeah, I guess so. Yeah. I mean it's going to make the experience more fun, I assume. Obviously you need to have a lot of people opting in, in order to get enough... What's that word? No, my mind's gone blank.

Moderator: Critical mass, is that the-

Charlotte: Yeah. You need enough people doing it in order for the information to be accurate as well.

Moderator: Yeah.

Charlotte: But yeah, I can't see a problem with it to be honest.

Moderator: Yeah. And you're happy sharing that kind of information?

Charlotte: Yeah. I don't think it's that deep. It's just your heart rate, isn’t it? It’s not...

Moderator: Can I ask Farhan, how do you feel about this scenario?

Farhan: I think, first of all, I never go in stadiums, so I don't like to be an onlooker, rather than, I like participating in what I want to do. So, I will rather use the smart devices or technology that relates to my desire better than share a moment that has been in front of me. Yeah, I never do that, but I don't only look something. But I participate in what I want rather than just only look at it and then share with everyone.

Moderator: Yeah.

Farhan: Yeah.

Moderator: Yeah so do you participate in sport, for example, rather than watching?

Farhan: I do participate in, I do CrossFit.

Moderator: Okay yeah, yeah.

Farhan: Yeah so I'd rather do that than watch someone do it and then share with anyone.

Moderator: That's actually quite a nice example then, do you think it would be useful in a similar sort of way, where they could monitor, again, sort of the heart rate or the exertion of everyone doing CrossFit and when it was a point where they wanted everyone to sort of increase their rate, then they sort of turn the music up or there's more lighting with that be the sort of useful?

Farhan: I mean, [NordicTrack], the company, with iFit subscription, I think it's similar to that. The point you said it's similar to the [NordicTrack] iFit. When you run, they can, there is like a screen on the treadmill where a person can give you experience of something different in different environment. I think it's similar to that one, I guess, [a sense to, so].

Moderator: So that's quite interesting. You're sort of comfortable with sharing that kind of personal information?

Farhan: Not really.

Moderator: No? Okay.

Farhan: No.

Moderator. Can I ask why?

Farhan: Oh, it's just that I have no interest in it. I would rather see someone doing that rather than sharing something, rather than sharing with someone who's not doing it. It just becomes a different, it becomes like open and so.

Moderator: Yeah.

Farhan: Yeah.

Moderator: Can I maybe ask someone else from the group their response to this sort of scenario? Maybe Ileara?

Ileara: Okay. For me, I like the idea, but I think it still goes back to what I said before, the whole [post-]emotion. So you said, for instance, if you're in the stadium and a goal is scored, I mean, there might be excitement and the smart wristwatch can read this excitement. Or, at the point of excitement, what if somebody sitting beside you mistakenly steps on your leg and then you're angry. So I think the emotions can be read differently. Do you understand? At that point, the person might have faster heartbeats because he's angry, not necessarily because he's happy about the goal within sport. Cause someone just stepped on him. So I think that's the only thing I'm having about it.

Moderator: I think that's a really good point about the sort of the quality of the data that's being collected. But, you're kind of saying if it was accurate, then it would be good? But it's about making sure of,

Ileara: Yeah.

Moderator: the right response. That's really interesting. Thank you.

Moderator: Castor, how do you sort of feel about this scenario?

Castor: I think it's quite good because I think it kind of enhances the atmosphere, I guess, in the well, in this case, in the stadium. It kind of works for you. So they, I guess in the next game, as long as they have the data to support it, they will kind of try to make more moments like that, to make you feel nicer. So yeah, I think it's a good use to be honest.

Moderator: Can I ask, does anyone, is anyone worried that they're sort of sharing health data, say for example, heart rates? I know Charlotte for you, you weren't that sort of concerned. Is anyone else concerned by that or we think it's not that sensitive?

Mike: Personally, I wouldn't be bothered because they've done studies in the past, so for example, to find out how loud the crowd sing and stuff like that. Through looking at this data, it's nothing that can be used against you. So I wouldn't really be that bothered to be honest.

Moderator: That's really interesting. Imran, how about you?

Imran: Well, the idea is very good because it [X X] the immersive environment. And again, I'm concerned about sharing data. So, I'm not very okay with sharing my health data with the app, so, there's a concern.

Moderator: I missed that last bit.

Imran: I said, there's a concern that I'm not happy to share my health data with the app.

Moderator: So I've got another scenario that involves sharing health data. I'm quite interested to see how, how you'll all feel about this. So this is the idea of using your personal data store as a data passport. So it's this idea that you have inside your personal data store, a passport that enables you to quickly and securely share select pieces of personal data. So due to the COVID pandemic, this is hypothetical, it's not real, but some places have decided that you need to have been vaccinated to be [permitted entry]. So this might be a workplace or it might be a school or going into particular restaurant. Using your data passport, you can provide this information without sharing any other personal data. So it might be a case, just scanning your phone as you go in and then you can access that one very specific bit of personal data. Do you think that's a useful or a good way to… or would you be happy sharing your personal data in this way?

Castor: As long as it's secure, then as you say, you have the option to do it or not. I think it's really good. Because, I think it saves you quite a bit of time and it makes your life easier if you have it so easy to access, you can just provide them with it.

Moderator: Yeah. How do other people feel like, because again, it's health data, but if it makes life easier as Castor was saying, would you consider sharing your data in this way? Maybe, I could ask-

Farhan: Oh yeah.

Moderator: Oh cool. Okay, Farhan?

Farhan: Oh yeah. If it benefits for what you're doing and in what field you are doing something, if it benefits you, then definitely. Same, like smart tech, which makes life easy, so yeah.

Moderator: Yeah.

Farhan: If it's easy, yeah.

Moderator: Yeah. So I'm seeing again, it's that sort of ease and convenience is quite important. Can I ask, Zora, would that be your view as well?

Zora: Yes, I would be happy to share such information because I'm planning to get vaccinated, but I think people who [don’t want to get vaccinated] wouldn't be so happy. You know?

Moderator: Yeah.

Zora: It's a bit controversial question. Personally, I am happy to share it.

Moderator: Yeah.

Zora: But I think there will be lots of people who wouldn't be so happy and who would see it as a discrimination against them because, you know,

Moderator: So-

Zora: not everyone wants to be vaccinated.

Moderator: Yeah, absolutely. Did you think that they might prefer using this kind of data passport though, because it would just share that one particular piece of information and so they wouldn't have to share any other personal details?

Zora: Maybe.

Moderator: Yeah.

Zora: Maybe. Yes. So, I don't know. I have to think about this. Personally, I am happy to share but you know, I mean.

Moderator: Yeah, yeah. Okay.

Zora: It's a sensitive topic for many people, you know?

Moderator: Yeah.

Zora: So, vaccinations because so many people refuse to get vaccination due to some personal reasons, so.

Moderator: Yeah.

Zora: You know? But personally, I am happy to share it, yeah.

Moderator: I think that's the importance of, because it's health data and it's very sensitive. Regardless of all the other sort of contextual reasons why it might be sensitive, but it's possibly why the argument is that using this kind of personal data store, again, gives you that added level of control and security, so you're not having to provide additional information. Can I ask, maybe Charlotte, how do you feel about a data passport?

Charlotte: Yeah, I think it's fine. Like the others have said, it's just sounds easy and it doesn't really seem like a big deal to me, to be honest.

Moderator: Yeah. Okay. And before we move on, can I just quickly ask Mike and Imran, I think I haven't asked yet. So Mike, how do you feel about-

Mike: Personally, I think with the passport, you've got to look up the aspects of it's not just this country, it's protected, it's other countries that haven't got the same standard as us. So, I think it's only the same as when they've had yellow fever in the past and they're about to have a passport for it, or you go to another country and it's a visa. Personally, I'd rather know what's coming into the country than not, from a government point of view.

Moderator: Yeah.

Mike: Again, it's not selfishness, it's the fact of you're protecting yourself and others.

Moderator: Mm-hmm.

Moderator: So, you're thinking about it in terms of not just sort of entry within a country, but entering between countries as well?

Mike: Yes.

Moderator: So, having that additional bit of information. That's really interesting, thank you. And then just Imran, sorry, I don't think I've asked you about this. Would you be comfortable sharing this kind of information?

Imran: Yeah, I didn't think, yeah. I think I can use this idea, but you know, again, I'm still concerned about the data and how secure the data is in this app. Even they just say that the data is encrypted, you know?

Moderator: Mm-hmm.

Imran: That again, [I doubt] the claims still, you know, kind of, you know… I can't believe a hundred percent this app that they use, my data is secure, you know? Again, I'm concerned, but I think I could use this idea in a personal passport, yeah, a data passport, yeah.

Moderator: Yeah. That's really interesting. And yeah, again, so its level of security is key for you. That's really useful to know. Okay. I'm going to change tack slightly. I'm just going to stop sharing my screen. I want to think a little bit about payment and sort of marketization or monetization of data. How do you all feel about being paid for your personal data? Is that something that you'd be comfortable with?

Imran: No, I will say no.

Moderator: Okay, can I ask why?

Imran: I guess, why do I give my data to the company? I will know that they're using my data [XX] to different platforms. They're using my data from the social media, other platform, but I don't want to give consent. Now, I don't want to give the permission to use my data. So, I think it's the kind of violation if they use my data without permission.

Moderator: Mm-hmm.

Imran: I don't like this idea.

Moderator: So, rather than the company using your data to make money, I mean, if you have control over it, to make money, so you could choose a specific company or choose a specific piece of research for example, and provide a targeted piece of data and then get money in return, would that be appealing or not?

Imran: What kind of control talking about?

Moderator: So, it might literally be, a company wants to know how old you are and how many times you go shopping for example, go food shopping. So you would have that control to say, "I'm X years old, I go shopping X amount of times and I spend this much money."

Imran: Well, I can tell my age, but I can't tell them how much I spend in there. And I can't give them information on what website I visit, you know? So, this is kind of private information. Why do I get the money for that? I'm not going to give them at all, [I guess, yeah.]

Moderator: Okay.

Moderator: Can I ask the rest of the group, how you sort of feel about that?

Farhan: I think, yeah, because the spending and shopping trips, they change from perception to perception.

Moderator: Yeah, yeah.

Farhan: So, it really doesn't make sense that you, I mean, I usually don't have to be tied by companies' rules and regulation of what they have collected [eh] because it does change from time to time.

Moderator: Yeah.

Farhan: So, it really doesn't matter. You don't have to be tied. Even if the company knows how many times or how much you spent, you don't have to be tied by what they have taken [eh], because it doesn't matter, because you- your perception like change every time, so.

Moderator: Maybe if we sort of don't sort of focus on that example, but just more generally the idea of sharing personal data for money, whether that would be something you'd be comfortable doing. Maybe I could ask Castor, how do you feel about that?

Castor: Yeah, to be honest I think it's only fair, to be honest, because now they do it in a way for free so why not make money out of your own data? If you have the possibility.

Moderator: Yeah.

Castor: So, I think it's always good. I'm pretty sure now even, the way they are saving how much you spend on Amazon, for example, in every order, so, you might as well get money out of it because they use it for your future shopping I guess.

Moderator: Yeah. So yeah, this is one of the sort of selling points of the PDS, is that rather than other companies making money off your personal data, it gives you an avenue of doing it yourself. So maybe Charlotte, would this be something you'd be okay to do or?

Charlotte: Yeah, I wouldn't mind doing it. I can't see a problem. Like Castor said, "If they want the information, they'll get it anyway." So, you might as well earn a couple of quid doing it.

Moderator: Yeah.

Moderator: Can I ask, so Mike, I think like Charlotte was saying, with the shopping scenario the discount was quite appealing. Would you also be sort of willing to sell personal data or share personal data for money rather?

Mike: Yeah, I would, but it depends on the chain that I'm selling my data too.

Moderator: Mm-hmm.

Mike: Whether it's a big company, say an Asda or a small corner shop, so, for example, or that sort of range, where they've only got a few stores.

Moderator: Yeah. Would that make you less inclined or more inclined to?

Mike: The bigger the store, because you've got more of a paper trail.

Moderator: Okay, sure. That's really interesting.

Moderator: Can I ask Zora?

Zora: Well, it depends on the data. If it's like my age, my body shape, et cetera, et cetera, yes. I'm happy to share with it. I already share it.

Moderator: Okay, yeah.

Zora: So, yes, why not? Yes, if it cannot be used against me, if it cannot be used for some bad purpose. So, I'm happy to share it, yeah.

Moderator: That's a really good point. So actually I've got another poll which has different types of personal data and whether you'd be happy sharing it for money. I'm just going to launch it now. Can you all see that?

Moderator: And if you scroll down, there's 10 options, you can choose as many as like, or if you wouldn't share any of these for money, there's a none of the above as well. I'll just let you guys fill that out quickly.

Castor: And all of those are supposed to be optional, no? I guess.

Moderator: Yeah.

Castor: Like, you would have the option to sell them or?

Moderator: Yes. Yeah, it's never a case of just always giving it, it's just having that option of, "I would like to give my age and get some money in return", for example.

Moderator: Got five.

Moderator: Okay. Oh, that's really interesting. So, we've got one, none of the above. Is that Imran? You said none of the above?

Imran: That was me.

Moderator: Yeah, yeah. Based on your previous comments, I sort of assumed so. It's quite interesting to see, so again, most people are more happy at the sort of more general demographics, so age, gender, location. Less keen on sort of political views and health and social media content. Can I ask a little bit more about the sort of mental, sorry the mood and emotion. Are people, so four out of seven people were comfortable selling that. Can I ask those of you who aren't comfortable selling your sort of mood or emotion, why you find that sort of problematic? So, we know Imran didn't select that. Who else didn't select mood emotion?

Ileara: I didn’t.

Moderator: Okay. Can I ask why you wouldn't?

Ileara: For the mood and emotion it's because there are different emotions per time.

Moderator: Mm-hmm. Sorry, can you-

Ileara: Yeah, and the way you feel in five minutes, might just be different from the way you're feeling in ten minutes.

Moderator: Yeah.

Ileara: They'll not be able to capture the true data they are looking for.

Moderator: Yeah.

Ileara: So, I think that's why I will not be able to share [like that].

Moderator: You use Facebook and other sorts of social media?

Ileara: Yeah, I do.

Moderator: Are you sort of aware that they kind of do harvest this kind of information? So, it might be, if you put a smiley face next to a post, or if you say that you're feeling happy about or sad about something. Does that sort of make you less or more inclined to sell your sort of mood or emotion data yourself?

Ileara: Okay. So if we're looking it from that aspect, it's because most of the options are probably happy, sad, feeling good or something.

Moderator: Yeah.

Ileara: That's kind of different. That I would say, I mean, if I see a post of maybe somebody who died, I could put a sad smiley.

Moderator: Yeah.

Ileara: If I see a post of somebody who maybe got married or gave birth, I could put the happy smiley or someone who got a new job.

Moderator: Yeah.

Ileara: Or I'm saying that, I'm trying to remember or you use the scenario of the smart watch, if I have that on, telling my mood can be inaccurate because I might be feeling this way some minutes and next minute I'm feeling different.

Moderator: Yeah. So, it's not necessarily that it's the type of data, it's just the accuracy of the data?

Ileara: Yeah.

Moderator: Is that correct?

Ileara: Yeah.

Moderator: Great, that's really good to know. And can I ask who else wasn't comfortable sharing their mood or emotion data? I think it was one other person. No? Okay. Can anyone think of any issues around why it might be sort of ethically or morally problematic to allow for this kind of selling of data or personal selling of data?

Castor: Yes, I think it's already happening, but it's free of charge. I mean, either way they collect it.

Moderator: Yeah.

Castor: So, I think having an option to do it or not and making money or not, I mean, that's even better, but only for having the option I think it's already good enough.

Moderator: Yeah.

Castor: Because you can select, if you want to show them this data or not.

Moderator: Yeah.

Castor: Because at the moment they're already doing it. They're already, as you say, they're already tracking your emotion, they're tracking your ethnicity, you put it somewhere, it's already in your data. So, it's pretty much there.

Moderator: Yeah.

Castor: So, I mean, with the voting and everything, we already spoke it, so it's already happening with your opinions, you know?

Moderator: Yeah.

Castor: So, I don't see anything negative, to be honest, having the option to say "Yes, I want it or not." I agree with that, Imran that I'm not sure if it's secure enough, the app itself.

Moderator: Mm-hmm.

Castor: But if I'm sure that it's a secure app and I feel confident about it, then I will be more than happy to-

Moderator: Yeah.

Castor: ... I want to use it for anything, to be honest.

Moderator: So, it's kind of this idea that it's happening anyway. So, why not make money out of it? It's that kind of-

Castor: Yeah. Yeah. I don't really mind the money. I mean, yeah if you can make the money, it's even better, but I don't really mind to make money out of it, but at least I have a handle on what I give out. It's always good to have the option. I understand that sometimes it might be not that convenient because the way they do it now is super-fast. So, it might take a bit of time, I guess.

Moderator: Yeah.

Castor: To select every time, yes or no. Yes or no, but yeah.

Moderator: Yeah. That's really interesting. Can I ask Mike maybe? Were you happy to share sort of mood and emotion data?

Mike: I wouldn't be bothered by it to be honest because I don't think it can hurt you. And I think you will only put things that you want to put anyway. So, you tread carefully with what you end up putting.

Moderator: Yeah.

Mike: Like I said earlier, it can be put across wrongly. It's like when you send a text message, if you send a text message to somebody, you could be joking, but because there's no feeling behind what's being said, it can be misinterpreted. So, that's why you… be careful what you put and how you go about doing it. And you'll hear off other people if things are good or there's websites out there that will rate [X] websites, so you think, "Well, hang on. Can I trust it?"

Moderator: Yeah.

Mike: Say for example, if it's backed by Which or Trustpilot or something like that. You know, it's okay.

Moderator: Yeah. I’m quite interested in this idea of, there's nothing that- in terms of what they can do… we've talked a little bit about the political aspect. So would you be worried in that sense that they might try and target you in a particular way based on the kind of emotion or mood data that you get from social media? Or again, you don't think you're giving that information out?

Mike: I give it out to a degree. It’s how much you’re going to go into context. You know, you have your own opinion and so will everybody else, but you don't give them ammunition for people to target you. Your voice is through your votes.

Moderator: Yeah.

Mike: You know, there's things where you, you scroll and you think, "Oh, it's rubbish." You know, you just give it lip service, but then there's other things where you think, "Well, actually I do strongly believe that and there is evidence behind why I believe what I believe. But you sort of be an adult about it and agree to disagree with people that don't agree with your views. And I think the problem now with the social media is people are taking things a lot more personal than what is expected because it's been took personal, it's been took out of context.

Moderator: Mm-hmm.

Moderator: Do you think this might be a result of using and targeting based on that kind of mood and emotion data, because they can use that to make it sort of personal or?

Mike: I think it's a cultural thing.

Moderator: Okay.

Mike: Because obviously with every country, there's cultures, there's mixes, there's things where they're not always going to see eye to eye and I think the more of that is coming to the forefront now.

Moderator: Yeah.

Mike: Whether you'd agree or disagree or whatever, you know, it’s your personal preference, but, again, it comes back to the point for me, is safety first. It's how much you're going to put out there.

Moderator: Yeah.

Mike: And but me personally, I wouldn't waste my time with another person's opinion in regards to trying to prove them right. If they believe what they believe, then so be it.

Moderator: Right. That's really interesting. I've realized that we haven't got a huge amount of time left. So, I just want to come back to this idea again of, if anyone thinks that there any sort of ethical or moral problems with being allowed to sell their own data. So most people, I think they're sort of quite comfortable and the consensus from the group I'm getting is that it's out so it's fine to make money. What if you're in a situation where you felt that you had to sell your data because you didn't have enough money? So, it starts becoming about sort of, you can have privacy if you've got money, but you can't have privacy if you don't have money. Does that make it slightly more problematic or do you still think it's fine to, if the-

Mike: I think-

Moderator: Sorry.

Mike: I think it's like that anyway.

Moderator: Okay. Yeah.

Mike: I think that that's the general gist of things is, that gap between rich and poverty is getting bigger and bigger. So, people are going to do things that they wouldn't normally do.

Moderator: Can I ask Farhan, how do you feel about what I said and what Mike said?

Farhan: I think you don't have to, where you have to be at the mercy of selling anything. I mean I choose, I mean, rather, I might choose my state than share… I would rather choose my state and then experience the consequences of that state rather than share a mood, [a feeling], than going in someone else state.

Moderator: Yeah.

Farhan: Because it doesn't make any sense, but everyone is going to be in different mood.

Moderator: Yeah.

Farhan: So, I mostly rather choose my state of what I want to be.

Moderator: Okay. Yeah.

Farhan: Every time. I'm very conscious about it. So yeah, I wouldn’t put myself at the point where I don't have a choice.

Moderator: Yeah.

Farhan: I always put my choice first.

Moderator: Okay. So, essentially you're saying that it's better than you have the option and that you have the choice.

Farhan: Yeah.

Moderator: Great. That's really nice to know.

Moderator: Okay. We're running out of time. So, I have one more thing that I just wanted to ask about very quickly. Again, it's around this idea of what we're willing to still pay for security. So, for this personal data store, would people be happy to pay for it or would they rather use it for free and it cost in a different way? So they, for example, made money out of your data. So maybe I can… would people be happy or… how would they prefer to pay for a personal data store?

Castor: Well, I mean, I guess it would be better if it's free. If you get the same service, I guess it's better free, but if you pay for it, then you got an extra layer of safety, I guess, maybe I’m willing to do that.

Moderator: Would you rather have it free if it meant that they made some money off of your data or would you rather pay for it so that you had more control over your data?

Castor: I mean, if I would pay for it, then I would have the option to kind of make money out of it, if that makes sense.

Moderator: Yeah.

Castor: Then I would definitely pay for it, but-

Moderator: Yeah.

Castor: Otherwise, I mean, it's already happening, I don't see anything wrong with it to be honest with you.

Moderator: Okay. Can I ask maybe Charlotte, how would you feel about, or what do you think the best way of accessing the personal data store would be?

Charlotte: Yeah. I think if you can use it to sell your data and make money, then I would be more inclined to pay for it. But if not, I probably wouldn't use it.

Moderator: Yeah.

Charlotte: If I have to pay for it and I couldn't make money of my data, I probably wouldn't use it because there's nothing wrong with the way it's going at the minute. So, why would I need to add that into my life?

Moderator: So, that's really interesting. So, the extra security wouldn't be worth?

Charlotte: I haven't had any security problems. So, why would I need to incorporate that and pay for it when I don't need it?

Moderator: How about-

Charlotte: At this moment in time.

Moderator: Yeah, sure. How about if it was free to you, but companies have to pay to use it?

Charlotte: Yeah, I'd be more inclined, more inclined to use it.

Moderator: Okay.

Charlotte: But at the same time, I still kind of don't see the point. Because, there's nothing wrong with my security at the minute.

Moderator: Absolutely. Can I maybe just ask by show of hands then who sort of agrees with Charlotte but they don't really see the point at the moment, about personal data store?

Castor: If you don't see it or if you do see it?

Moderator: If, you don't see the point of the data store.

Castor: Oh.

Moderator: And then how many people do you think it might be useful?

Moderator: Okay. So yeah. That's Mike and Ileara, Castor, Imran, lovely. Zora, do you think it's useful or not?

Zora: I can't say for sure. I need to use it first, I need to try it out.

Moderator: Yeah.

Zora: So, I would be happy to use it for free, like one or two months and then pay for it if it's relevant to me.

Moderator: Yeah.

Zora: If it offers me some enhanced security level, I would happy to pay, but I cannot say now because, you know, I didn't use it. If it offers some enhanced security. But I would like to use it for free first, like first months.

Moderator: Yeah.

Zora: I think.