

INTUG

consumer protection: the ubiquitous network

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ITU, Geneva 6-8 April 2005

www.INTUG.net

INTUG contents

- INTUG
- what users want
- some principles
- ubiquitous wants and needs
- ubiquitous threats and risks
- liability cannot be ubiquitous
- a word on roaming
- conclusions and issues



INTUG what is INTUG?

- members
 - national associations
 - corporations
 - individuals
- activities
 - ITU and WTO
 - OECD
 - APEC TEL, CITELE and EU



INTUG our aims

- real and effective competition
- genuine choice for users
- lower prices
- higher quality
- more innovative services
- constructive co-operation with
 - international bodies
 - governments
 - regulators



INTUG priorities

1. open access to global mobile networks
2. regulatory best practice
3. liberalization
4. leased lines
5. IP telephony
6. digital divide
7. universal access
8. numbering



INTUG ubiquitous principles

- economic growth:
 - innovation and removal of barriers to adoption
 - confidence in use
- horizontal legislation includes:
 - privacy and data protection
 - health and consumer protection
 - competition and contract law
- technological neutrality:
 - issues are ubiquitous



INTUG wants and needs

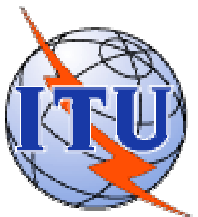
consumers:

- secure
- private
- free choice:
 - networks
 - operators
- low price
- new services

business users:

- competitive supply
- flexible use
- secure transfer of:
 - data
 - transactions
- interaction with customers

Free choice of telecommunications platform.
GSM, cdma2000, BCN, Wi-Fi, PSTN, etc.



INTUG ubiquitous definition

- always on
- always aware
- always active
- continuously analysing situations to provide access to content and services that are relevant and useful

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INTUG ubiquitous threats

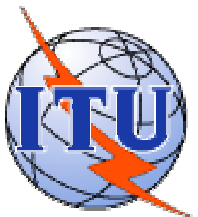
- spam, spim, pop-up ads, etc
- viruses, trojan horses, worms, etc
- hacking, phishing and pharming
- identity theft
- portable devices:
 - physical loss/theft
 - address book, photos, videos, other files

systemic weaknesses,
especially people.



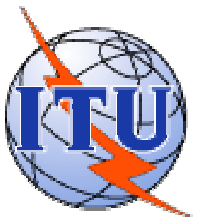
INTUG consumer uses

- applications, services and devices
- who will guarantee:
 - that devices interwork?
 - that there is integrity of communications?
 - that misuse is absent?
- complex mix of:
 - contracts
 - codes of conduct
 - generic/horizontal legislation
 - specific legislation



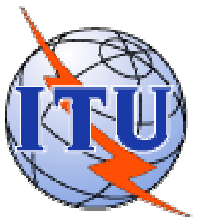
INTUG commercial communications

- immense volume of obviously illegitimate
- TACD survey showed a big discrepancy between senders' and recipients' views of what is "legitimate"
- very large grey or disputed area
- new forms of communications:
 - SMS, MMS, etc
 - location based "neon" ads in cyberspace
- adverts may pay for/towards a service



INTUG business services

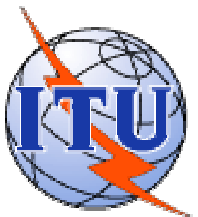
- historically based on competitive supply so:
 - low cost
 - high security
 - robust SLA
(guaranteed end-to-end performance)
- but based on only a few networks
- services must be accessible from customer's chosen networks



INTUG OECD privacy recommendation

- obtained by lawful and fair means and with the knowledge or consent of the data subject
- relevant to the purposes for which they are to be used, and accurate, complete and up-to-date
- limited to the fulfillment of those purposes
- should not be disclosed for purposes other than those specified except:
 - (a) with the consent of the data subject; or
 - (b) by the authority of law.
- protected by reasonable security safeguards against loss or unauthorised access, or disclosure

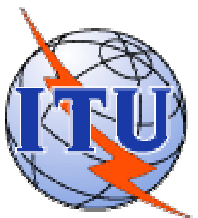
OECD Document C(80)58(Final), October 1, 1980



INTUG European Union directives

- 25 member states, plus accession countries and copied elsewhere
- similar to the OECD Guidelines
- directives:
 - 95/46 Data protection
 - 02/58 Electronic communications
- transposed into national laws:
 - with some variations

New Japanese legislation is similar



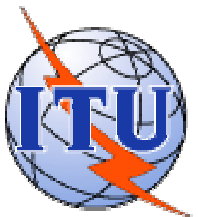
INTUG Article 29 WG - RFID

- recognition of widespread potential benefits, but
- concerned about the possibility:
 - to violate human dignity
 - to violate data protection rights
 - to collect data surreptitiously
- problems could be aggravated by low cost



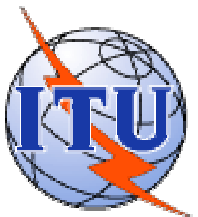
INTUG response from suppliers

- EICTA, ICC, ICRT and JBCE
- “any technology – can be abused or misused”
- “will play a major role in our society and will be broadly accepted”
- “consumers also recognize the benefits of RFID-technology where it enhances access to product information ... and enables instant recognition of preferences”



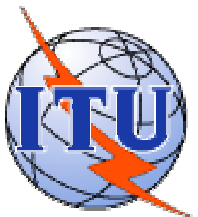
INTUG the question of liability

- multiplicity of networks, devices and sensors
- absence of clarity on:
 - control
 - management
 - security
 - misuse
- who pays?
- who goes to gaol?



INTUG additional data

- location:
 - time and place of an individual
 - can give patterns of movement
 - can be combined with:
 - profiles
 - call data
 - locations of family and friends
- content:
 - what and when and where?
- payments and micro-payments



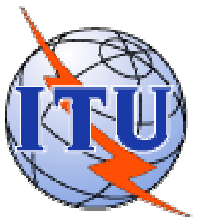
INTUG international roaming

- in a different legal jurisdiction:
 - so there will be differences in:
 - consumer rights
 - service provider duties
 - split/overlapping responsibilities
- severe legal problems in complying with cross-border data protection obligations
- potentially greater value of information when abroad



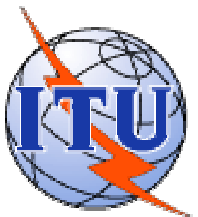
INTUG conclusions

- ubiquity of threats and risks
- diffusion of responsibilities
- smaller and weaker devices
- weakest link is human being
- we must avoid a repetition of spam:
 - scale of the problem
 - delay in its suppression
- we need to maintain customer confidence



INTUG issues

- how to maintain a balance that is:
 - reasonable
 - proportionate
 - timely
- can vendors keep up with the hackers?
 - they innovate very rapidly
- can the law keep up?
 - legislators, police, judiciary, etc
 - assigning responsibility
- can integrity be maintained across several networks?



INTUG thank you

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