
**Ad Hoc Expert Group Meeting on Emerging consumer protection trends and challenges: Implementing the United Nations
Guidelines for Consumer Protection**

1st SESSION
29 November 201
Room XI, Palais des Nations, Geneva

Making consumers count: Promoting consumer protection in general policy making

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Protecting Consumers from their own data

Steve MacFeely
Head of Statistics and Information

Agenda

3 Important distinctions

Privacy dilemma for official statistics

Data wars

Algorithms and weaponizing data



3 Important distinctions

(1) Policy based evidence

(2) Evidence based policy

(3) Evidence informed policy



The Privacy dilemma for Official Statistics

UN Fundamental Principles of Official Statistics*

Principle 6. *Individual data collected by statistical agencies for statistical compilation, whether they refer to natural or legal persons, are to be strictly confidential and used exclusively for statistical purposes.*

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“in this digital age, secrecy is an illusion” – Obermayer and Obermaier (2016)

“concept of privacy is fast approaching extinction” – McAfee (2015)

We “have zero privacy” McNealy (2015)

“Age of privacy is over” Zuckerberg (2010)

Fry (2017) has likened loss of privacy to opening Pandoras Box – pandora 5.0

* General Assembly Resolution A/RES/68/261 adopted 29 January 2014



The Privacy dilemma for Official Statistics

3 challenges

(1) Technical – anonymization with super computing power

(2) Perception – is privacy an outdated notion?

(3) Political – no one left behind (uncounted)



Data Wars

Who owns your data?

How much are our data worth?

Who supplies your information?

Why does 'Open Data' movement only target government information?



Algorithms and weaponizing data

Increasing use of algorithms (evidence based)

Concerns over weaponized data

Net Neutrality is important

Internet of things will exacerbate challenges

How good are new digitized data?



Conclusions

In an increasingly data driven world we need to take data more seriously

Consumers are generating more and more data

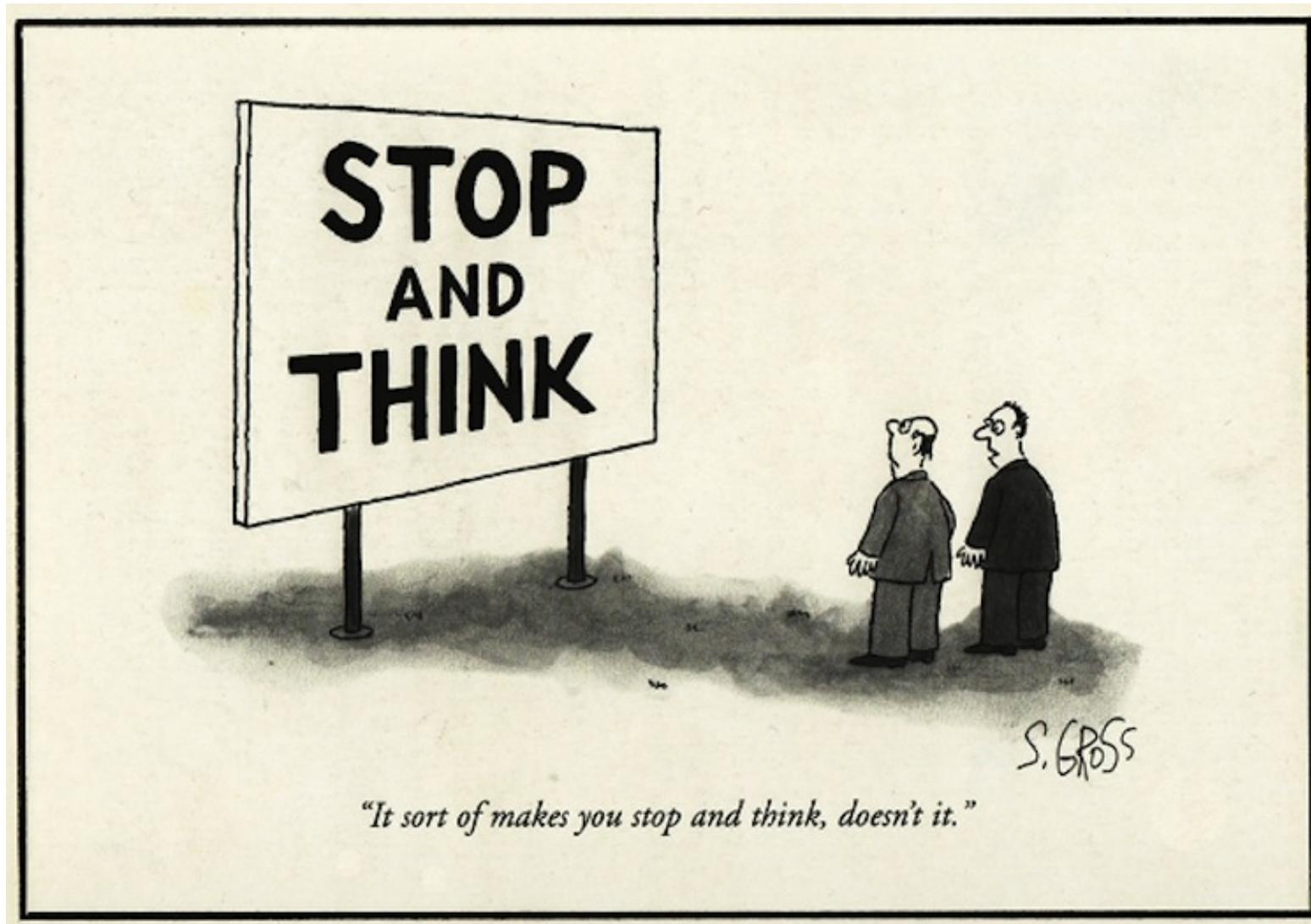
Major battles underway for control of our data / information

Not clear they are being protected from their own data

Counter-intuitively, abundance of data posing challenges for official statistics



Data and Statistics always require judgement



Thank You

Steve MacFeely ResearchGate

