PRIMAVERA DE FILIPPI

European University Institute

CERSA . CNRS . Université Paris II

ADAM : Distributed Architectures and Multimedia Applications

CLOUD COMPUTING

HOW TO PROTECT PRIVACY AND THE MARKET ?

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- **Convenience**

  - data accessible from anywhere at any time

  - flexibility of costs

- **Loss of Control**

  - how data can be accessed by users

  - how data can be used by third parties

CLOUD COMPUTING

RESOURCES PROVIDED DYNAMICALLY ON-DEMAND OVER THE INTERNET

Services offered for **free ?**
Users pay with personal data

Unfair transaction
that most users are not aware of

SUBLIMINAL MARKET

Meeting of the minds?

Terms not read nor understood
Can change at any moment

Service Level Agreement

Data voluntarily disclosed
processed in **aggregated** form

=

Additional Information
that users did not necessarily want to disclose

AGGREGATED DATA

Service providers have no incentive to deceive their user-base otherwise the competitive forces of the market will kill them.

In order to abuse their dominant position, they have to **kill the market**.

Free Market ?

User Lock-in

**Lack of Interoperability
+ No Data Portability**

reduce value of competing products
without increasing value of their own

Lack of interoperability + Network effects

Increasingly hard to Compete
Risk of Complete Lock-out if no Net Neutrality

BARRIERS TO ENTRY

Regulation or Laissez-faire?