THE STUDY

The concept of “Silence of the chips” (SoC)

- Elaborated while the use of RFID has been generalized (2005)
- Individuals should be able to disconnect their ‘objects’ from digital infrastructures at any time

Our research question

In a hyper-connected world characterized through the generalization of the IoT, does the concept of SoC relevant to protect consumers/citizens from the violation of their privacy?

The approach / methodology

- a) The emergence and genealogy of the IoT in relation to the RFID device:
  - Scientific literature review (ISI Web of Science) and documentary analysis
- b) Opening the black box of the IoT by exploring the techno-scientific debate related to the issues of security and privacy in the field of the IoT
  - Bibliometric cartography of the scientific debate (Cortext platform)
- c) Collecting the voices of the policymakers & embracing the techno-scientific vision wrt the right to the SoC:
  - 6 in-depth interviews with 3 policymakers/advisors (DG Connect – UE; CNIL; Institut de la Souveraineté Numérique) and 3 researchers (CNRFID and JRC)

RESULTS: some key illustrations

- The concept of SoC is absent of the techno-scientific literature & debate
- From the interviews:
  The SoC: a ‘concept’ without ‘real’ technical solutions, a political construction to promote the idea of the necessity to control their own personal data in order to protect citizens/consumers’ privacy.

RECOMMENDATIONS: Beyond this concept, which new strategy?

Main policy recommendations (ex.)

- Strengthening the autonomy of/empowering the users in managing the entire lifecycle of their personal data in the IoT & IoEverything
- Activating a full right of access, modification, and deletion of personal data generated by users through IoT devices & in the IoEverything
- Supporting an European initiative supporting an institutional ethical brand in order to promote privacy & security as central assets for enterprises

Main industrial guidelines (ex.)

- Providers: Ensuring transparency, even for non-experts, about data collection, storage & possibility to edit/delete it.
- Consistently resorting to the privacy-by-design principles
- Supporting the design of technical functionalities, apps & objects allowing users to export / edit / delete in a friendly way their personal data (both in raw & aggregated format) & allowing the personalization of privacy management following the different types of users (e.g. Kids)