

Workshop I

PEOPLE

Important points of introductory statement

- *Human Lifestyle and Culture Important → Internet of Things should meet society's and people's expectations (e.g. Environment, Ecology, Disaster Relief, Recycling)*
- *BUT: People also have concerns (example: Government guidelines for RFID labelling in the retail environment) → Policies are necessary e.g. to gain consumer acceptance, as for instance information, transparency and deactivation at the point of sale upon consumer request*
- *Sharing a common understanding for public acceptance and showing the benefits of practical applications is essential*
- *The VISION has to include the PEOPLE*

Expertise of Workshop Participants

- Future Studies and Technology Assessment (Studies on Waste Chain and Privacy)
- EU Affairs, Focus on Policy Issues
- Parliamentary Technology Assessment
- Official Standardisation Body
- IoT R & D
- NFC / Safepay, STOLPan
- Legal Researcher, PRIME Project
- Privacy, Identity Management
- Automobile Industry, Legal and Consumer Affairs
- RFID Project Management
- Political Consulting

Definition: Internet of Things

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Exchange of information of smart objects

Technical systems communicating with each other

INTERNET OF THINGS

Autonomous items that are networked

Automation of everyday life

What Influence can the IoT have on People?

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- Through automation, society can liberate time and increase productivity – save transaction costs
- Ubiquitous access to services and assistance
- Confidence and control issue → Ignorance vs. Knowing how everything works – do people have to know?
- An Opt-Out of technology presence is not possible anymore – the shape of technology might have to change to allow alternatives
- Ageing societies will need technology to cope with demographic change
- Autonomy goes along with responsibility (for personal data, for managing identities, etc.) → Responsibility needs rules

Topics for 2020

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- How to include people in dialogue and debate?
- Enforcement of data protection law in the member states
- When does data become personal?
- Societal research vs. technology research
- Who will be the data controller in the world of the Internet of Things?
- From “Who owns the data” to “Who owns the computing power to process the data” – New challenge in the information society

Challenges/ Roadblocks

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- Assessment of Impact of Technology
- Limited public knowledge of IoT technology
- Multiple definitions of “Internet of Things” – no homogenous discussion possible
- Items – although not storing personally identifiable information – might still lead back to people
- Progress in data storage will create new legal issues
- Privacy by design – technology development has to take “soft” factors into account, technology should be used in a way that it properly addresses societal issues
- Technology has to go along with the way people are used to do things → cultural aspect!
- Cost of new technology, cost / benefit issues
- Lack of criteria for comparing and describing technologies

How could Europe lead the way?

- Distinguish between industrial and personal applications – strengthen the point that each application has to be assessed individually
- Careful assessment of changing business models with impact on individuals
- Shift from products to services in the focus of technology development
- Have a range of smaller applications to gain experience
- Start research and application trials of services for niche groups – foster interdisciplinary research and participation of all stakeholder groups
- Use new methods of product research, outside the dynamics of large corporations
- Start thinking in business models
- Highlight security and trust – create secure networks, PETs and data security
- Retain freedom to think outside technology trends
- Take European culture and values into account
- More adoption research, closer to the people

Conclusion I

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Technology education and information

User centric technology development

Accept realities

Do not attempt to change people’s habits

Culture Society Values

Privacy and data security

Intuition

**Individuals in
their social
context**

Debate and Involvement

Carefully assess societal benefits

Take into account different roles of individuals

Foster research into people, not into things

Identity