



Personvern er ingen selvfølge lenger – hva er det egentlig greit å samle inn?

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A little bit about me

- Computer geek
- Started working with the web in 1992
- Co-founded Opera in 1995
- Left Opera in 2010/2011
- Co-founded Vivaldi in 2013



Privacy and access to information

- Internet is more than just having the access to get online. It is also about access to information and, quite importantly, factual information. There are issues.
- Privacy has eroded. Our information is being sold and used for marketing, propaganda and alike.
- Some quality content is disappearing behind paywalls. Lower quality content, often loaded with mission/propaganda, takes over.
- Governments and businesses are using our own private data to provide tailored marketing, propaganda and fake news.
- Getting to have this wonderful technology took a lot of effort. We must make sure we stay on the straight and narrow.
- Seemingly the privacy of advertisers is more important than the privacy of the users. The users are merchandise

The way forward

- Get our privacy back – for the sake of privacy itself, as well as for the sake of working democracy. Instead of giving more companies the rights to monitor our Internet usage, we should give the rights back to the people.
- Governments need to accept that not all communication should be monitored. The fact that our actions can be monitored does not mean that they should be.
- Governments should not ask for backdoors in software. Backdoors are often used by the wrong people. The latest virus attack is an example.
- Even if we can collect data for targeting, it does not mean that we should. We can solve many problems with stricter privacy and data gathering laws.
- Internet should be accessible for everyone – not only in terms of geography, but also in terms of abilities.
- Quality content should be available for free. This could happen due to stricter privacy rules, as quality content will attract better paid advertising.
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Concrete proposals

- It is time to regulate the data gathering and. It has gone too far.
- Companies should not be able to request that users give up more privacy than is needed to perform a task for the user and the data should not be used for other unrelated tasks.
- Targeting individuals should be banned. The technology lends itself too well to personalized propaganda.
- Any ads run from now and in the past should be available to users. One should be able to find who paid for an ad and what other ads that person or company has paid for.
- It should also be possible to search through a database of ads for organizations to be able to search for destructive patterns
- It should be possible to find out who funds any ads, in particular political ads.



We will be on the Web side – hope you will as well!

