WS #253
Smart Cities Initiatives and Public Policy

Towards a “data for good” approach

IGF GENEVA 2017

A New World of Data

Brazil and **Smart Cities**

Current Scenario:

- **Growing population in major cities**

I. São Paulo (12.1 million)
II. Rio de Janeiro (6.5 million)
III. Salvador (3 million)

- **Development and implementation of Smart Cities Innitiatives**

I. Public Wi-Fi
II. Public Transportation
III. Public Parking

- **Lack of a regulatory framework for data protection**

Case Study: **São Paulo**

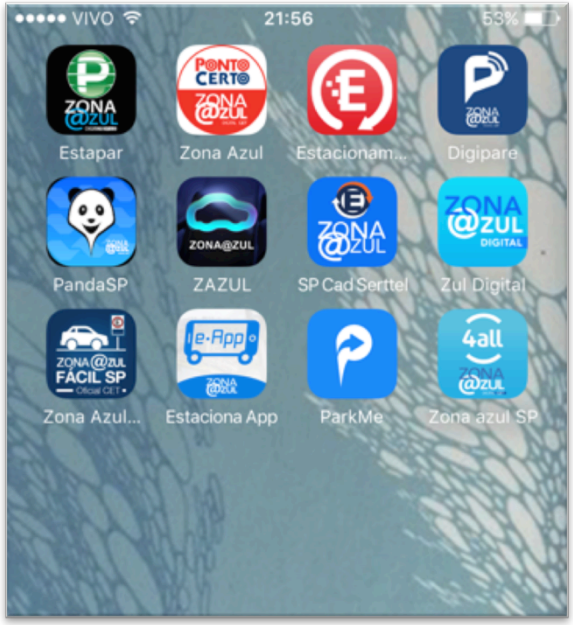
Public Parking

Public Parking – **Zona Azul**

- **Analog Era**
  - Physical tickets
- **Problems:**
  - Hard to find licensed sellers
  - Counterfeiting
  - High number of Illegal sellers

Public Parking – **Zona Azul**

- **Digital Era**
  - Digital cards only
  - 14 phone apps accredited by the São Paulo Traffic Engineering Company (CET-SP)
  - Any company that complies with the public notice can be accredited by CET-SP



Public **Parking**

Perks

- No more counterfeiting
- No more illegal sellers
- Easier to purchase*
- More $ to public safes

Problems

- Public notice is too vague in regard to data protection
- Government is not interested in developing other public policies w/ data acquired
- Lack of transparency in regard to the use of user data by the accredited apps

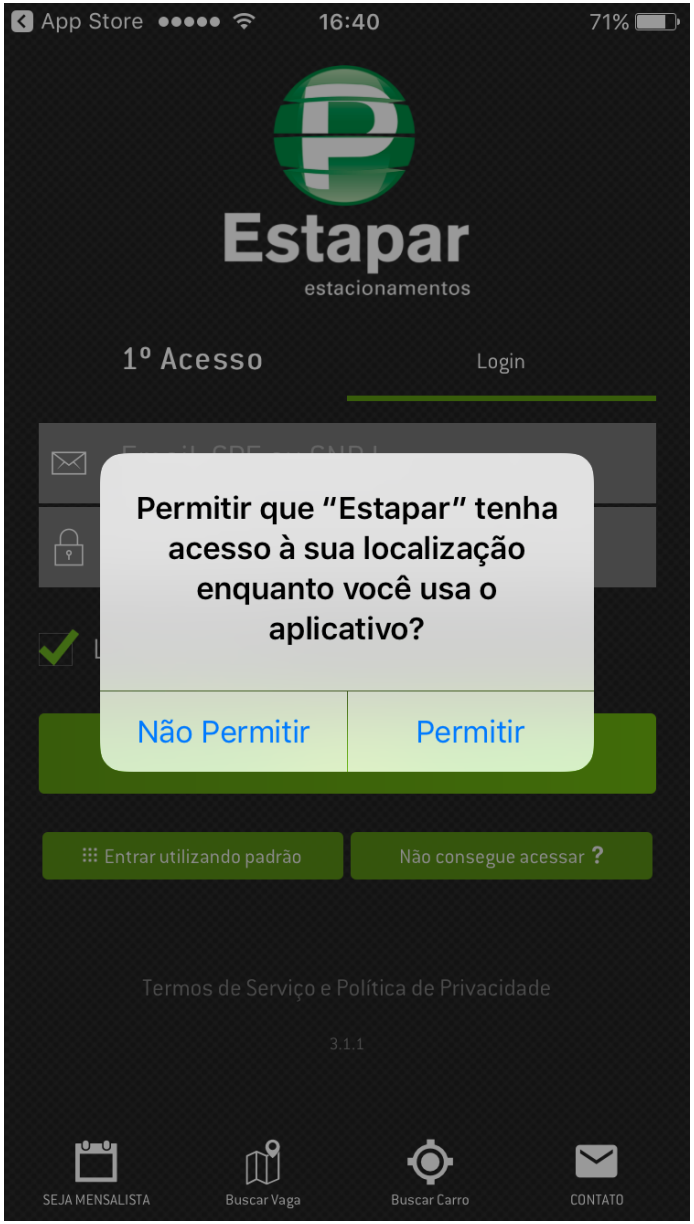
Public **Parking**

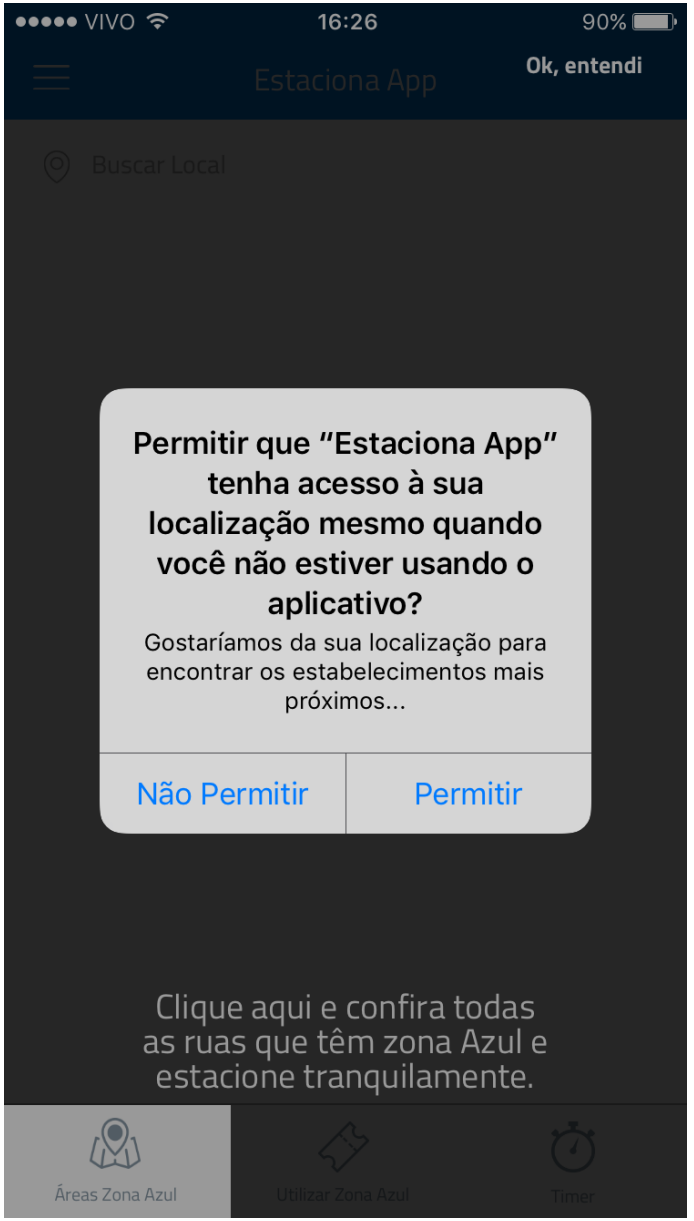
Data required by CET-SP (in order for the system to function)

- Login Information
- ID number
- License plate
- UDID/IMEI (Phone ID)
- Timestamp – activated card

Data collected by the apps* (not *all* apps)

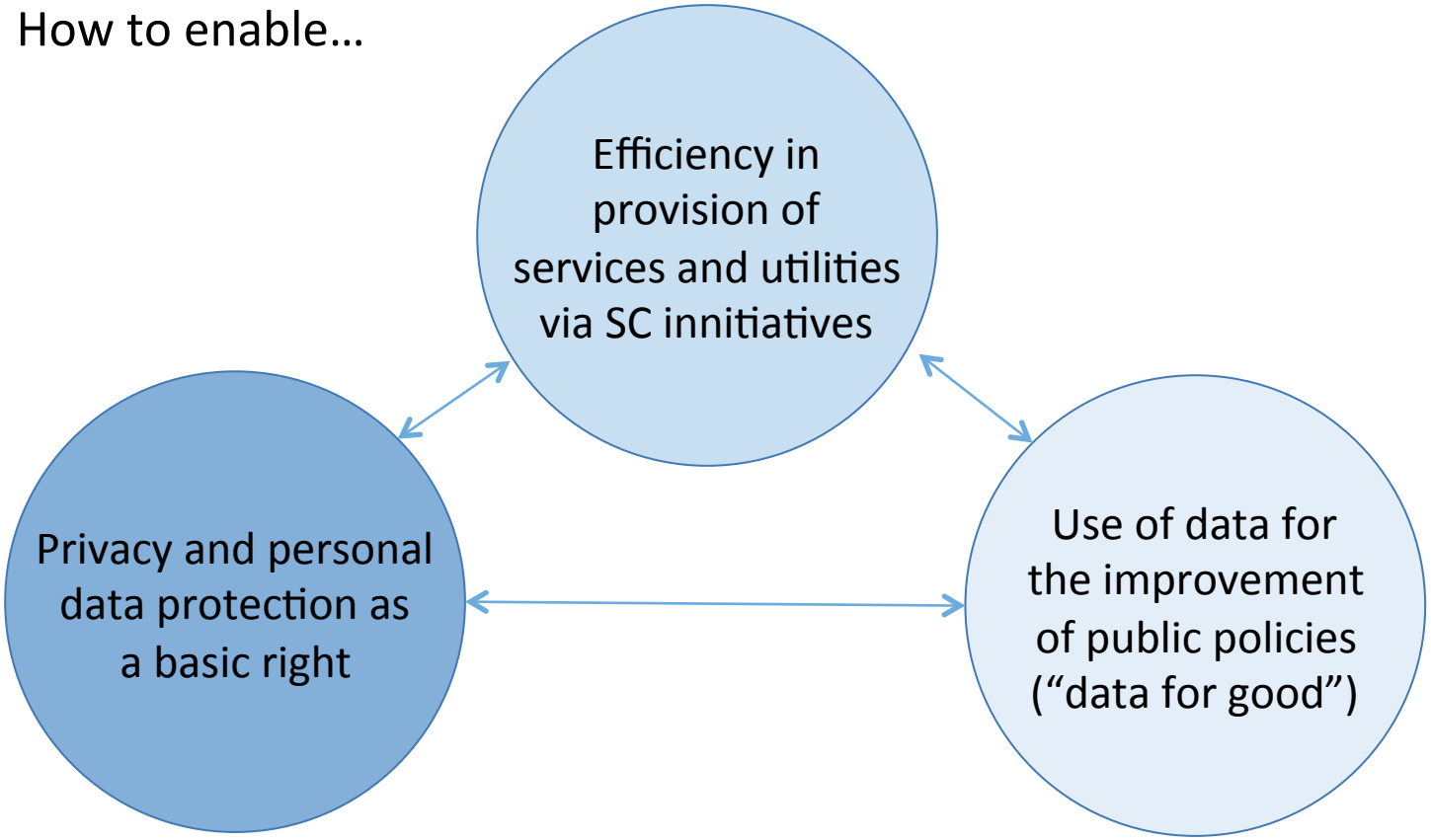
- Login Information
- ID number
- License plate
- UDID/IMEI
- Timestamp – activated card
- Geolocation
- Private Address
- Brand/Model of the vehicle
- Date of birth
- Name of user's mother (?)
- Others...


App Store
16:40
71%
Estapar
estacionamentos
1º Acesso
Login
Permitir que "Estapar" tenha acesso à sua localização enquanto você usa o aplicativo?
Não Permitir
Permitir
Entrar utilizando padrão
Não consegue acessar ?
Termos de Serviço e Política de Privacidade
3.1.1
SEJA MENSALISTA
Buscar Vaga
Buscar Carro
CONTATO


VIVO
16:26
90%
Estaciona App
Ok, entendi
Buscar Local
Permitir que "Estaciona App" tenha acesso à sua localização mesmo quando você não estiver usando o aplicativo?
Gostaríamos da sua localização para encontrar os estabelecimentos mais próximos...
Não Permitir
Permitir
Clique aqui e confira todas as ruas que têm zona Azul e estacione tranquilamente.
Áreas Zona Azul
Utilizar Zona Azul
Timer

Smart Cities and Data Protection **Conundrum**

How to enable…



…without a federal data protection law?

Campaign “your city your data”

Rebuild the narrative on smart cities

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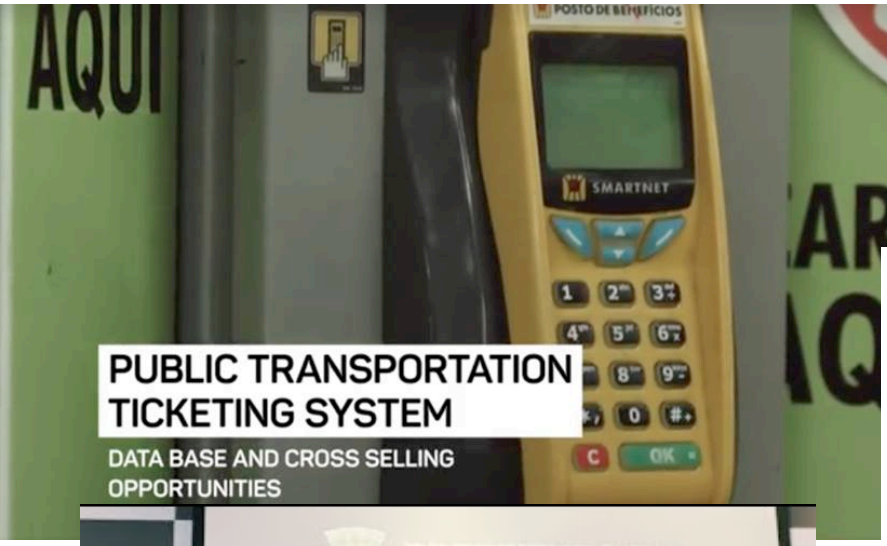
Translating the debate of data protection

Reactive vs proactive



Gestão Haddad expõe na internet dados de pacientes da rede pública

RAPHAEL HERNANDES
DA EDITORIA DE TREINAMENTO

06/07/2016 02h00

Compartilhar 716 OUVIR O TEXTO Mais opções

A Prefeitura de São Paulo deixou expostos na internet dados pessoais e até mesmo detalhes do prontuário médico de pacientes atendidos pelo SUS e servidores da Secretaria Municipal de Saúde.

As informações se referem aos registros de centenas de milhares de pessoas –podendo alcançar 650 mil, segundo planilhas disponibilizadas.

PUBLICIDADE
SAIA JÁ DO ALUGUEL

William Volcov/Brazil Photo Press/Folhapress

The backbone of Municipal Personal Data Protections

- Regulates personal data protection regarding to its **use** by the **public municipal administration** (very strict scope);
    - a.1)Private Public partnerships: data should be seen as an **asset for public politics** and **not as funding sources**;
    - Privacy enhancing technologies/PETs as a **differential** in the **public bindings**
    - **Active and Passive Transparency**: the management of personal data
        - public algorithms and audits
- **Multistakeholder Municipal Council**: the major part is from civil society

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Why should we think in Municipal Personal Data Protection Laws ?

- Privacy as a **political fact**;
  - Creation of a narrative for **engagement**: data protection as critical for **citizenship**;
  - **Supra political party agenda**: left and right political parties: 05 (five) different congressman have signed the Bill

- The capabilities of doing lobby: **decentralization** of the debate

- **Feedback** between the **federal** and **municipal** level

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(*in his personal capacity*)

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