To whom it may concern,

I attach our company’s proposal form an Impact Contribution at EDF2015. Attached you will find a title, abstract, extended abstract and CV.

Kind regards,

Gemma Galdon Clavell
Research Director and Administrator
The business of privacy by disaster

Instances of ‘privacy disasters’ have made some players aware that taking privacy into account is not only a matter of social responsibility, but a sound business decision. Incorporating privacy and broader societal concerns into the development of data-intensive technologies can save money in the medium and long term, as well as diminish the risk of reputational crisis. This opens a window of opportunity for privacy advocates and ethical hackers to work with early adopters of real-life privacy enhancing solutions and mechanisms, both in the public and private fields.

The session will present the experience on Eticas Research and Consulting, a company founded by social scientists and engineers that has tripled its workforce in its first year of operation and is currently working with public and private clients in the field of border management, biometrics, social media, emergency management, citizen science or data brokers.
Impact contribution for EDF2015 – Extended abstract

The development of data-intensive technologies produces externalities, both positive and negative. But while positive impacts are often taken for granted, dangers and challenges are minimised. Society is usually made aware of these once there are instances of mismanagement, leaks, fraud or public outcry. This has recently been the case with full-body scanners, that were never fully implemented due to social acceptability issues, smart meters, e-health records, education data and a long list of big and small projects that have been halted or revised due to the lack of proper risk assessment methodologies, able to address legal, ethical and social concerns.

But how can these risks be measured and how can impacts on different stakeholders—such as citizens—and their perspectives be taken into account? There are various methodologies and disciplines that have attempted to tackle this challenge, such as Privacy Impact Assessments, Constructive Technology Assessments or Responsible Research and Innovation principles. However, a method that addresses the specific needs of data-intensive security technologies has not yet emerged, and the instances of ‘privacy disasters’ continue to proliferate.

Drawing on tools developed elsewhere, and combining them with these specific challenges, Eticas has developed a four-part societal impact assessment (SIA) methodology for the assessment of data-intensive technologies that is sensitive as much to the technological and economic concerns of engineers and decision-makers as to the societal values and the perspectives of citizens. The methodology has been developed to be able to respond to the needs of the different clients of the company, who felt they needed better tools to avoid technological and reputational failures. As such, Eticas methodology is fully demand-driven, as it is the specific demands of its clients that have guided its development and turned a small university spin-off into a growing SME.

Societal impact assessment is the evaluation of the risks, externalities and consequences of technologies, policies, programs, and systems. As a result, it must account for a wide range of concerns and stakeholders. Eticas’ methodology first main contribution is to suggest a four-part approach to SIA that can help to assess data-intensive technology used for security. This framework includes many of the terms and concerns included in previous methodologies, but give them coherence, adapt them to the challenges of new technological developments (such as Big Data) and puts forward a specific assessment method to guide decision-making. The framework is based on four main pillars that combine technological policy and sociological perspectives and inputs: desirability, acceptability, ethics, and data management, and provides a means of operationalizing assessment of security technologies to anticipate and compare a range of economic, data and values impacts for various stakeholders (see Figure 1).

![Figure 1. The four pillars of a Societal Impact Assessment](image)

1. The **desirability** of a project or technology refers to the very need for a solution, and can be achieved through clear problem definition, good project governance but also cost-benefit analysis. This paper proposes a methodology through which the costs and benefits, economic and beyond, of
a security project or technology can be assessed. This methodology, though not always quantifying costs, is a key decision-making support for designers as well as a measure of the value of what is often a public good.

2. The role of **acceptability** builds on the assessment of the social and public value of a technology or project. Acceptability accounts for the crucial role of how citizens consent to and perceive a technology. This accounts for context and helps to assess proportionality. Drawing on literature on technology acceptance as well as a focus group-based methodology, this paper shows the stakes of accounting for citizens’ perspectives and provides a methodology for doing so.

3. **Ethics** relates to the values and moral standards guiding a project. These include fundamental rights, inclusivity, the notion of a social contract of state and citizen, trust, as well as what vision of ‘security’ is sought by a project or technology. Even though some of the key values at stake are included in the legal framework, social and technological forecasting are also used as methods to assess long-term externalities on society at large.

4. While **data management** does refer to the legal framework of privacy and data protection, it also encompasses much broader considerations relating to individual control and consent, methods of anonymization, and how privacy issues can be designed into technologies and projects. This methodology identifies the critical moments in data management on how a responsible approach can contribute to mitigate them or avoid them altogether (see Figure 2).

![Figure 2. Key vulnerable moments in Data management and how to minimise them](image)

Using this methodology, Eticas is able to contribute to responsible research and innovation and to putting societal values at the heart of technological development.
PERSONAL INFORMATION

Gemma Galdon Clavell

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Sex Female | Date of birth 29/05/1976 | Nationality Spanish

WORK EXPERIENCE

2012 to present
Research Director
Eticas Research & Consulting, Spain
- Academic research for private clients (NEST A) and EC-funded projects (ABC4EU, GRAFFOLUTION, GIFT, ORIGINS, INSPEC2T)
- Public speaking
- Office and personnel management
- Oversight of grant writing and justification
- Strategic planning
- Organiser of biannual Surveillance Studies Conference

Business or sector Consultancy & research SME

2012-2015
Postdoctoral Researcher
Department of Sociology, Universitat de Barcelona, Spain
- Academic research in EC-funded projects (SMART, IRISS, RESPECT)
- Average of 3 academic papers in peer-reviewed journals per year

Business or sector Academic

2012
Security Programme Director
Department of Urban Management, Universitat Oberta de Catalunya, Spain
- Security Policies and Technologies Masters director
- Academic research
- Lecturer at Police Academy

Business or sector Academic

2009-2012
Doctoral Researcher
Department of Political Science, Universitat Autònoma de Barcelona, Spain

Business or sector Academic

2008-2009
Project Assistant
United Nations Institute for Training and Research (UNITAR)
- Design and coordination of Security & Public Space programme
- Conferences and official visits organised in Latin America and Northern Africa
- Official representation of Programme in official visits
**Business or sector** Intergovernmental organisation

**2005-2008**  
**Junior Researcher**  
New Politics Programme, Transnational Institute (TNI), The Netherlands  
- Research into new forms of political action in Asia and Latin America  
- Conferences and official visits organised in Latin America and Northern Africa  
- Report writing  
- Coordination of decentralised network of experts

**Business or sector** NGO

**2003-2004**  
**Translator and interpreter**  
Ediciones de Intervención Cultural, Spain  
- Identification of relevant books, management of rights and translation EN > ES  
- Director of Portraits series

**Business or sector** Cultural sector

**2002-2003**  
**Research Assistant**  
Department of Applied Economics, Universitat Autònoma de Barcelona, Spain  
- EC-funded project on welfare policies in Eastern Europe  
- Background research and report writing  
- Coordination of network and organisation of international meetings

**Business or sector** Academic

**EDUCATION AND TRAINING**

**2009-2012**  
**PhD in Public Policy and Social Transformation**  
Universitat Autònoma de Barcelona (Spain)  
- Multidisciplinary PhD: sociology, criminology, policy & technology  
- Fully-funded in competitive tender  
- Graduated Cum laude (with honours)

**2008-2009**  
**Master’s in Public Policy**  
Escola d’Administració Pública de Catalunya (Spain)  
- Political Science  
- Public tendering  
- Economics

**2000-2001**  
**Graduate Certificate in African Societies**  
Universitat de Barcelona (Spain)  
- Intercultural Studies

**1994-2000**  
**Bachelor Degree in History**  
Universitat Autònoma de Barcelona (Spain)  
- Contemporary History
PERSONAL SKILLS

Mother tongues
Catalan, Spanish

Other language(s)

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Certificate of Proficiency in English, A

Levels: A1:2 Basic user - B1:2 Independent user - C1/2 Proficient user

Common European Framework of Reference for Languages

ADDITIONAL INFORMATION

Publications


national experiences”. In The Legal Perspective. Deliverable 2.3 of FP7 IRISS Project. Pgs. 45-65.


Curriculum Vitae

Gemma Galdon Clavell


Presentations, conferences and seminars


• “Democratic-common Cities vs Smart-private Cities”. D-CENT Project, Barcelona, May 5.

• “Incorporating societal concerns and privacy risks in biometric border control gates: the experience of the ABC4EU project”. Workshop on the use of border security technologies and the implications on the privacy, ethics and data protection/fundamental rights of people crossing the borders. FRONTEX, Warsaw, April 30.


2014


• “Autoprotecció i defensa de la privacitat a l’era de la vigilància massiva”. The Cold Web Conference. CCCB & Fundació La Caixa, November 6.


• “La socieda a través de la cámara”. Videovigilancia y protección de datos tras la nueva ley de Seguridad Privada. Asociación Profesional Española de Privacidad. Zaragoza, October 22.

• “Understanding Social Control in Public Places”. Improving Safety through Urban Design. COST TU1203. Lodz (Poland), October 16.


• “Monitoring the birth of a European Cloud”. The Danish Borad of Technology. Copenhagen, April 30.


2013


2012


• “(Not So) Smart Cities?”. SMART Conference, Florence (Italy), September 25-26.

• “Políticas públicas de seguridad en entornos urbanos”. Cumbre sobre Seguridad Humana, Pan American Health Organization, Ciudad Juárez, September 5-6.

• “Seguridad y cohesion social y comunitaria”. Seminar at Universidad Autónoma de Querétaro (Mexico). September 1.

• “Ciencias de la seguridad”. Seminar at the Universidad Autónoma de Ciudad Juárez (Mexico), August 20-30.

• “CCTV in Spain: x-raying the fearful city”. 5th International Conference on Information Law and Ethics. Corfú (Greece), June 29-30.


2011

▪ "Tecnología, seguridad y control en el espacio urbano: el caso de la videovigilancia". Sesión especial Criminología, Universitat Autònoma de Barcelona, November 16.

▪ "Políticas públicas de seguridad en entornos urbanos". Programa de Formación de la Secretaría de Seguridad Pública. Instituto Tecnológico Superior de la Región de Los llanos (Durango, México), November 28-30.

▪ "Las transformaciones de la sociedad civil en la sociedad de la información y el conocimiento". Jornadas de reflexión y debate del Seminario de Comunicación y Sociedad Civil, Barcelona, October 26-27.


▪ "La Prevención Social como Respuesta Institucional al Fenómeno Delincuencial", V Congreso Internacional de Política Criminal y Prevención del Delito, Secretaría de Seguridad Pública, Guanajuato (Mexico), September 27-29.


▪ "La Innovación Social en el Programa Marco: SSH y Seguridad al Servicio de una Sociedad de Derechos", 5ª Conferencia del VII Programa Marco de I+D de la Unión Europea en España, Ministerio de Ciencia e Innovación, San Sebastián, June 20-21.

▪ "Políticas de Seguridad Ciudadana en el Gobierno Local", Conferencia Internacional sobre Seguridad y Justicia en Democracia, UNAM, Mexico City, June 6-10.

▪ "Authoritarian surveillance and its legacy in Southern-European societies: Greece, Italy, Spain, Portugal", Ghosts of Surveillance (LiSS Conference), iasi (Romania), May 3-5.

▪ "CCTV in Spain. An empirical account of the deployment of video-surveillance in a Southern-European country", Ghosts of Surveillance (LiSS Conference), iasi (Romania), May 3-5.

▪ "Striving for relevance in academia: studying surveillance in order to understand, expose and engage", Security Public Policy in an Age of Insecurity, IISJ, Oñati, April 7-8.

▪ "Wikileaks com a sousveillance", Què ha canviat i què ha de canviar després de WikiLeaks?, Barcelona, ICV, March 10.


2010

▪ "La ciudad asustada: miedo, exclusión y políticas urbanas", Ciudades: resistencia local, especulación global. Valparaíso (Chile), December 1-2.


▪ "Legitimidad versus eficacia en los sistemas de videovigilancia", Nuevos retos globales en Cyberdelincuencia, Prevención del Delito Informático y Sociedad de la Vigilancia, Congreso LSPI-ITLC-IPLC, Barcelona, November 5.
Projects

- "The closer the better? The undemocratic urge of security policy at the local level", Understanding Democratic Governance, Leicester (UK), De Montfort University, September 24.

- "Videovigilància als espais públics i semi-públics de les ciutats catalanes", Videovigilància i protecció de dades: la interfície públic/privat, Universitat de Barcelona and OSPDH, September 23.


- "Everybody Else Is Doing It, So Why Can't We? Understanding video-surveillance beyond conspiracy theory", EASST_010 CONFERENCE Practicing Science and Technology, Performing the Social, Trento (Italy), September 2-4.


- "Tecnologia, control social i exclusió", Canvi social i polítiques de resposta, una mirada des del cinema, Barcelona, Escola de Política Social i Urbanes, July 7.

- "Inseguridad, seguridad y políticas públicas en entornos urbanos: el caso de la 'ordenanza cívica de Barcelona", X Congreso Español de Sociología, Pamplona, FES, July 1-3.


- "Seguretat i regeneració urbana", Jornada d’experts en seguretat, Palma de Mallorca, Consorci de la Platja de Palma, June 4.


2009


- "Ús dels SIG i polítiques públiques de seguretat: anàlisi d’experiències i recomanacions”, Seminari sobre Representació Geogràfica d’Indicadors de Desigualtat i Conflictivitat locals, Barcelona, Direcció General de Modernització de l'Administració, November.

- "Citizenship and Public Space”. Polis21: City, Nationalism, Migration, Athens (Greece), November.

- "Las políticas públicas de seguridad”. Escuela de Formación de Izquierda Unida Federal, Madrid, September.

- "Public Space and Security”. Barcelona: UAB-IGOP-ISPC, July.


- "Security and Public Policy”, training session at Diadema’s Town Hall. Diadema (Brazil): Prefeitura de Diadema, CIFAL, February.
- Recommendations for Reliable Breeder Documents Restoring e-Passport Confidence and Leveraging Extended Border Security (ORIGINS, 7th Framework Programme SECURITY 2014-2016)

- Awareness and prevention solutions against graffiti vandalism in public areas and transport (GRAFFOLUTION, 7th Framework Programme SECURITY 2014-2016)


- Virtual center of excellence for research support and coordination on societal security (SOURCE 7th Framework Programme SECURITY 2012-2015).

- Crime Prevention through Environmental Design and Planning (EUROPEAN COOPERATION IN SCIENCE AND TECHNOLOGY - COST 2013-2016)

- Scalable Measures for Automated Recognition Technologies (SMART, 7th Framework Programme SECURITY 2011-2014)


- Living in Surveillance Societies (EUROPEAN COOPERATION IN SCIENCE AND TECHNOLOGY – COST, 2009-2013)


- La videovigilància a Catalunya, Funder: Institut de Seguretat Pública de Catalunya. Director: Gemma Galdon Clavell (2012)


- Nous reptes per a la governabilitat de l’espai públic a Barcelona. Funder: IGOP. Director: Mikel Aramburu (2008-2010)

- Rebuilding the commons. Funder: Fundación por la Europa de los Ciudadanos. Director: Gemma Galdon Clavell (2008-2009)


Honours and awards

- Global Policy Fellow at the Institute of Technology and Society, Rio de Janeiro (Brasil), 2015.
- PhD with Honours (cum laude), 2012.
- Ayuda de especialización e investigación en materia de protección de datos de carácter personal, Catalan Data Protection Agency & Université de Montréal, 2010.
- Government PhD grant (competitive), 2009-2012

Memberships

- Member of the International Advisory Board of Privacy International
- Member of the editorial board of the academic journal IGOPOLIS
- Member of the editorial board of the academic journal Teknokultura
- Member of the editorial board of the academic journal Revista de Estudios Políticos