A Simple Vision

The Internet Is For Everyone, Everywhere.

**Vision:** The Internet is for everyone, everywhere.

**Mission:** The Internet Society champions the development of the Internet, as a global technical infrastructure, as a resource to enrich people’s lives, and as a force for good in society.

We work with the worldwide community of Internet stakeholders for an Internet that is open, globally-connected, and secure.

Together, we focus on:
- Building and supporting the communities that make the Internet work;
- Advancing the development of Internet infrastructure and technologies; and
- Advocating for sound Internet policy around the world.
Global Presence

110+ Chapters Worldwide
72k Members and Supporters
146 Organization Members
5 Regional Bureaus
18 Countries with ISOC Offices
What does the Internet Society’s vision mean in practice?

For the benefits of the Internet to reach everyone, in a sustainable way, we must ensure two things:

• Access

• Trust
Trust

“A belief that someone will act in your interest, even if they have the opportunity and motivation to do otherwise.”

Like any belief, it may be well- or ill-founded.

The roots of trust are varied, and are by no means all technical.

Online, trust is intimately linked to what is done with data about us… in other words: privacy.
Some examples of trust factors

- I have dealt with this service provider before, and nothing went wrong.
- I know my bank/insurance company will protect me if something bad happens.
- I use this service because my employer uses it - so it’s not my decision.
- I trust this service because I have read their Privacy Policy.
- Their website looks reassuring.
- My friend said it’s OK.
- Their site uses https://, so it must be secure.
Our assessment of risk is often flawed

• Human beings are bad at recognising small, incremental risks
• Poor risk assessment leads to bad habits
• Online risks are often remote and invisible
• Service providers have an incentive to make us feel safe - particularly on social media

(How many “trust” factors can you see in this advertisement?)
The Internet Society Calls for an Ethical Approach

For users:
• Clear guidance at the point of decision
• Transparency of data usage
• Effective accountability and redress

For data controllers:
– Practical guidance about ethical design
– A clear trust framework for certification
– Cross-border audit and accountability

Ethical data handling creates a virtuous cycle
Principles for data controllers

What we can do

• We accept some constraints on what we can do, in the interest of the trust relationship between ourselves and the data subject.

What we must do

• We agree to exceed the requirements of what is mandatory, where doing so gives more appropriate weight to the interests of the data subject.

What we should do

• We commit to an approach based on transparency, fairness, and respect for the individual.
Thank you.

Robin Wilton
Technical Outreach Director, Trust and Identity
wilton@isoc.org