

Taking Privacy Laws into Account in Service Development

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Abstract

The evolution of mobile technologies has enabled the opportunity to develop services that use customer information for providing better user experience. The gathered personal information can also be used to profile customers and sold to advertisers. In worst case the data can end up to malicious people who can use it for criminal activities such as blackmailing. Laws regulate how the personal information can be used and how it must be protected. EU is working on new legislation that adds requirement of proofing that personal data is protected adequately. This presentation discusses how this new proposed legislation may affect on service development.