

A decorative graphic on the left side of the slide consists of white and light blue lines forming a circuit-like pattern. The lines are vertical and horizontal, with small circles at various points, resembling a stylized circuit board or data flow diagram.

2.4. PERSONAL INFORMATION



WHAT IS PERSONAL INFORMATION?

PERSONAL INFORMATION

- Personal information is information about person's identity
- For example:
 - Education
 - Financial position
 - Health history
 - Work history
 - Persons name
 - Address
 - Ways of identification (fingerprints, photos, voice, characteristics...)

PERSONAL INFORMATION



PERSONAL INFORMATION

- We have to be careful with who we share our personal information
- Some of personal information can have business value
- Which information can have business value?

PERSONAL INFORMATION

- We have to be careful with who we share our personal information
- Some of personal information can have business value
- A company can use our financial information to offer products that may interest us
- If a pharmacy company has our health profile, they can advertise to us some medication that is related to our medical history



WHERE ELSE CAN WE GET SOMEONE'S PERSONAL
INFORMATION?

SOCIAL MEDIA

- Using likes on social media can show in what we are interested in and what do we believe in
- If campaign teams from political parties have access to that information they can make an advertisement for their candidate to attract the specific type of people
- This way they might get more votes

INFORMATION SECURITY

- Service providers are required to keep personal information safe and confidential
- In some cases that information can be accessed by a third party software
- Because of some errors or security problems that information can “leak” out of the system

THE FACEBOOK–CAMBRIDGE ANALYTICA DATA SCANDAL

- Millions of Facebook users' personal data was acquired without the individuals' consent by Cambridge Analytica mostly to be used for political advertisement
- Data was collected through an app in 2013 which consisted out of series of questions to build psychological profiles on users
- The data was later used in 2016 presidential campaigns of Ted Cruz and Donald Trump

THE FACEBOOK–CAMBRIDGE ANALYTICA DATA SCANDAL – HOW IT WORKED

- 1. Company pays people to take surveys which allows them to access their personal information through Facebook page

GET PAID TO TAKE SURVEYS

- ✓ RECEIVE PAYMENTS INSTANTLY.
- ✓ 100% FREE MEMBERSHIP. NO FEES.
- ✓ MAKE MONEY FROM YOUR HOME.

START NOW



THE FACEBOOK–CAMBRIDGE ANALYTICA DATA SCANDAL – HOW IT WORKED

- 2. The company collected personal information of the person
 - Name, age, address, date of birth, gender, likes...
- It also tries to collect data of that persons friends



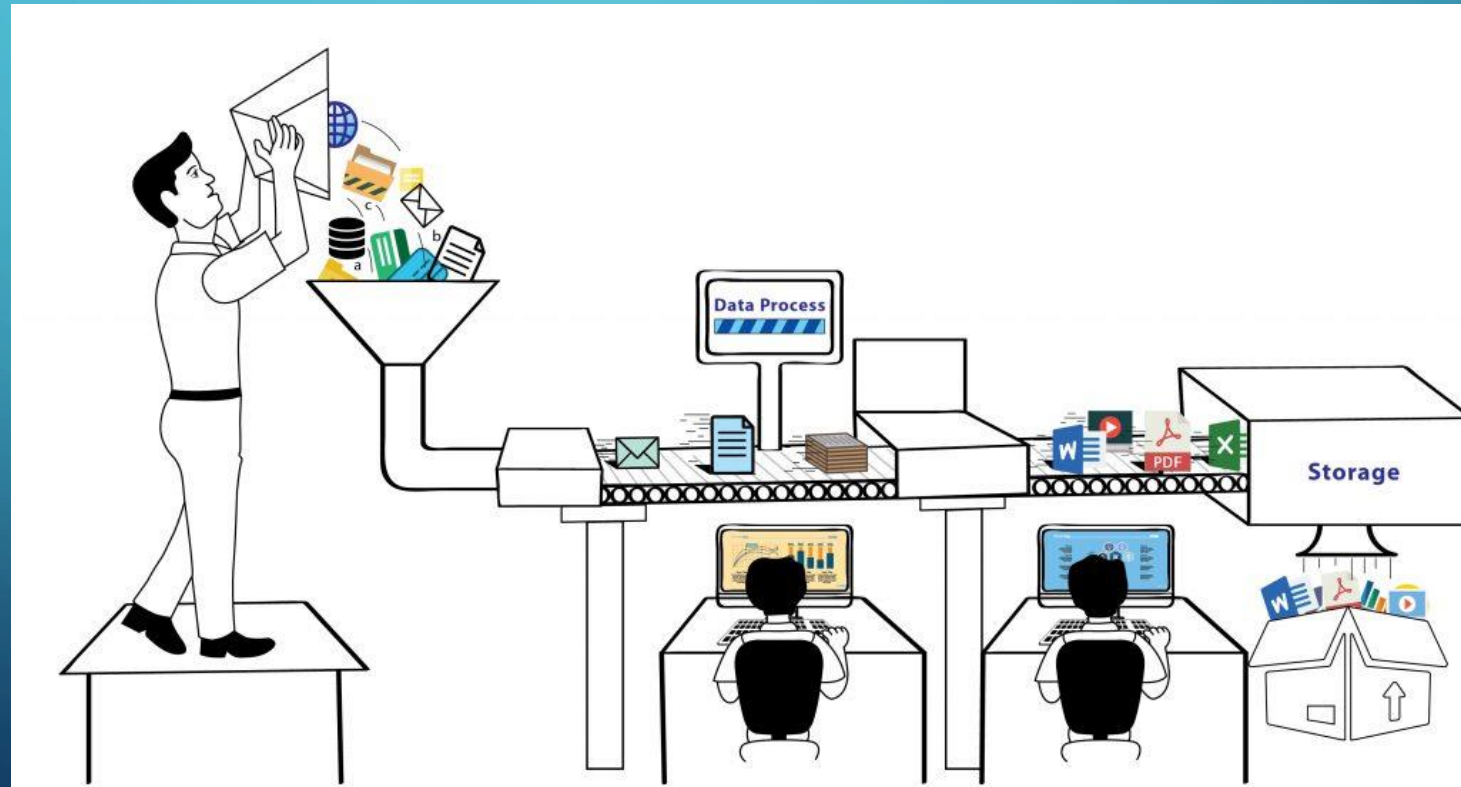
THE FACEBOOK–CAMBRIDGE ANALYTICA DATA SCANDAL – HOW IT WORKED

- 3. Company will use the information from the survey and compare them with the Likes of that person so that they can know the persons behavior



THE FACEBOOK–CAMBRIDGE ANALYTICA DATA SCANDAL – HOW IT WORKED

- 4. The collected information is processed so that it can be used for commercial advertisement



PERSONAL DATA PROTECTION ACT

ร่างพระราชบัญญัติคุ้มครองข้อมูลส่วนบุคคล

- 1. The Data Controller may not be able to collect, use or disclose personal information without the consent of the owner
- 2. The Data Controller may only use and disclose the collected information for the purpose stated at the time of collection
- 3. The Data Controller is prohibited to collect personal information without the consent of the subject (person)

PERSONAL DATA PROTECTION ACT

ร่างพระราชบัญญัติคุ้มครองข้อมูลส่วนบุคคล

- 4. The person has the right to access the personal information that was collected about him or request the removal of information that he/she didn't give consent
- 5. If the Data Controller doesn't want to comply with the rules, the data subject (person) can request deletion, destruction or changing the information into a form that will not identify the owner of that data

PERSONAL DATA PROTECTION ACT

ร่างพระราชบัญญัติคุ้มครองข้อมูลส่วนบุคคล

- 6. The Data Controller has to ensure that the data is correct, accurate to date, doesn't cause misunderstanding and that it has appropriate security measures
- 7. There should be a National Personal Data Protection Committee. They should be responsible for establishing a strategic plan for promotion and protection of personal information. They should have a power to issue announcements and regulation and decide disputes between parties involved

OPEN GOVERNMENT DATA

- Countries around the world share their government and public information to other individuals or organizations to use or analyze for other uses
- Sometimes it might lead to innovation and new discoveries which can benefit to public
- This way it will also reduce the corruption in the government because most of the data is public

OPEN GOVERNMENT DATA

- Thailand → data.go.th
- United Kingdom → data.gov.uk
- European Union → data.europa.eu
- United Nations → data.un.org

The background is a dark teal gradient. In the corners, there are decorative white line-art elements resembling circuit traces or data paths, with small circles at the end of the lines.

WHAT SHOULD YOU BE AWARE OF IN REGARDS
OF YOUR PERSONAL INFORMATION WHEN USING
THE SOCIAL MEDIA?



ANY QUESTIONS?



THE END