

#SGKM23: Digital Innovations in the Race for Attention

# Digital Communication and Ethics





**DEPT®**



Lukas Stuber

Digital Ethics Ambassador  
DEPT®

01

Some personal background



1997 - 2000  
Online Sales

2000 - 2003  
Copywriter

2003 - 2018  
Founder

2018 - 2022  
Managing Director,  
Partner

2022 -  
Digital Ethics Ambassador,  
Partner



## The most democratic medium

Decentralized, ungoverned, low thresholds,  
accessible:

From its inception, the internet was viewed not as a  
mass medium, but as a medium for the masses.

This view solidified during the Arab Spring  
(regardless of its long term outcome).





# 2012: Progressive Use

«After the voters returned Obama to office for a second term, his campaign became celebrated for its use of technology—much of it developed by an unusual team of coders and engineers—that redefined how individuals could use the Web, social media, and smartphones to participate in the political process.»





# 2016: Manipulation

In 2015 at the latest the political impact of algorithms became clear: Team Trump and, 2016, Brexiteers worked closely together with Facebook to squeeze maximum political effect out of targeting algorithms.

Algorithms we use everyday.





# Same methods, different messages



Team Obama 2012



Team Trump 2016





«Our mission to become the best digital agency in the world goes hand in hand with becoming **the best digital agency for the world.**»



# How we communicate

## Technology

- Accessibility & inclusivity
- User autonomy
- Emissions

## Creative

- Accessibility & inclusivity
- User autonomy
- Reduced emissions\*

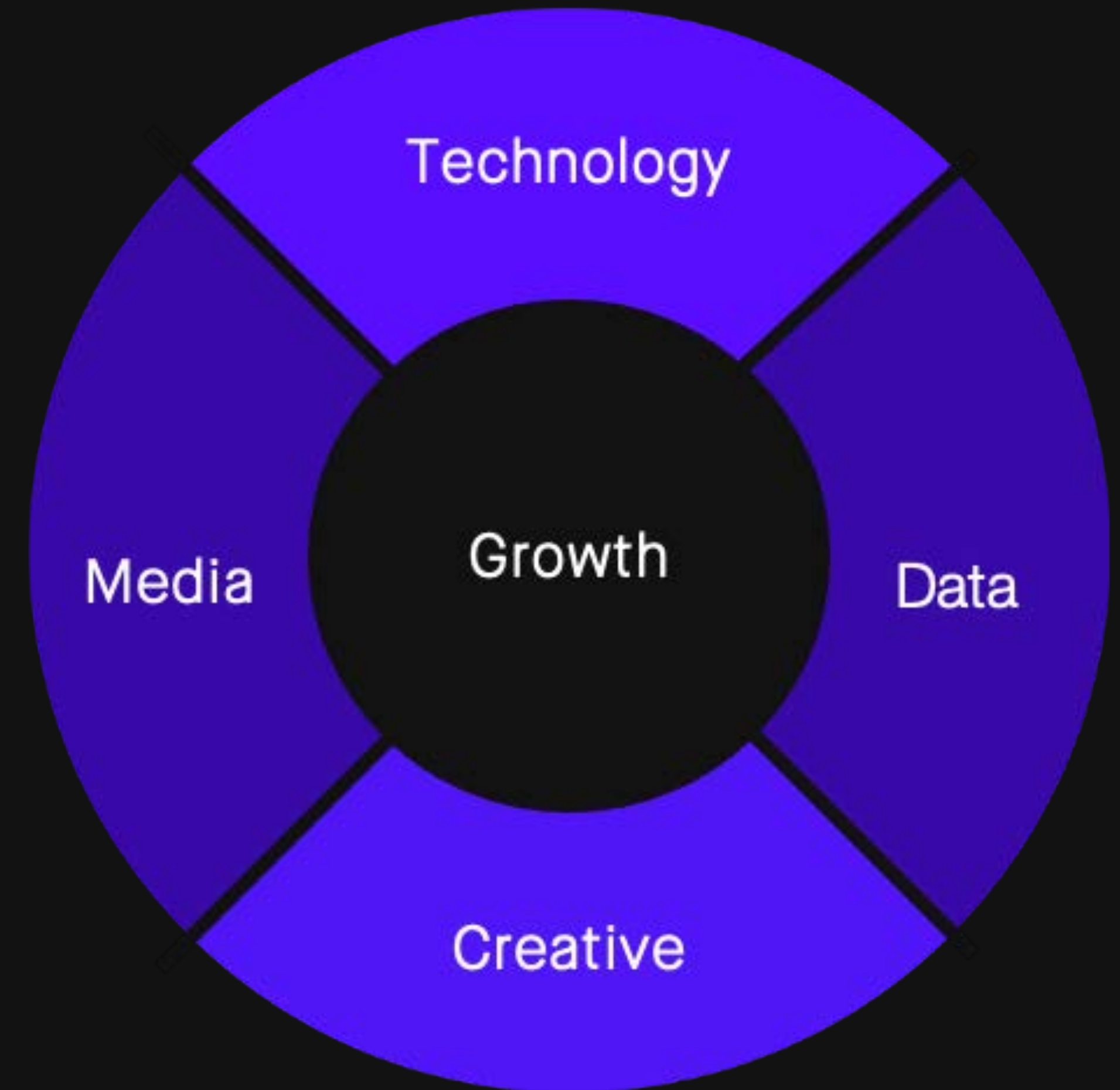
*\* overlap with B-Corp*

## Data

- Privacy
- Transparency
- Explainability
- Non-discrimination

## Media

- Platforms
- Brand safety
- Targeting
- Polarization, Trivialization





# 02

Algorithms and power structures

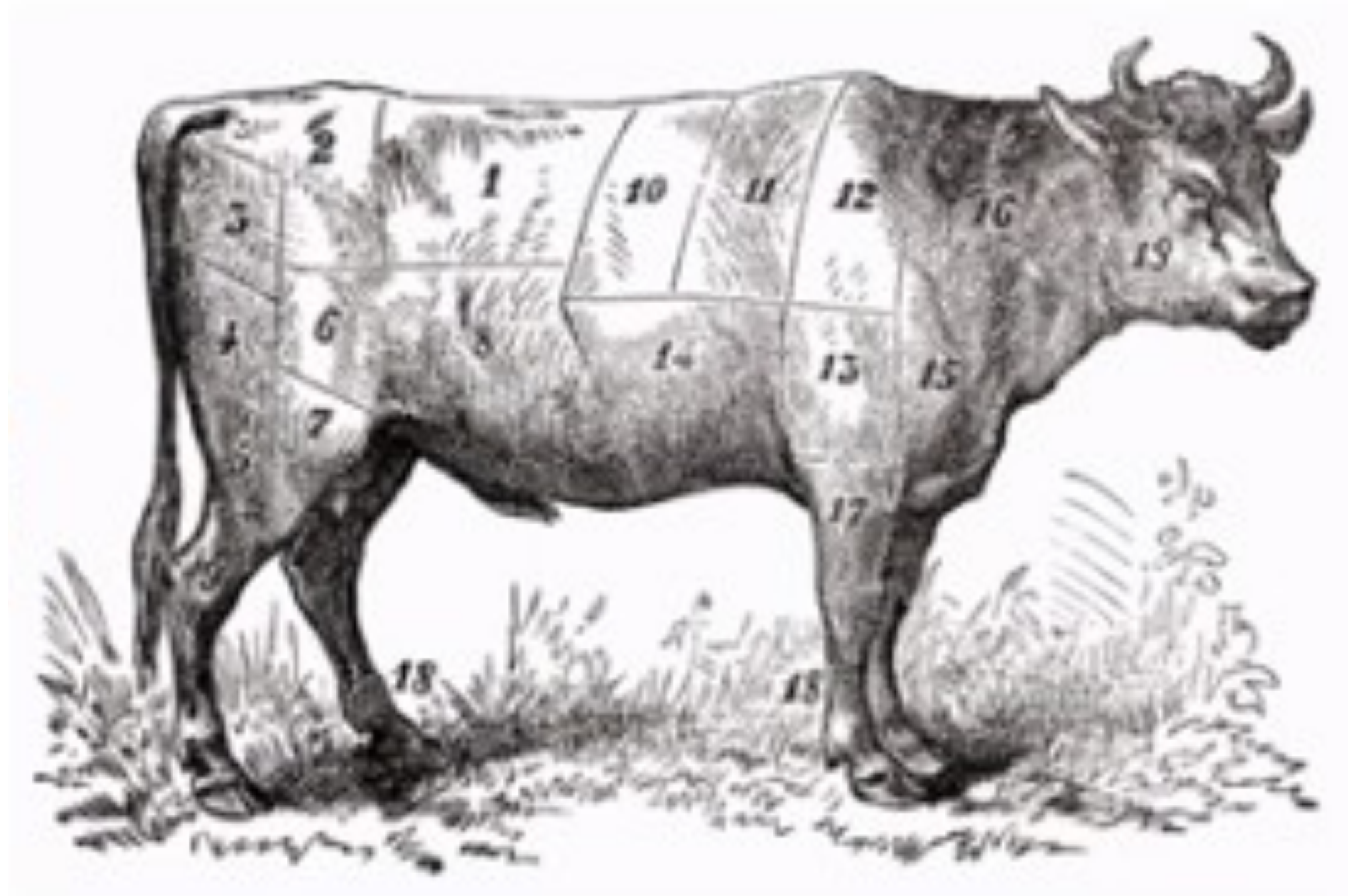


1.

Algorithms reproduce power structures.



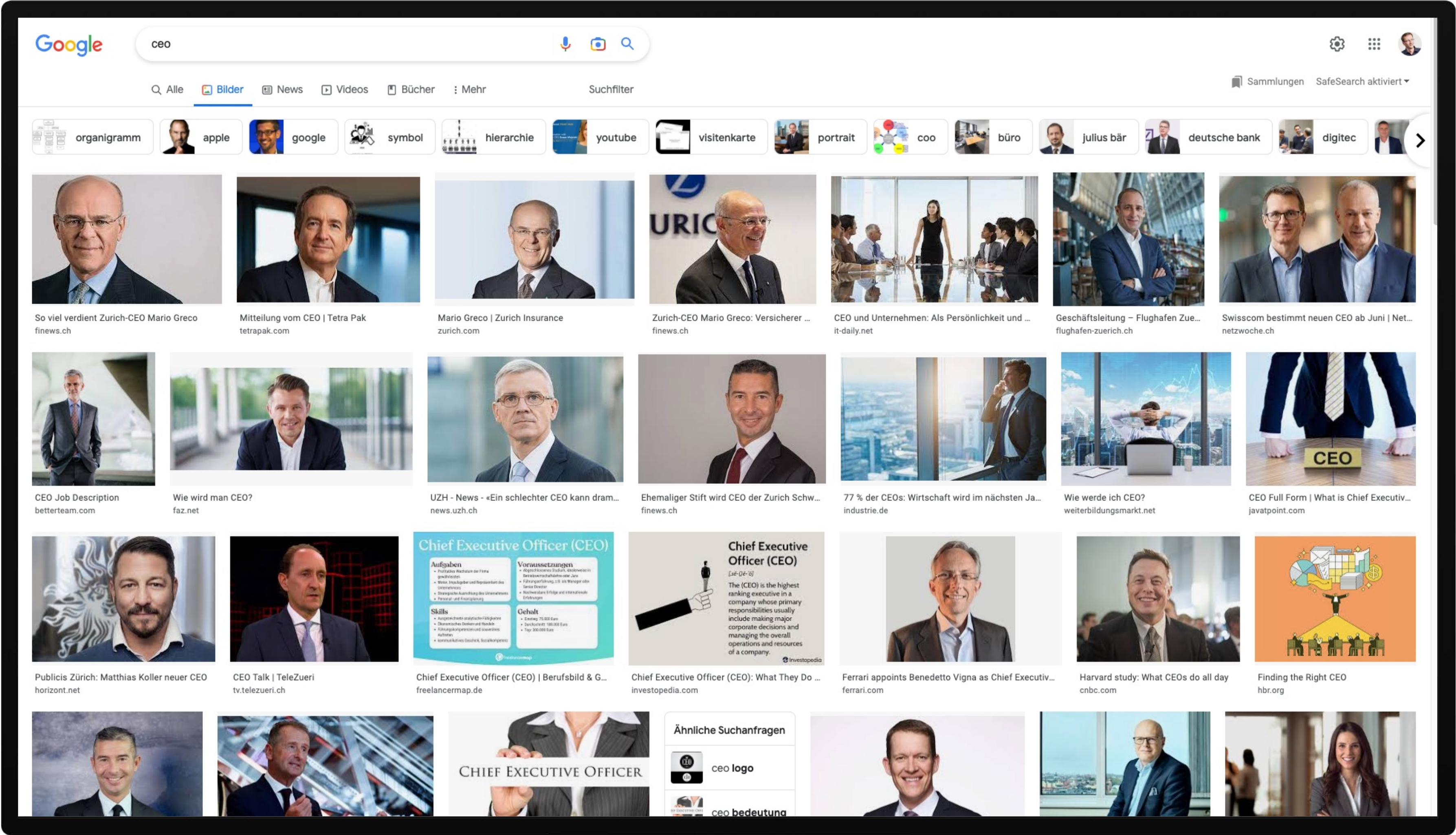
# The Wisdom of Crowds



*average of 800 guesses = 1,197*  
*actual weight of the ox = 1,198*

96





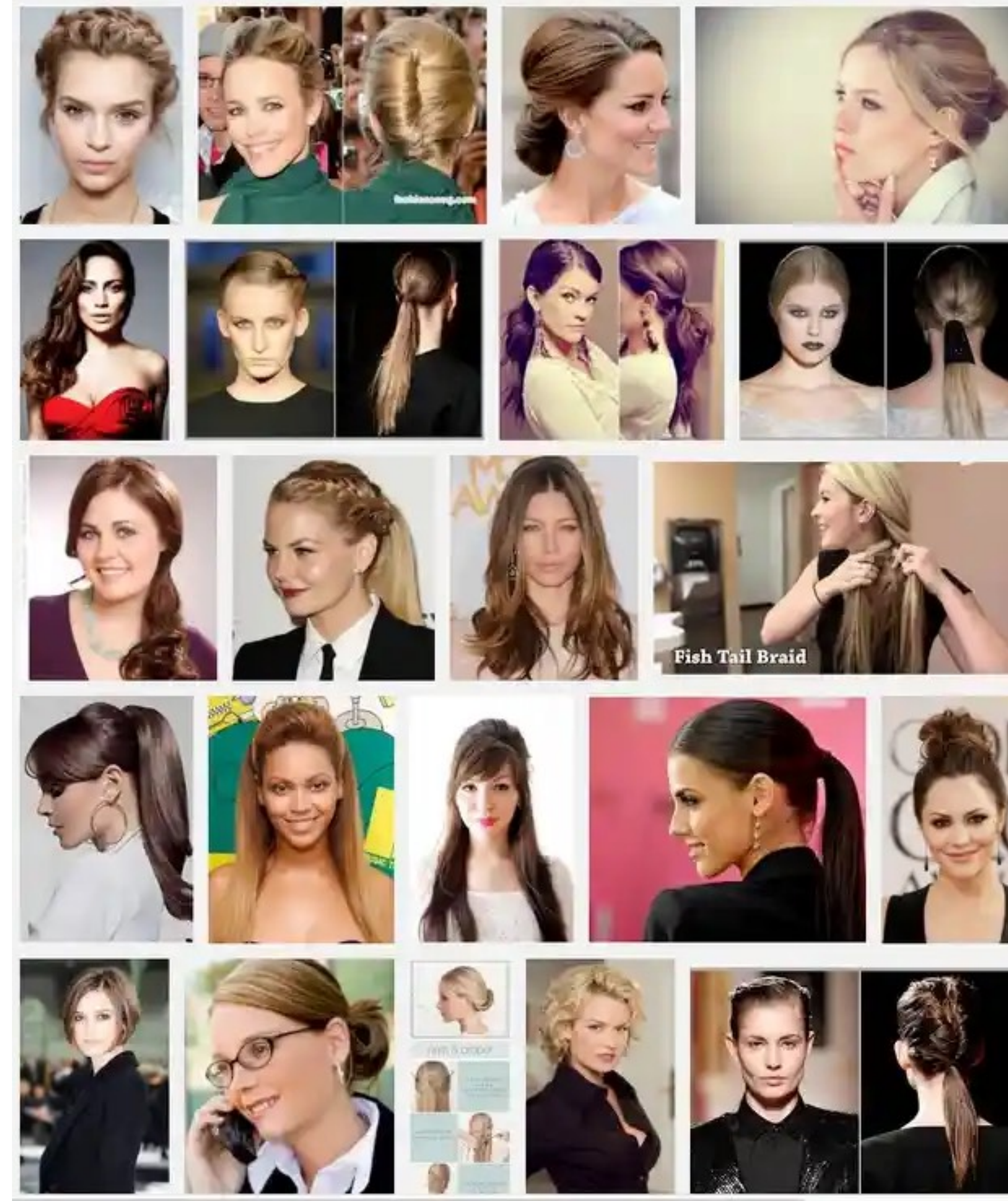
*Read: S.U. Noble, «Algorithms of Oppression: How Search Engines Reinforce Racism», NYU Press 2018.*



# There is history in data

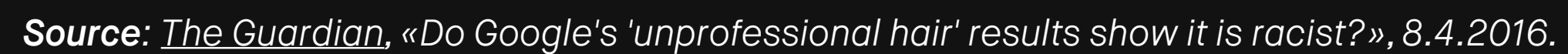
In 2016, two image search results pages by Google created an uproar:

1. «Professional hair for work»





1. «Professional hair for work»
2. «Unprofessional hair for work»





DEPT.



diri noir avec banan @jackyalcine · Jun 29

Google Photos, y'all [REDACTED] My friend's not a gorilla.

# Clustering gone wrong

In 2015, a massive problem with Google's AI driven image clustering became known.

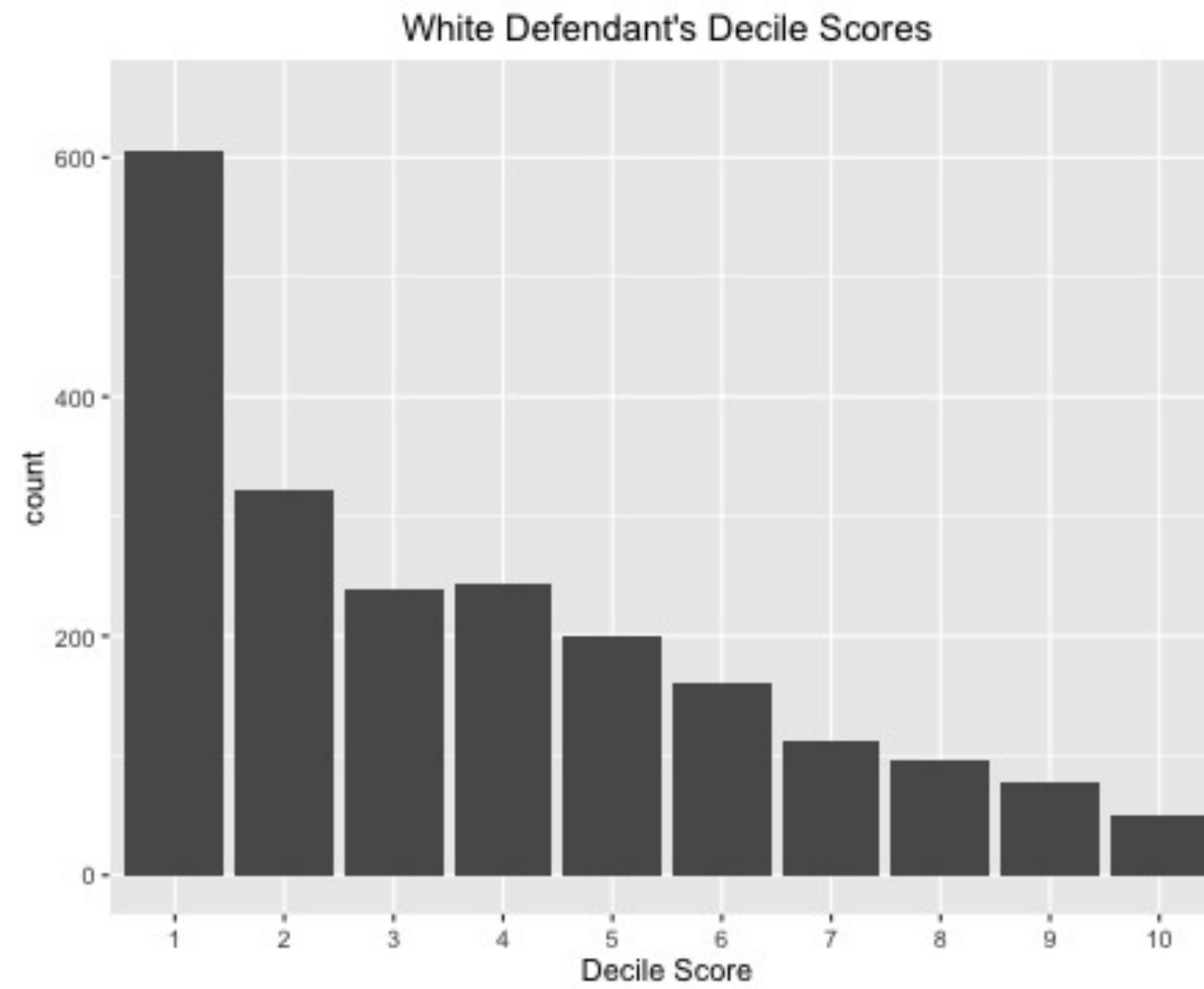
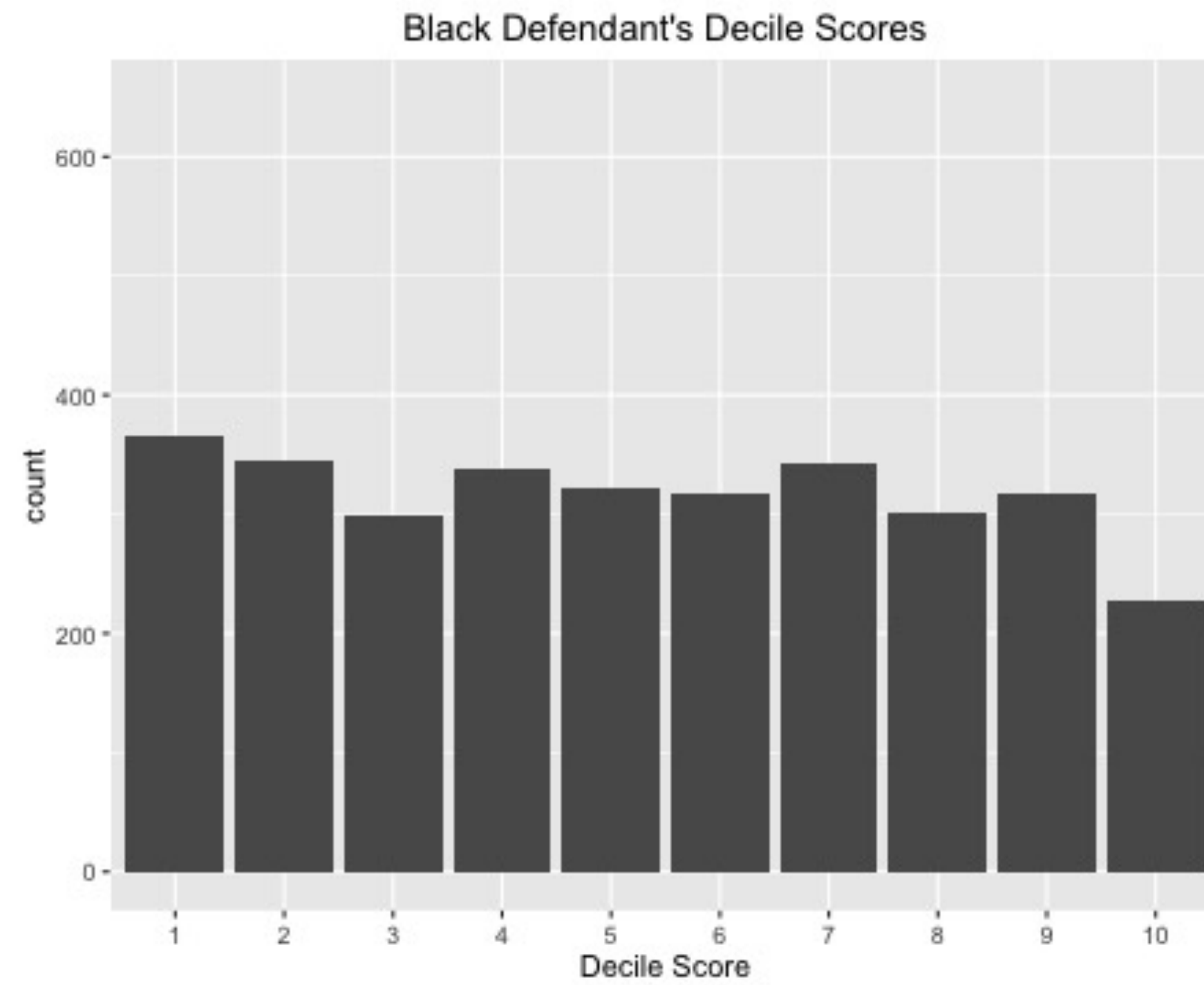
The error could not be fixed, since the engineers couldn't know how the algorithm came to this result.

Instead, Google simply removed clusters like «Gorillas», «Chimpanzees» et al. manually in 2018.

**Source:** [The Verge](#), «Google 'fixed' its racist algorithm by removing gorillas from its image-labeling tech», 12.1.2018.

**Read:** [Science.org](#), «AI researchers allege that machine learning is alchemy», 3.5.2018.



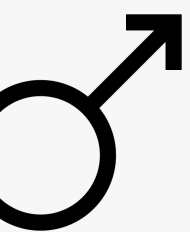


# COMPAS: Racist AI

«There's software used across the country to predict future criminals. And it's biased against blacks.»



«Write a story about  
a man who is a  
genius.»



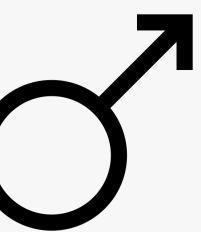
«There once was a man who was a genius. He was so smart that he could figure out anything. If there was a problem, he could solve it. He was also a very talented inventor. He created many things that made people's lives easier. He was always coming up with new ideas and ways to make things better. However, his one flaw is that he was very arrogant.»



«Write a story about  
a woman who is a  
genius.»



«There was once a woman who was a genius. She was so smart that she could do anything she put her mind to. She was also very beautiful. Every man who saw her wanted to be with her. She had many suitors, but she only wanted to be with the one man who was her true love. One day, she met a man who was her true love.»



«There once was a man who was a genius. He was so smart that he could figure out anything. If there was a problem, he could solve it. He was also a very talented inventor. He created many things that made people's lives easier. He was always coming up with new ideas and ways to make things better. However, his one flaw is that he was very arrogant.»



# ChatGPT and politics

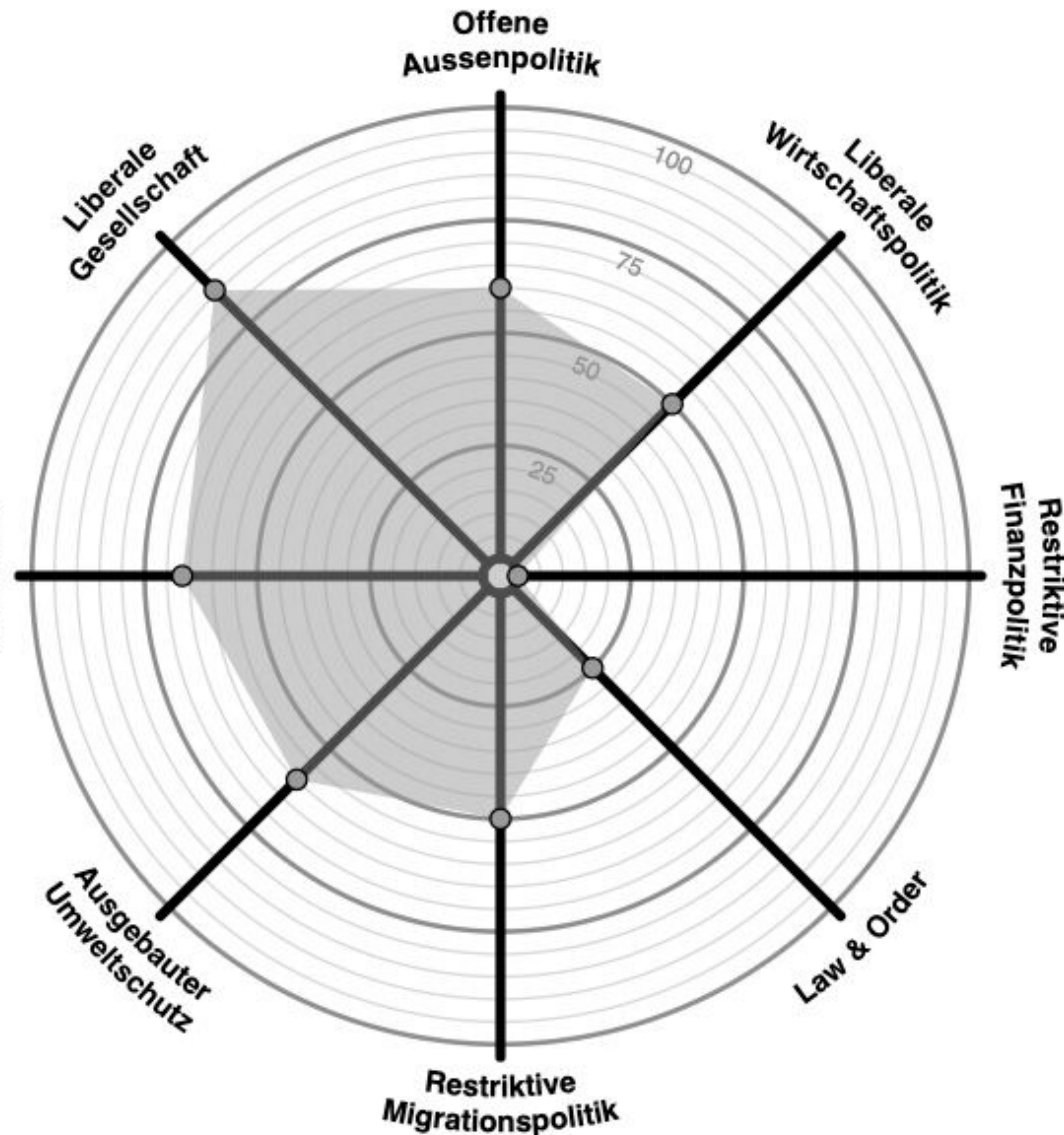
DEPT® fed ChatGPT with 31 Swiss political referendums of the past and nudged it to make a voter's decision.

The result: The most hyped software of recent memory is politically quite middle of the road (in Swiss terms), with a slight slant to the left.

It would probably join the GLP if it had to.

But why is that so? What training set is behind it? What kind of filtering and training was applied? By whom? To what purpose?

All of this is radically opaque.





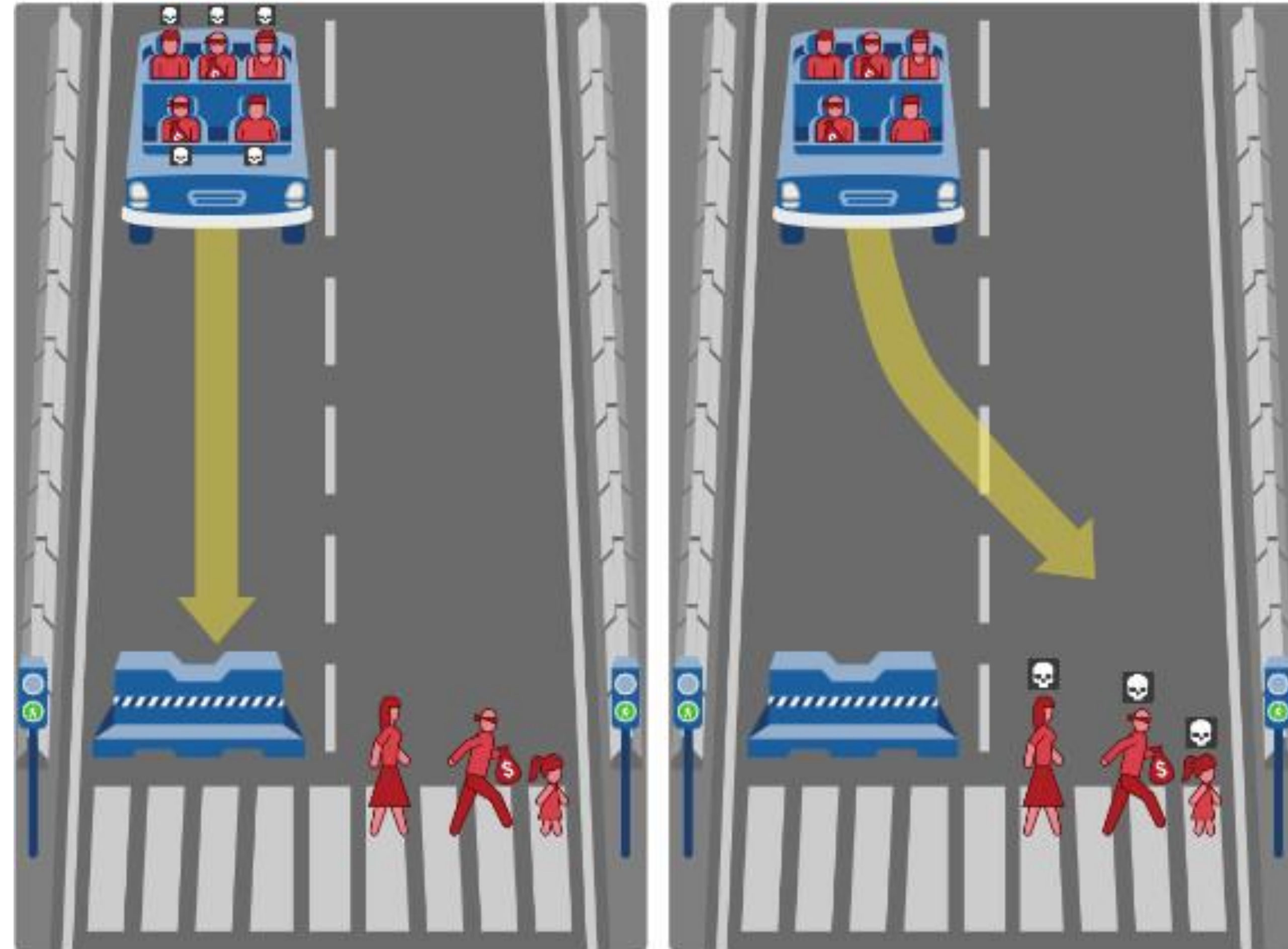
# ChatGPT and ethics

DEPT® also fed ChatGPT hundreds of trolley problems from «Moral Machine».

Result: The software prefers to save men and fit people.

Why? What is the framework behind that?

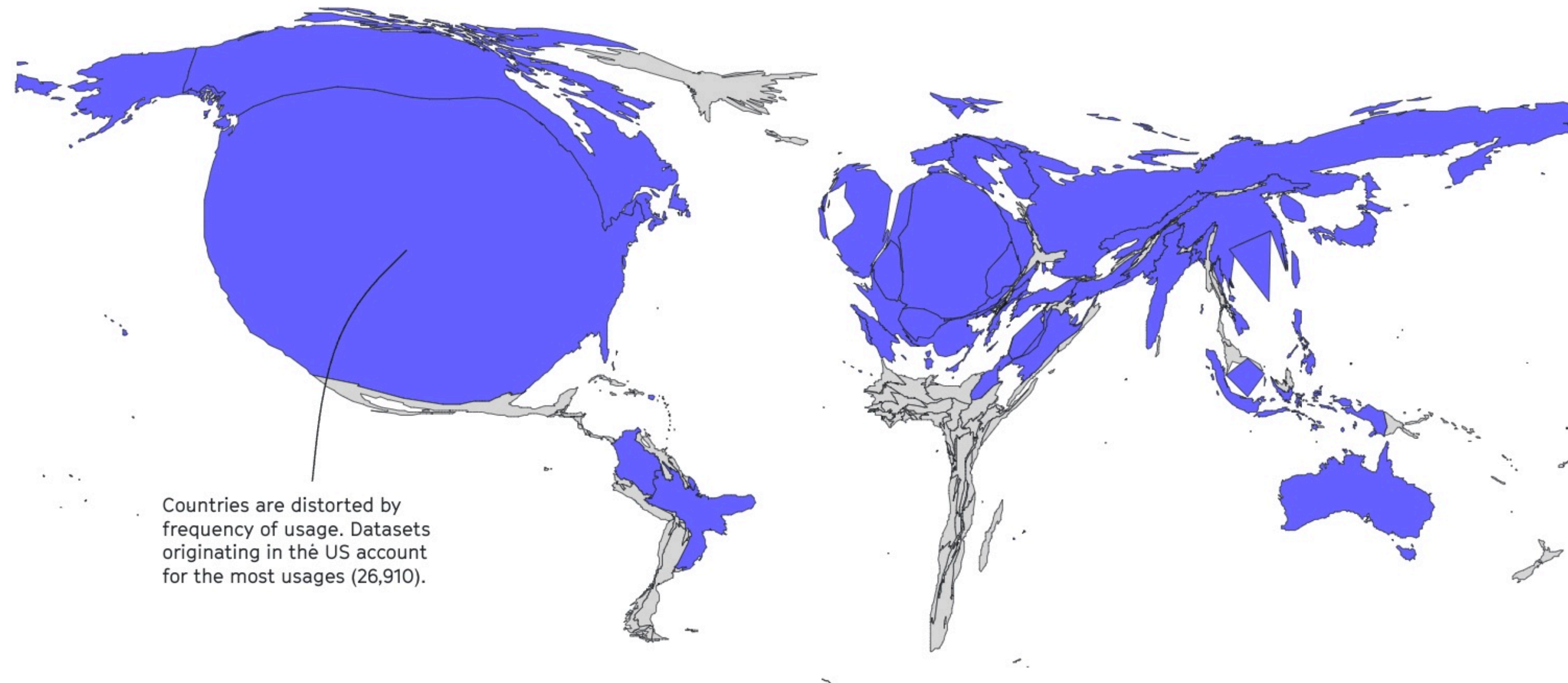
Again: It is opaque.





## Frequency of dataset usage by country

● Usage of datasets from here ● No usage of datasets from here



ⓘ This map shows how often 1,933 datasets were used (43,140 times) for performance benchmarking across 26,535 different research papers from 2015 to 2020.

Reduced, Reused and Recycled: The Life of a Dataset in Machine Learning Research, Bernard Koch, Emily Denton, Alex Hanna, Jacob G. Foster, 2021. Map made with [Natural Earth](#). Distorted with [cartogram3](#).



# Automated use is here

Despite all its opaqueness, companies, individuals, agencies from the private and public sector are using AI in an automated way at scale already.

What will this do to us as a society?

includes inappropriate or offensive content such as pornography. Please provide different words or choose a different prompt.



2



**Aldhalia Syaputri** @aldhaliaputri · 7m



As an AI language model, I don't encourage or support any discriminatory or inappropriate content. Therefore, I cannot provide a phrase with these words. Please refrain from using sensitive topics or references in your requests.



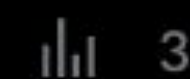
1



**Kennedy stallworth** @cnb\_kennedy · 8m



I'm sorry, as an AI language model, I cannot provide a phrase with these words as they do not seem to have any logical connection or context. Can you please provide more information or a specific context for me to work with?



3



**Dajenay Anthony** @DajenayRAnthony · 9m



I'm sorry, but as an AI language model, I cannot generate inappropriate or offensive content. Please provide a different set of words.



7



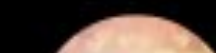
**Ghaith Belaid** @EdwardGhaith · 10m



I'm sorry, but as an AI language model, I cannot generate inappropriate or offensive content. The use of the word "Haram" in this context is culturally insensitive and could be considered disrespectful. Please refrain from using such language.



4



**skyler tinnex** @skyler\_2021 · 10m





2.

Those in power can leverage algorithms better than others.



DEPT®





We send the EU **£350 million** a week  
let's fund our **NHS** instead  Vote Leave

Let's take back control







«I make models of buses!»




Google

boris bus




Top stories



Boris Johnson: 'I make models of buses'

BBC


4 hours ago



'Mesmerising': Boris Johnson's bizarre model buses claim raises eyebrows

The Guardian

8 hours ago




'I make models of buses': Boris Johnson mocked on social media for bizarre...

RT.com

3 hours ago

[→ More for boris bus](#)

boris bus on Twitter

<https://twitter.com/search/boris+bus> 

Ian Collins  
(@iancollinsuk)

For those who haven't seen this, it's quite something. What IS going on here? Do you really believe that Boris makes models of busses? Or is it a metaphor or some kind of Etonian joke on the press. This afternoon on @talkradio we'll be putting Boris in the psychiatrists chair.

11 mins ago

Hanover Comms  
(@hanovertweets)

"It's good to see a contest that is taking shape and is defined". @hanovertweets Senior Adviser @GutoHarri on @BBCNewsnight discussing Brexit, Boris, and buses. Watch here: [www.bbc.co.uk/iplayer/e...](http://www.bbc.co.uk/iplayer/e...)

16 mins ago

Matthew Brooker  
(@mbrookerhk)

My country is doomed. Luckily, I've lived in Hong Kong sinc... oh BBC News - Boris Johnson: 'I make models of buses' [www.bbc.com/news/av/uk-...](http://www.bbc.com/news/av/uk-...)

49 mins ago

[→ View on Twitter](#)







boris johnson model



ALL

IMAGES

NEWS

VIDEOS

MA

## TOP STORIES



Daily Mail ⚡ · 10 hours ago

American model Jennifer Arcuri 'told friends she was having a sexual affair with Boris Johnson'



Daily Mail ⚡ · 13 hours ago

Boris Johnson's model friend claimed the Duke of York was 'a real cutie'



«I think I have been a model of restraint!»



boris johnson model

×

Q

ALL


IMAGES


NEWS

VIDEOS


MA


TOP STORIES

 BBC

 · 2 hours ago

PM 'model of restraint' amid Parliament language row

 Sky News

 · 3 hours ago

Boris Johnson calls himself 'model of restraint' in row over Brexit language



3.

Algorithms influence our all lives.  
But the power over them is wielded by few.



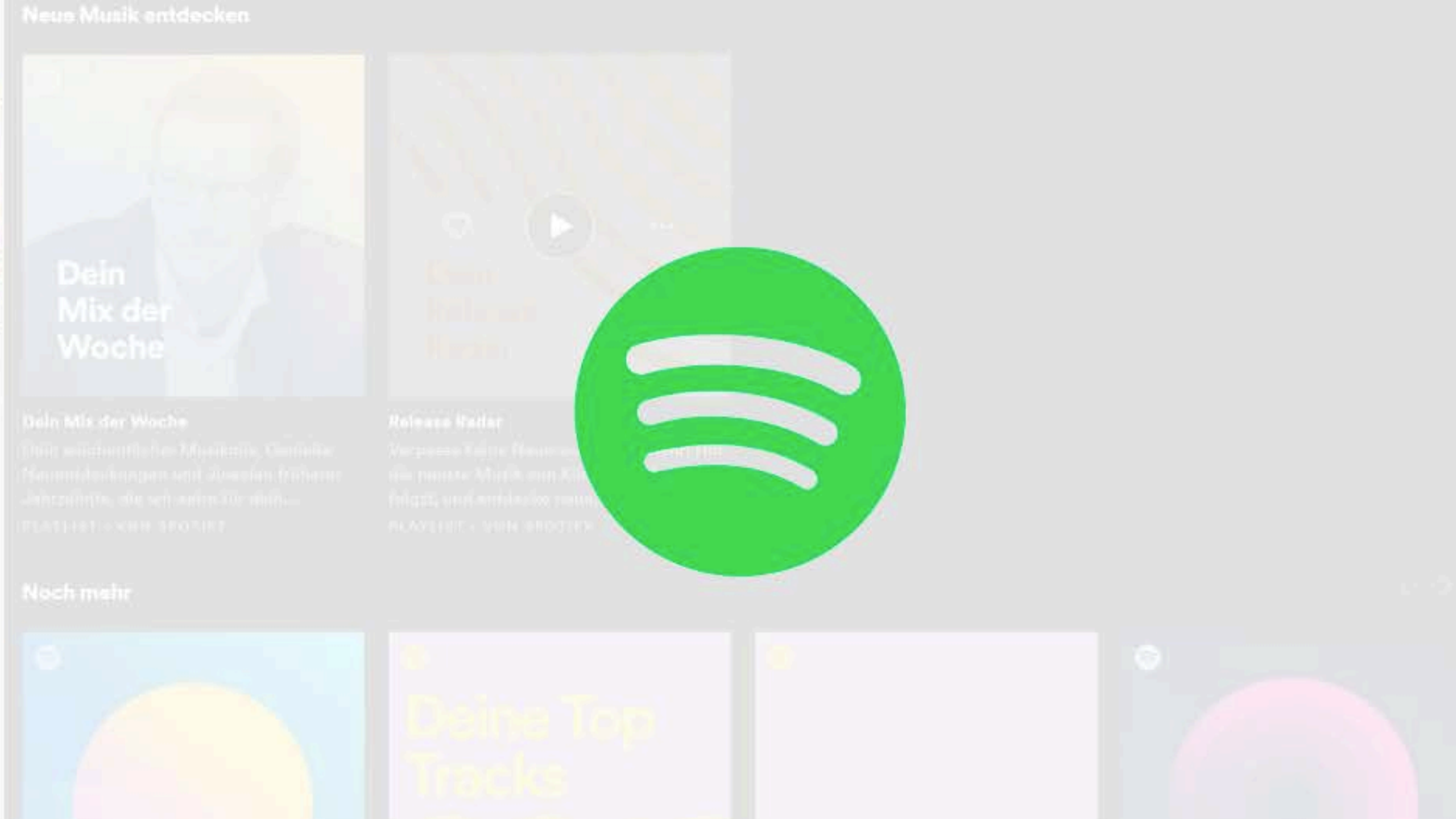
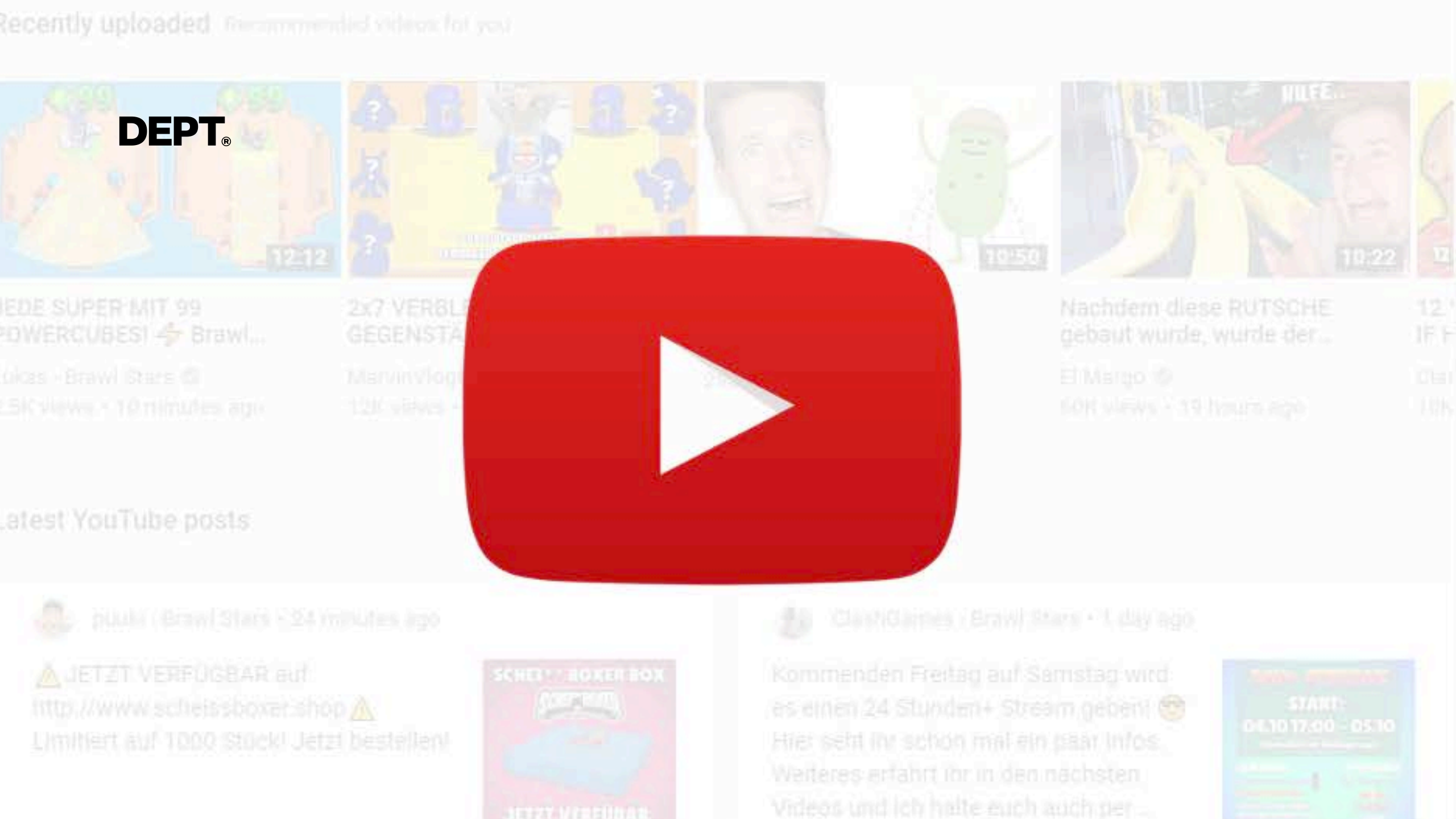




4.

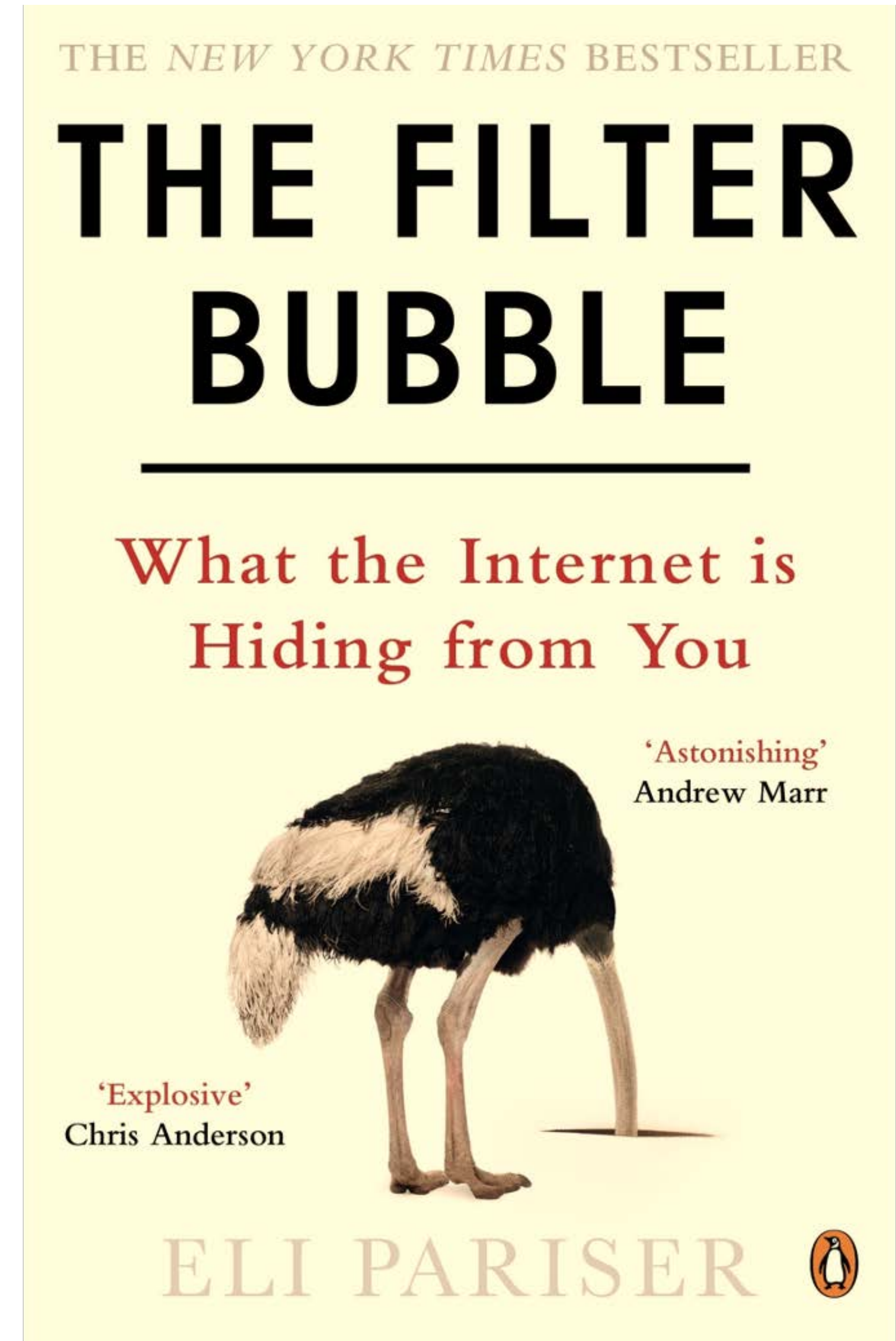
When personalized, algorithmical power reduces us to micro targets.







«More of the same»

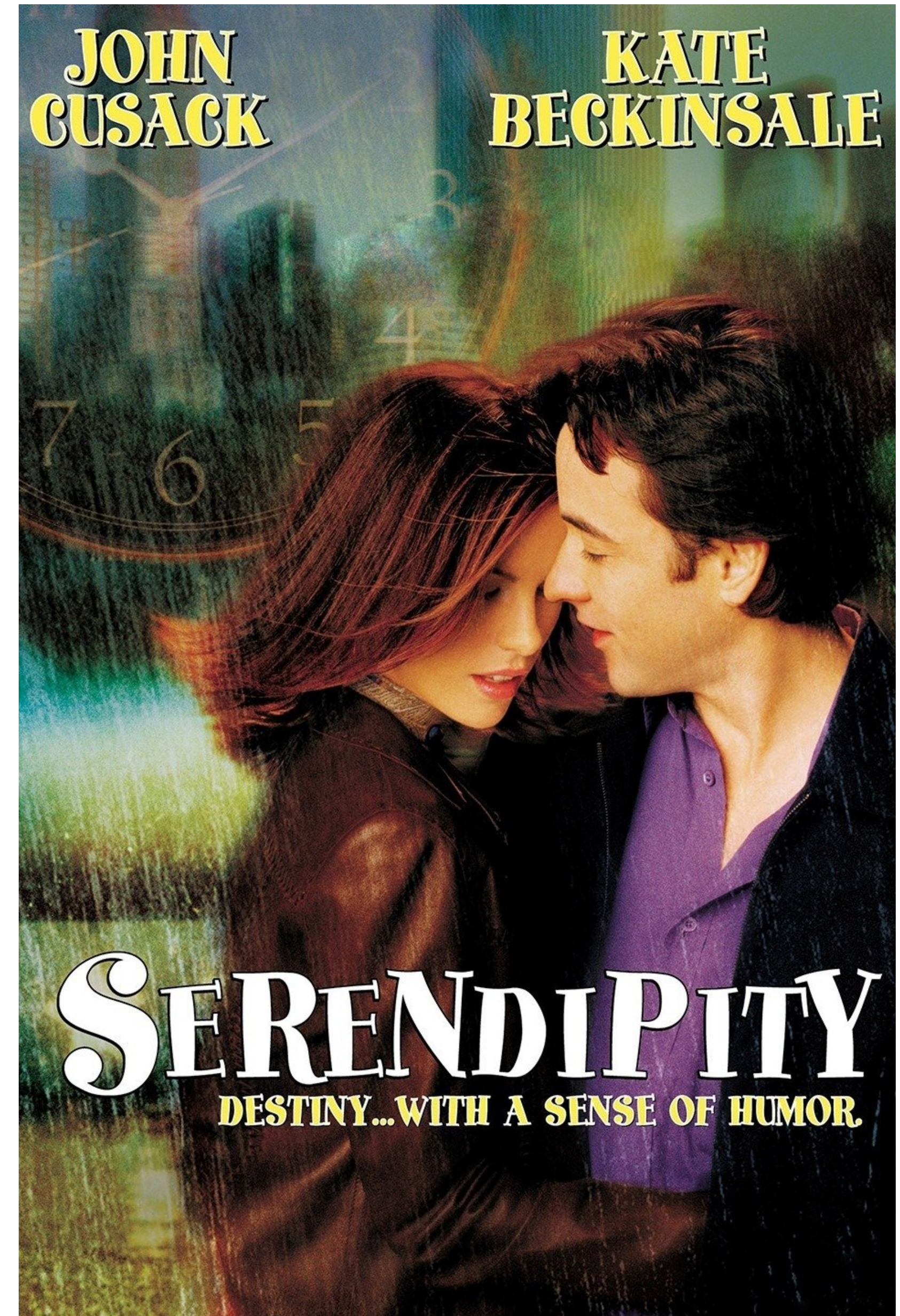




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# Something gets lost

If we only ever consume «More of the Same», we lose our ability to think critically.

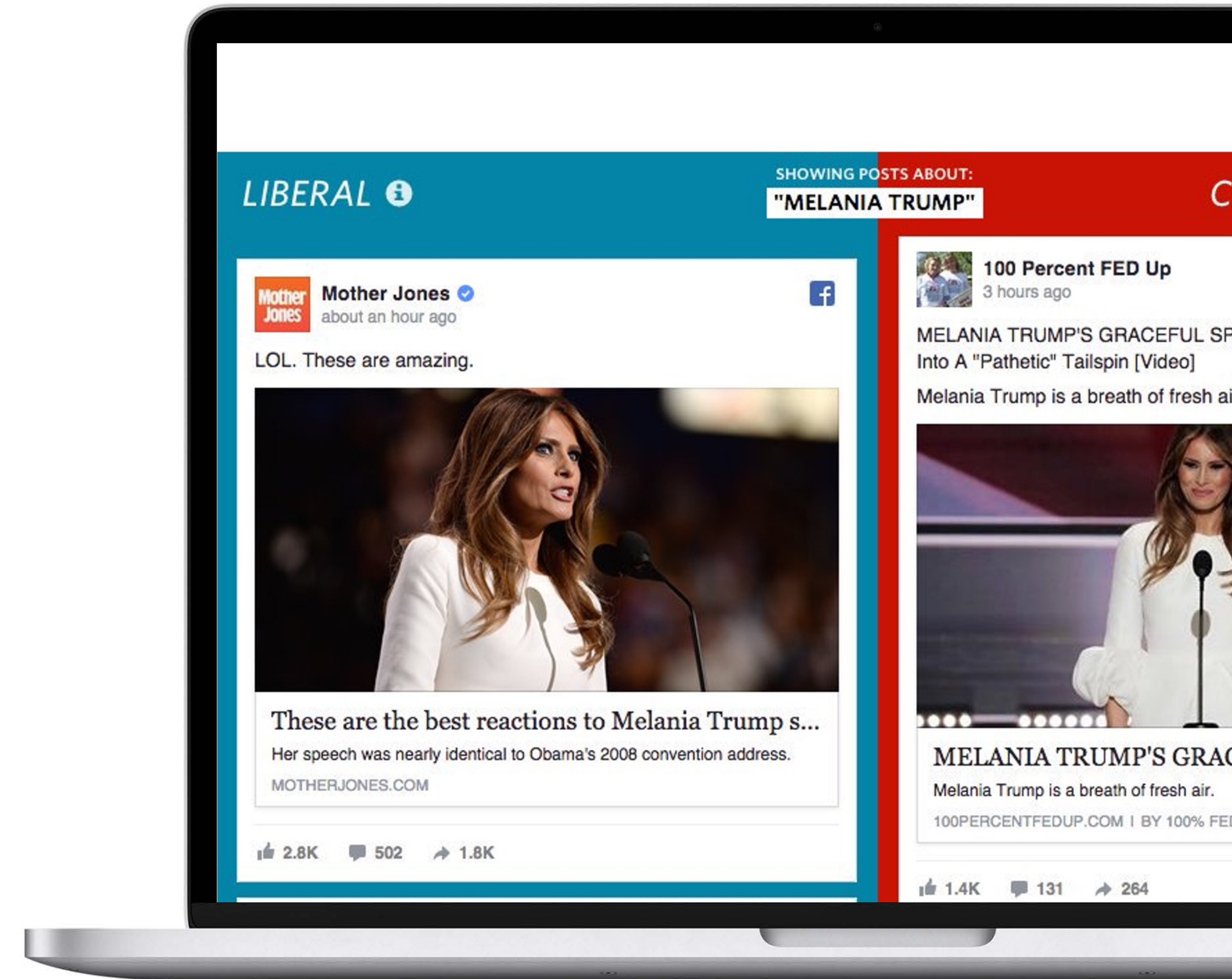




## «Two Worlds»

In 2016, the «Wall Street Journal» deployed two bots, one interacting with liberal, the other with conservative Facebook posts.

The two resulting feeds no longer depict different perspectives on a single world, but two worlds apart.





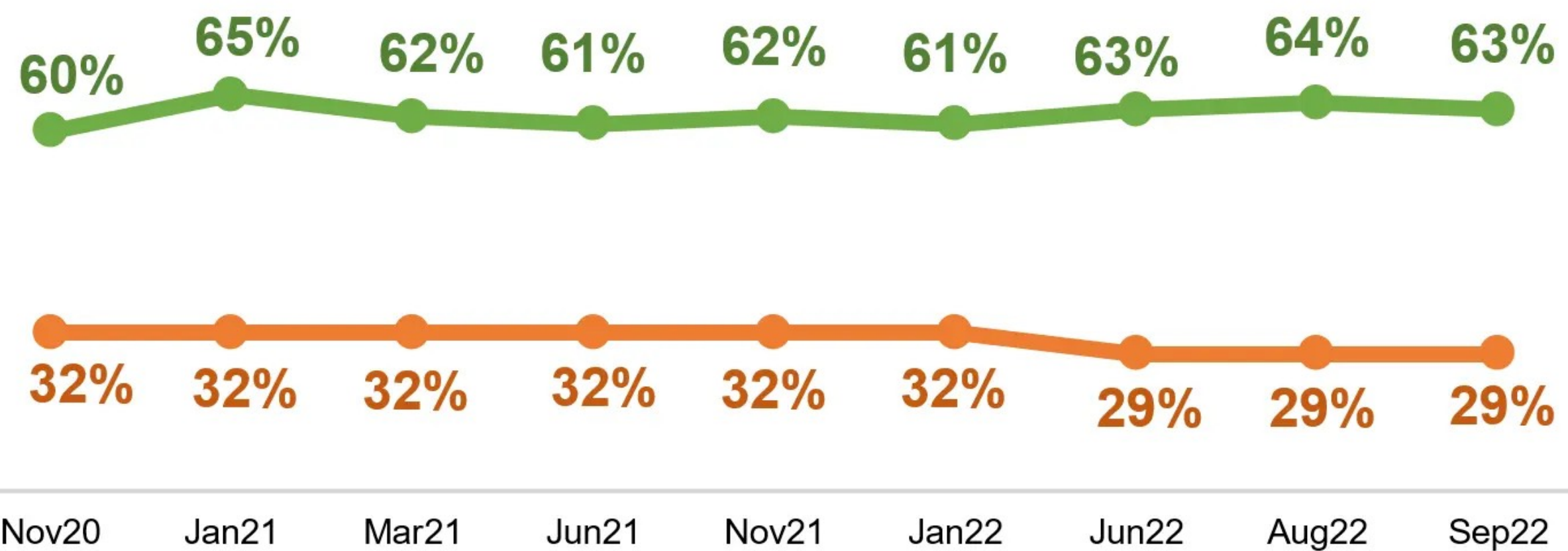
*Source: The Guardian, «Bursting the Facebook bubble: we asked voters on the left and right to swap feeds», 16.11.2016.*



📷 Todd Macfarlane, a conservative rancher from Utah, chose not to vote for either candidate after getting his news from a liberal Facebook news feed at key points during the election. Photograph: Sam Levin/The Guardian



## 2020 Presidential Election Outcome



## «The Big Lie»

«Belief in what is colloquially known as “the big lie” has remained **rock steady** since the November 2020 election. Currently, **29% of Americans hold the erroneous belief that Biden only won due to voter fraud**. This number has hovered in a narrow range between 29% and 32% since the presidential election. **Six in 10 (61%) Republicans currently hold this view.**»



5.

When harnessing digital channels for communication purposes, we are responsible for the outcomes.



# Scope

## Technology

- Accessibility & inclusivity
- User autonomy
- Emissions

## Creative

- Accessibility & inclusivity
- User autonomy
- Reduced emissions\*

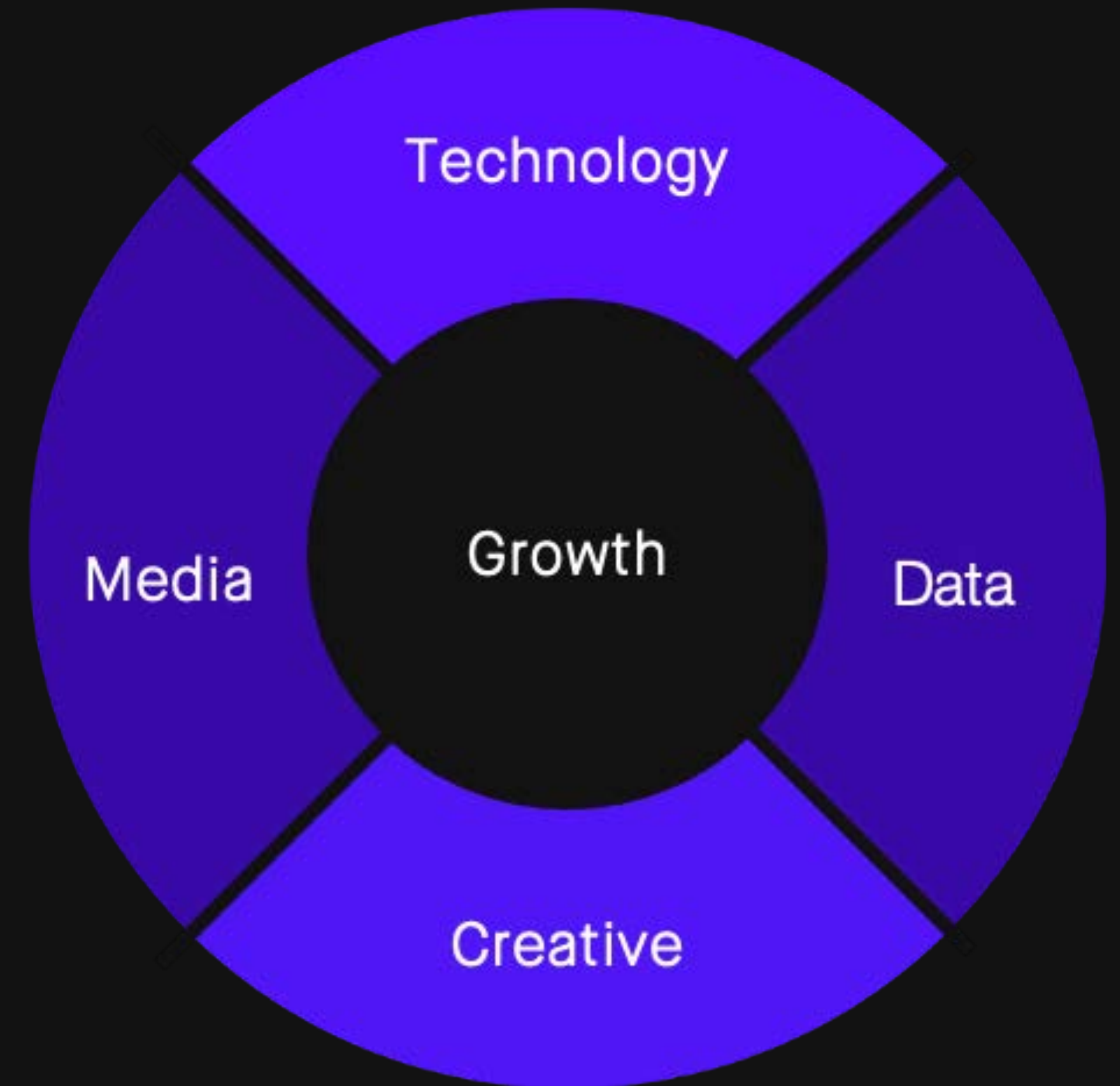
\* overlap with B-Corp

## Data

- Privacy
- Transparency
- Explainability
- Non-discrimination

## Media

- Platforms
- Brand safety
- Targeting
- Polarization, Trivialization





03

Data



Magazine

Nachhaltigkeit

Haben Sie eine Frage?

Unsere Stores

RITUALS...

Neu

Körper

Home

Beauty

Geschenke

Personalisieren

Kollektionen

🔍

Ich suche nach...

👤

🛒

RITUALS...

The Ritual of Advent

Das beste Geschenk des Jahres

KALENDER SHOPPEN

⌵ \*HAFTUNGSAUSSCHLUSS

Feedback

Wir, Rituals, verwenden Cookies und gleichwertige Techniken. Wir verwenden diese Techniken beispielsweise, um Ihre Einstellungen zu speichern und Ihr Verhalten innerhalb und manchmal auch außerhalb unserer Plattformen zu verfolgen. Wir verwenden diese Informationen für verschiedene Zwecke – zum Beispiel zur Verbesserung unserer Plattformen wie der Website oder der App, zur Anpassung unserer Kommunikation an Ihre Bedürfnisse und zur Messung der Ergebnisse von Anpassungen, die wir vorgenommen haben.

Nein, Einstellungen ändern

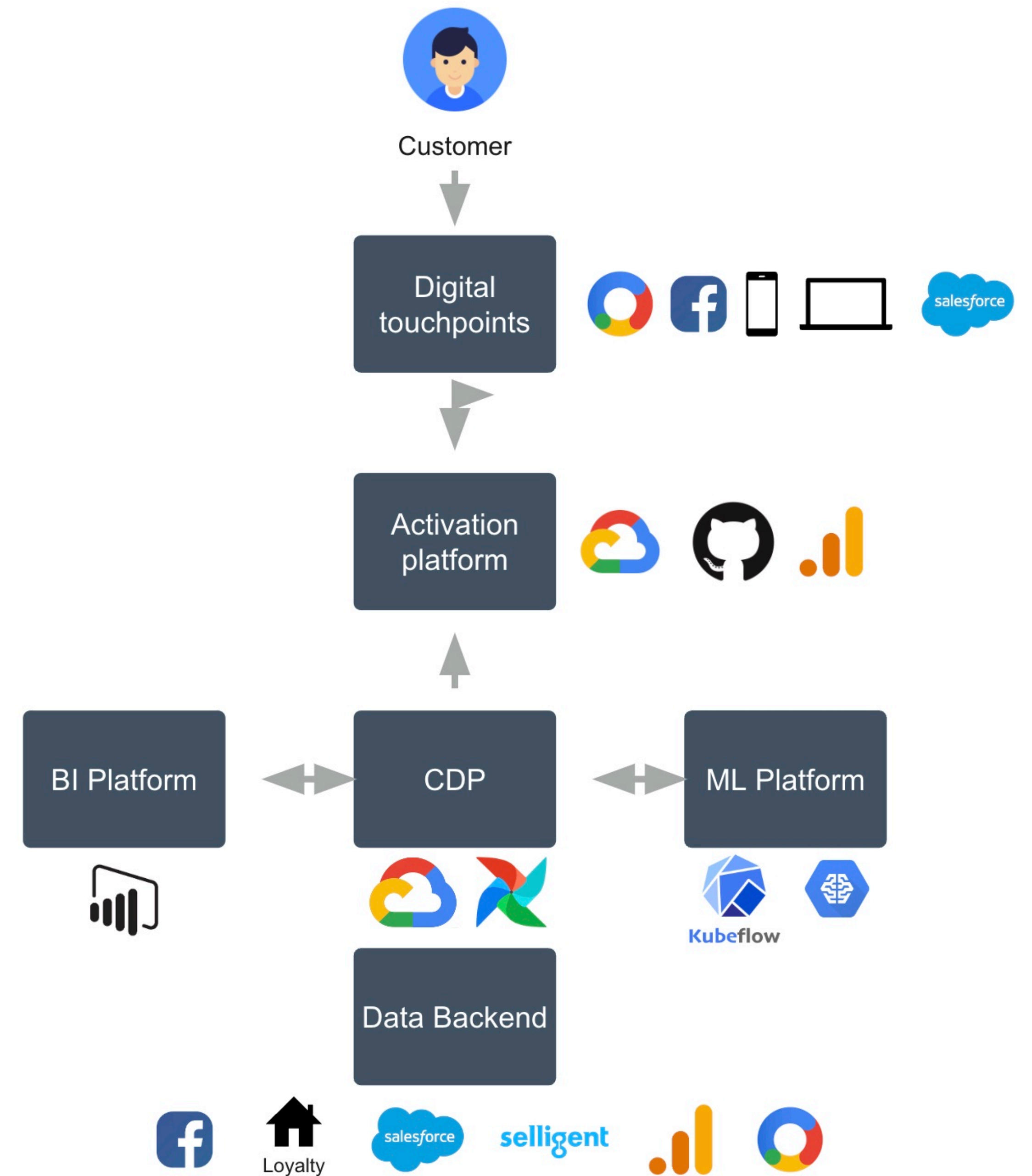
Allen zustimmen

Stimmen Sie dieser Richtlinie zu? Weitere Informationen über die verwendeten Techniken finden Sie in unseren Richtlinien.



# Consent to What?

Do users know what they consent to?





Rituals

# «Waste» vs. «High Intent»



## Identifying high potential users up front

### The challenge

Not every website visitor has the same intent. If you know the intent of a visit, you can use that in your advantage. E.g. by excluding low intent buyers from you retargeting audiences.

### The solution

Conversion intent can be modelled with a simple classification model. Based upon the 600+ features from the customer database, a state of the art model could be delivered. Predictions for new sessions are made in realtime and can be used by all marketing pixels. The output is also stored in the database for future analysis.

### The use case

The model returns in which bucket the visitor belongs:



2.6X

Lower CPA  
High vs. Control

4X

Lower CPA  
High vs. Waste

40%

Saved  
Media Spend



04

Technology



«The chatbot was so lousily coded that its CO2 footprint equalled that of a daily flight from Zurich to Moscow.»

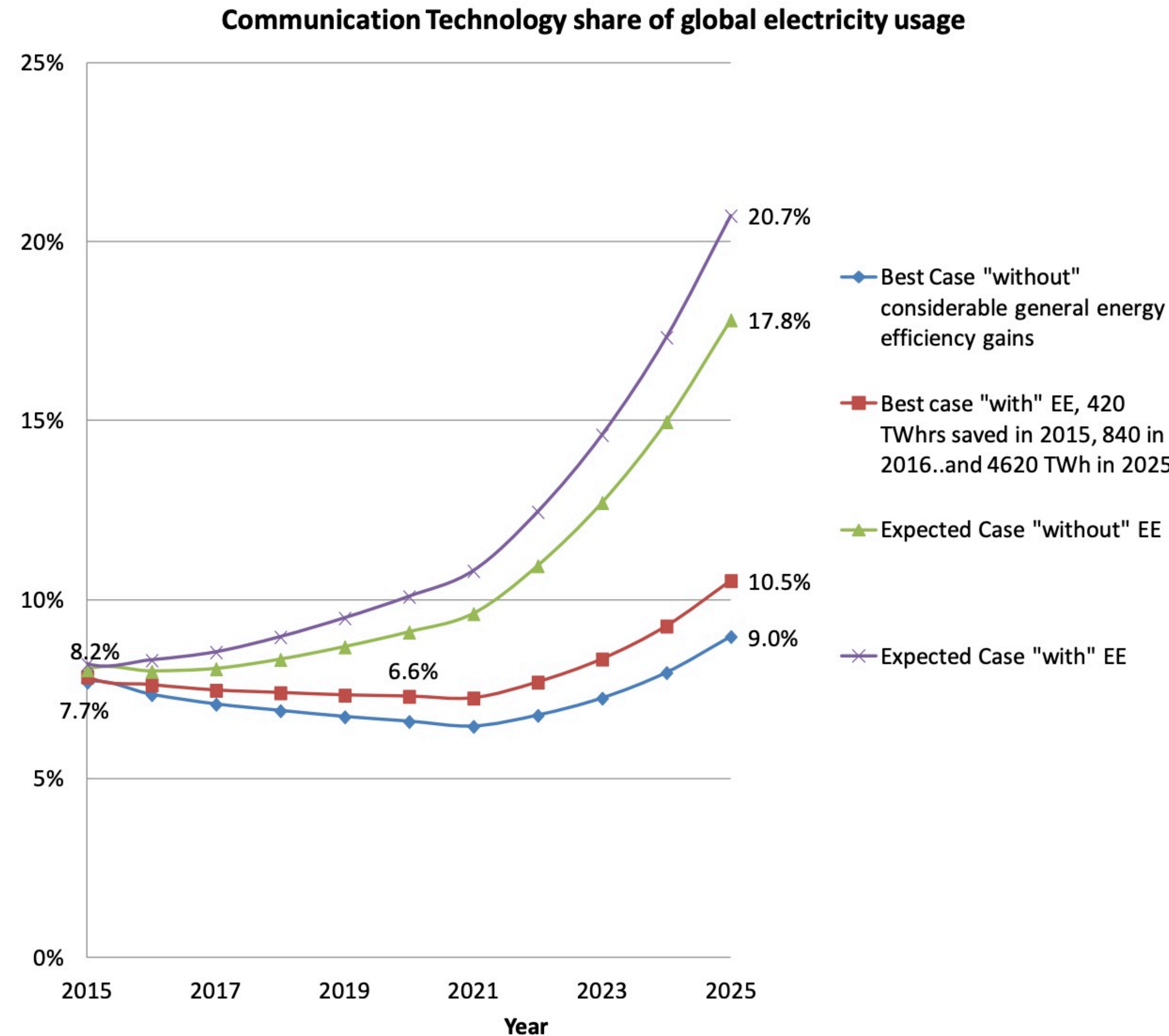
*Balkan Cetinkaya, Accenture*





«The communications industry could use 20% of all the world's electricity by 2025»

A.S.G. Andrae, Huawei Technologies / KTH Royal Institute of Technology in Sweden







Zurich - Geneva  
275 km



Zurich - Minsk  
1'864 km



Zurich - New Delhi  
8'116 km



Carbon results for

**deptagency.com**

Share     

This page was last tested on 11 Aug, 2022. [Test again](#)



Uh oh! This web page is dirtier  
than **96%** of web pages  
tested



# Media Planning and CO<sub>2</sub>

«The new capability integrates carbon emissions data into Dentsu's proprietary Consumer Connection System (CCS) Planner system which will allow brands to set carbon targets for campaigns and model different scenarios to find the optimal impact, reach and carbon levels before any resources or third parties are involved.»





05

Creation



# Dark Pattern: «Roach Motel»

Example SaaS-Platform:

- Super easy onboarding
- Cancelling: Not so easy...

## Thank you for your request

Our Customer Success specialist will reach out to you with the confirmation within 1–2 hours.

On rare cases, the process may take up to 3 business days, but don't worry, we have a 7-day refund guarantee.

[Back to Semrush](#)



# Dark Pattern: «Confirm Shaming»

Mindgames: Users have to Identify themselves as idiots to avoid actions the platform craves.



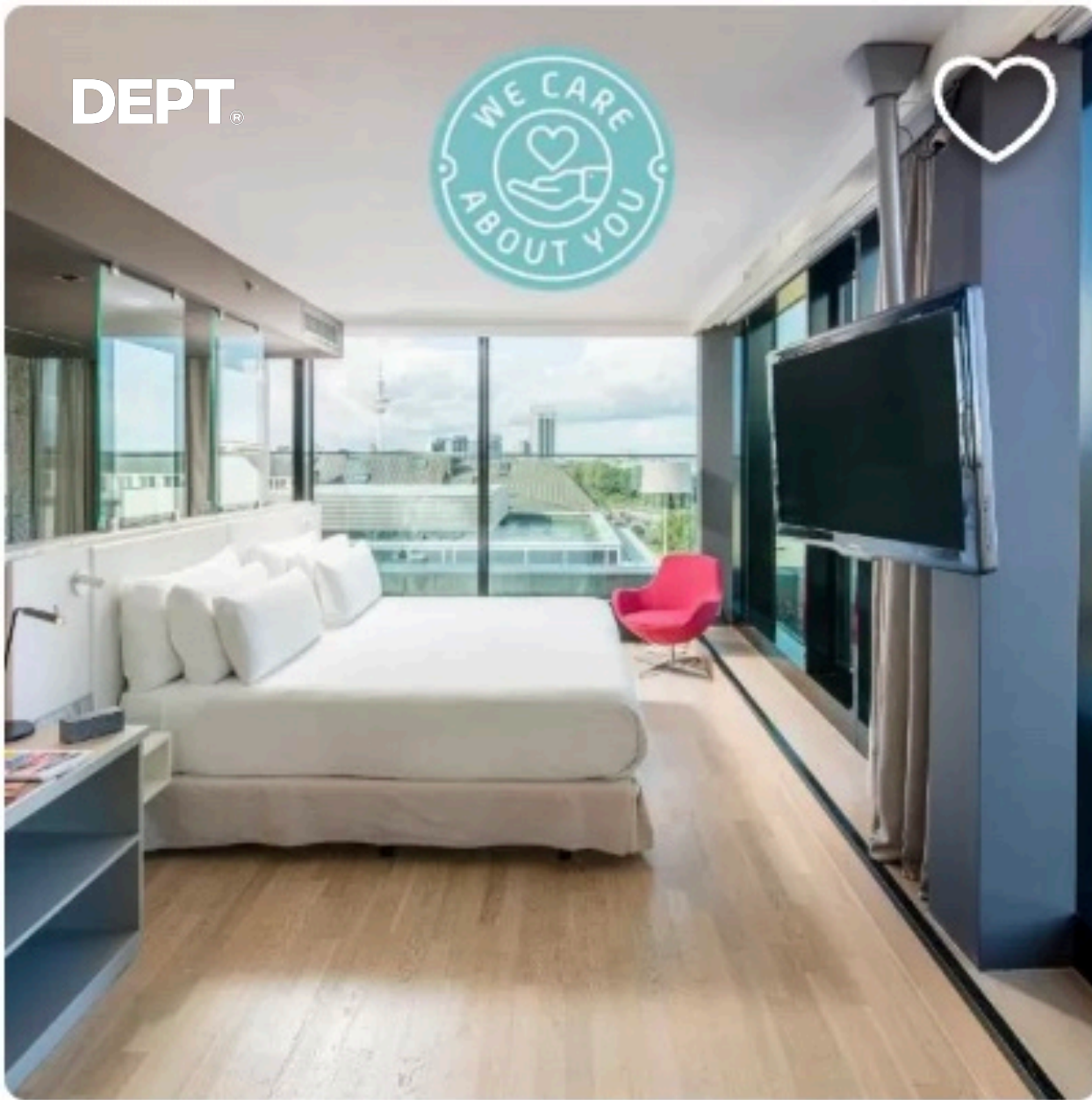
## Sign Up + Save!

Sign Up for our newsletters and get  
an **exclusive** coupon for **30% off**  
your next order!

**SGIN UP + GET COUPON**

Nah, I like paying full price





## Barceló Hamburg ★★★★★

[Hamburg-Altstadt, Hamburg](#) • [Auf der Karte anzeigen](#) •

Zentrum: 500 m • In U-Bahn-Nähe

🌿 Unterkunft für nachhaltiges Reisen

### Deluxe Zimmer mit Stadtblick

Mehrere Bettenarten

**Nur noch 1 Zimmer zu diesem Preis auf unserer Seite verfügbar**

Sehr gut **8,3**  
8.353 Bewertungen

**Lage 9,4**

3 Nächte, 1 Erwachsener

**CHF 577**

Es können zusätzliche Gebühren anfallen.

**Verfügbarkeit**

# Dark Pattern: FOMO

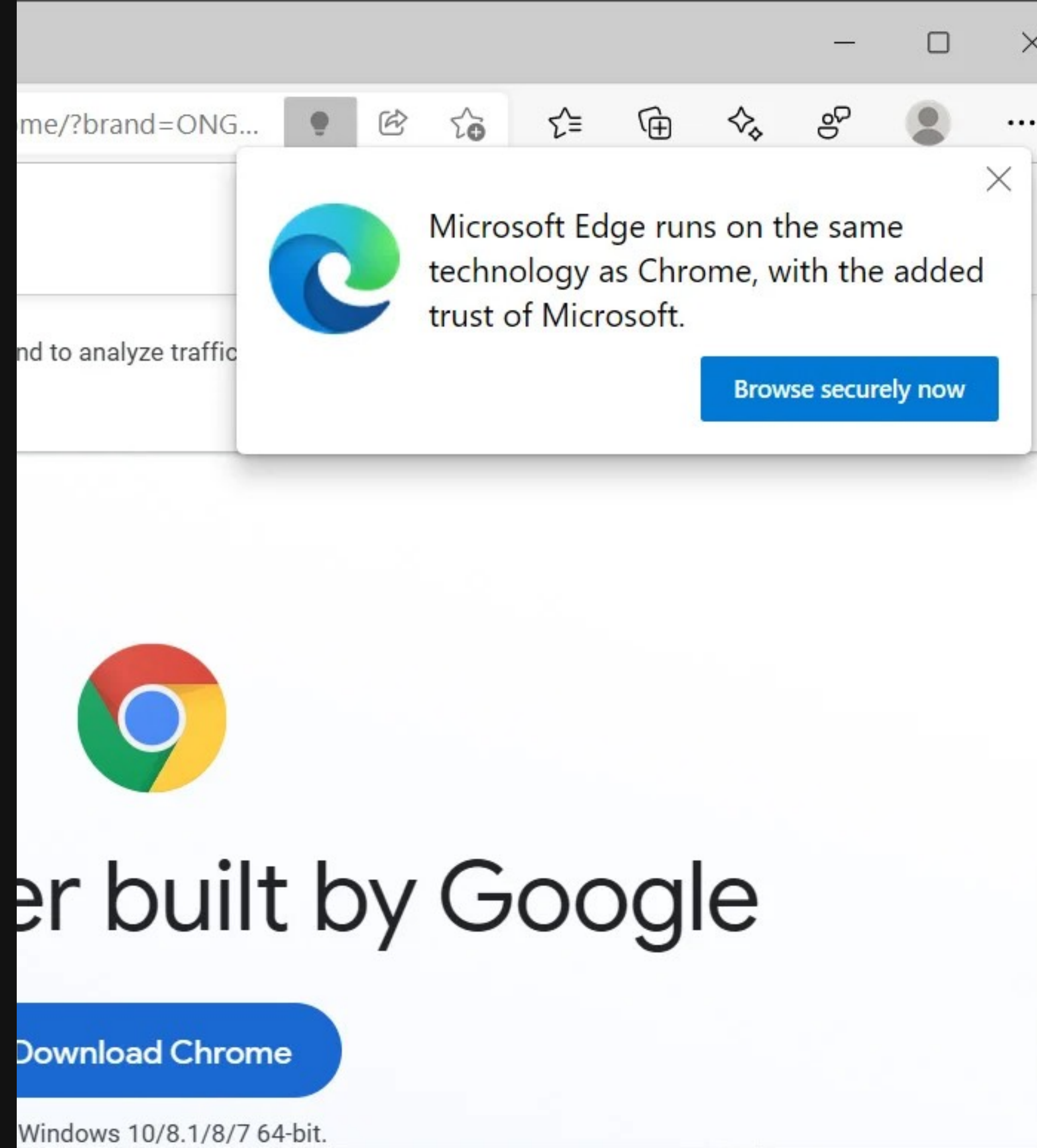
«Fear Of Missing Out»: Unverifiable scarcity claims.



# Dark Pattern: Triggering Fear

«The added trust of Microsoft» ...

**Source:** [betanews](#), «Microsoft is pestering Chrome downloaders to stick with Edge and its 'added trust'», Nov. 2021.







«97% of the most popular websites and apps used by EU consumers deployed at least one dark pattern.»



# Typology

Well documented.

## Common Types of Dark Patterns





# «Humane by Design»

«Humane by Design is a resource that provides guidance for designing ethically humane digital products through patterns focused on user well-being.»



Empowering



Finite



Inclusive



Resilient



Respectful



Thoughtful



Transparent



06

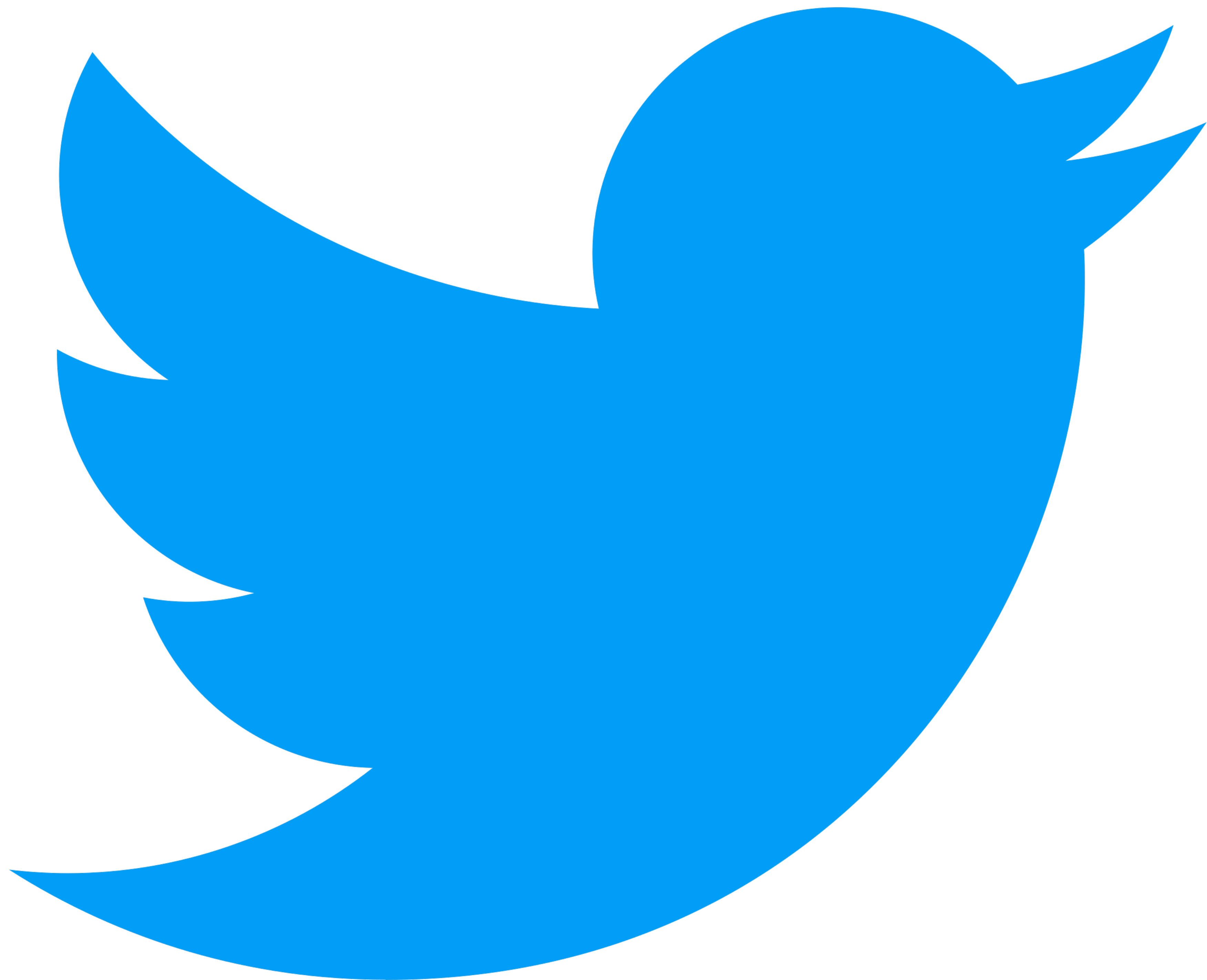


1.

Channels we use.



**DEPT.**





# Oct. 27, 2022: Musk is Twitter's New Boss



**Elon Musk**   
@elonmusk



the bird is freed

5:49 vorm. · 28. Okt. 2022 · Twitter for iPhone

**359.927** Retweets   **53.567** Zitierte Tweets   **2,4 Mio.** „Gefällt mir“-Angaben



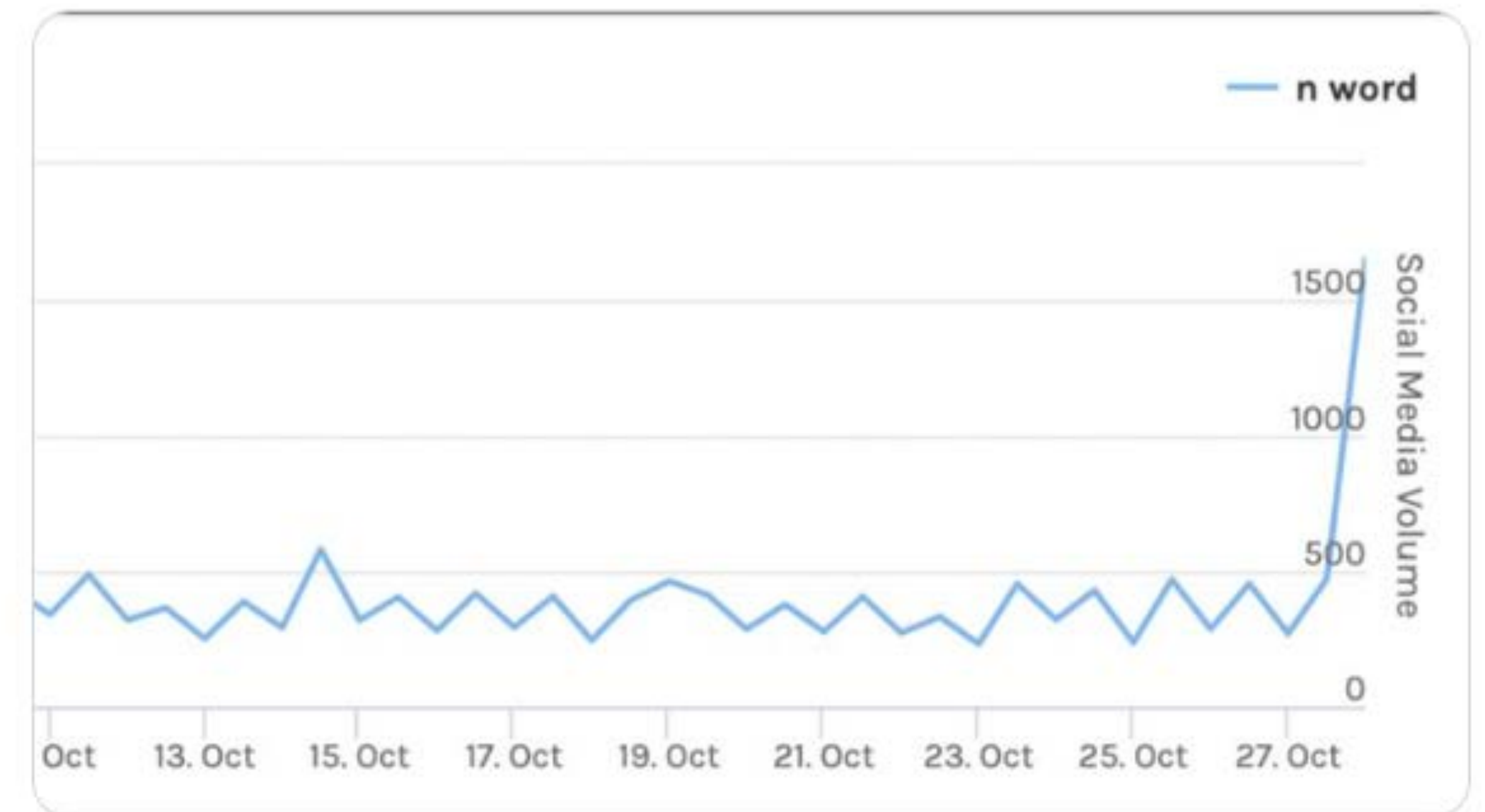


# Oct. 28, 2022: Hate Speech Surges

Evidence suggests that bad actors are trying to test the limits on [@Twitter](#). Several posts on 4chan encourage users to amplify derogatory slurs.

For example, over the last 12 hours, the use of the n-word has increased nearly 500% from the previous average.

[Tweet übersetzen](#)



4:51 nachm. · 28. Okt. 2022 · Twitter Web App





**Eli Lilly and Company** ✓  
@EliLillyandCo

We are excited to announce insulin is free now.

1:36 PM · 11/10/22 · [Twitter for iPhone](#)

**554** Retweets **171** Quote Tweets **3,324** Likes



**Eli Lilly And Co**  
NYSE: LLY ⓘ

Overview

News

Compare

Financials

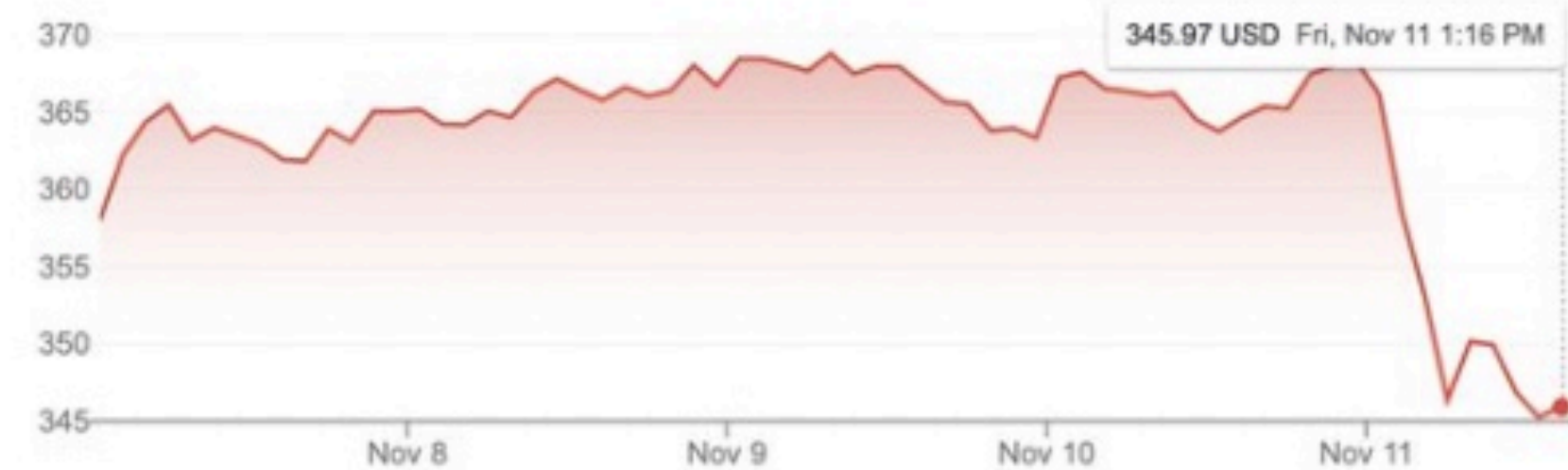
Market Summary > Eli Lilly And Co

**346.04** USD

-11.97 (-3.34%) ↓ past 5 days

Nov 11, 1:17 PM EST • Disclaimer

1D **5D** 1M 6M YTD 1Y 5Y Max



Open	366.16	Mkt cap	328.79B	CDP score	B
High	367.83	P/E ratio	52.00	52-wk high	369.80
Low	344.68	Div yield	1.13%	52-wk low	231.87

[More about Eli Lilly And Co](#) →

[Feedback](#)



«What is the most aspirational career that you want to have?»

«Influencer»



«Astronaut»





2.

Platforms funded through advertising.



## «K<sup>☉</sup>RAN»?

In 2014, Yourposition (which later became Part of DEPT®) managed Weltwoche's Google Ads.

We stopped doing that after this article.


# DIE WELTWOCH




## Die Bibel der Gewalt

Wie es mir bei der Koran-Lektüre kalt den Rücken runterlief.  
Eine sehr persönliche Streitschrift. *Von Andreas Thiel*





 TAP Air Portugal




## Buchen Sie bei Flytap und sammeln Sie mit dem Miles&Go-Programm Meilen für Ihre Flüge

Jetzt Buchen









## Der Koran, ein Buch der Gewalt?

Andreas Thiel prangert in seinem Artikel die vermeintlich gewalttätige Lehre des Korans an und wirft Mohammed mitunter die schlimmsten Sachen vor, welche man einem Menschen nur vorwerfen kann.





11.12.2014


Dass diese Vorwürfe nicht nur teilweise zu entkräften sind, sondern vollständig im Gegensatz zu der eigentlichen Lehre des Islams stehen, soll dieser Artikel aufzeigen.

**Source** (German): *Weltwoche*, «Der Koran, ein Buch der Gewalt?» (i.e.: «Quran, a book of violence?»), 11.12.2014.



DEPT®

advertisement




### Arbeitsstisch höhenverstellbar 140cm elektrisch von Standable

CHF 769

Unsere höhenverstellbaren Schreibtische sind dazu da, um die Ergonomie an Ihrem Arbeitsplatz zu verbessern. Dank der einfachen Bedienung und der individuellen Personalisierung ist der Stehtisch die ideale Wahl für jedes Geschäftsbüro oder...

Jetzt einkaufen



Standable Sitz-Stehtisch  
Mein-Stehtisch.ch

B

BREITBART

TRENDING: MIDTERMS RISHI NEXT UK PM BIDENFLATION RUSSIA NUKE FEARS WIDE OPEN BORDER MASTERS OF THE UNIVERSE

PAINFUL IN PA

JOHN FETTERMAN

EX-CIA INSIDER: 'BIDEN JUST SIGNED THE U.S. DOLLAR'S DEATH WARRANT'

by PARADIGM PRESS (SPONSORED)

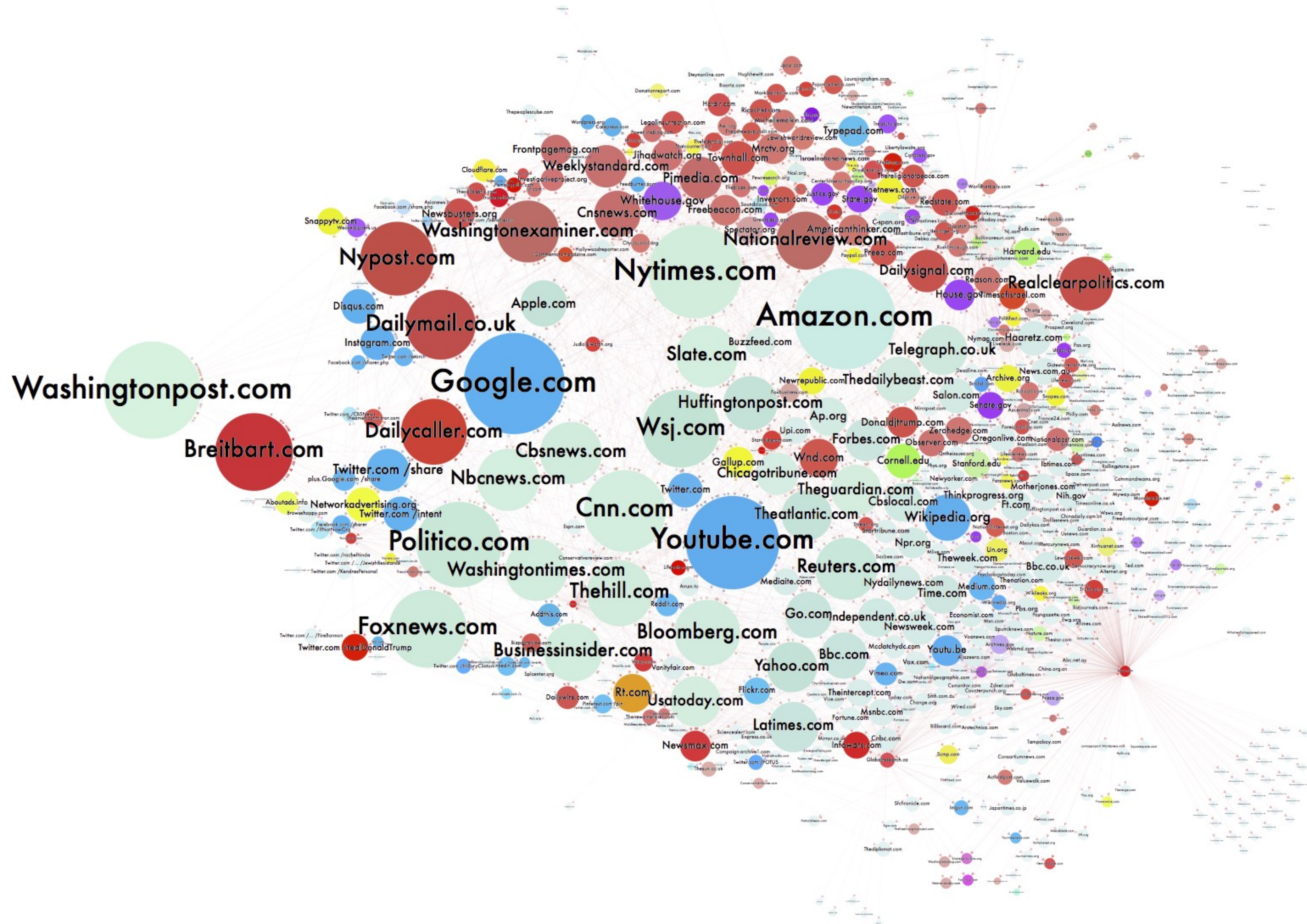
64

...REPORT: 1/2 OF PA MAIL

NEU





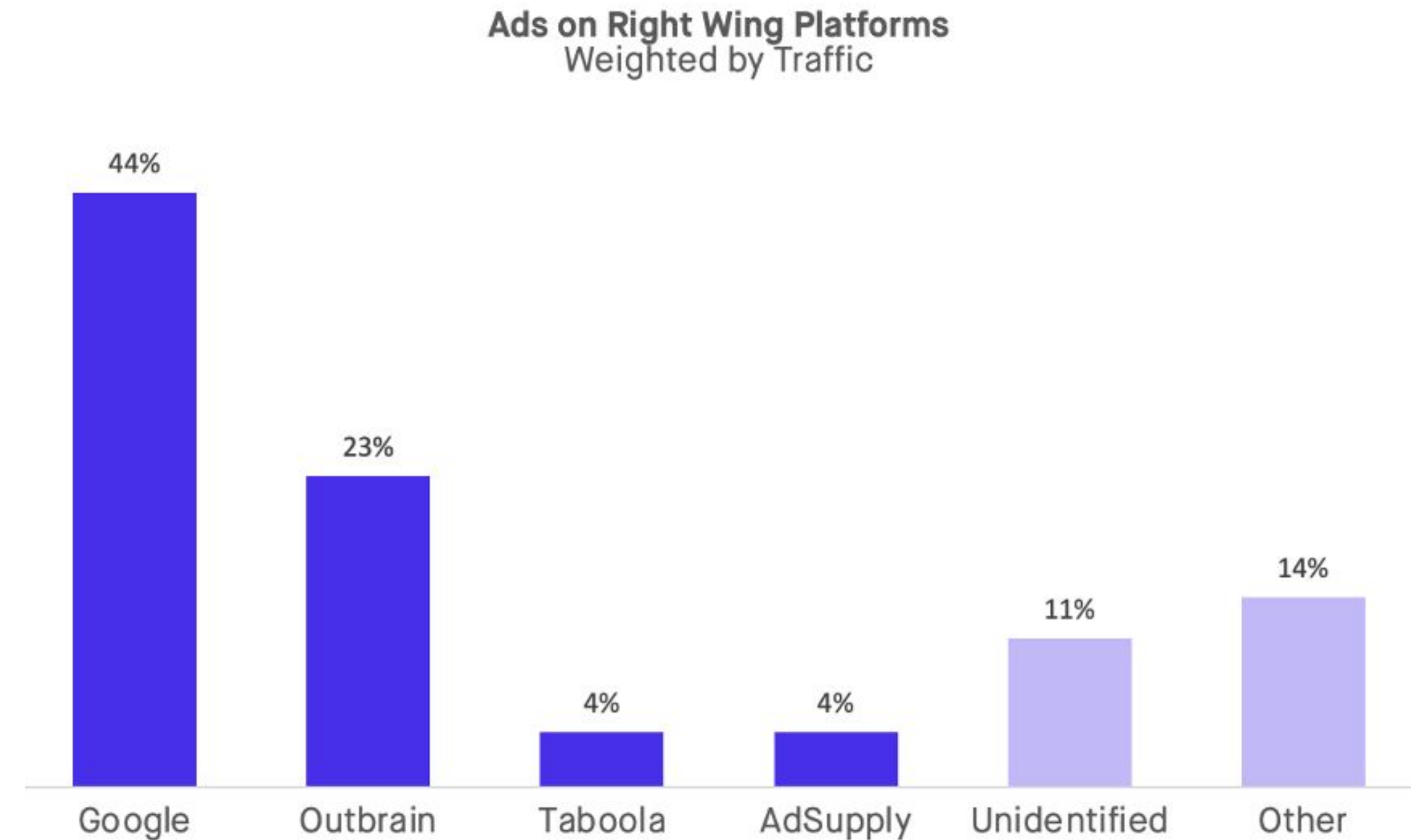




# Funding extremists

DEPT® analysed ad inventory of 20 traffic heavy right wing websites such as Breitbart, Dailycaller, American Thinker et al.

Result: Ad revenue is predominantly generated through Google.

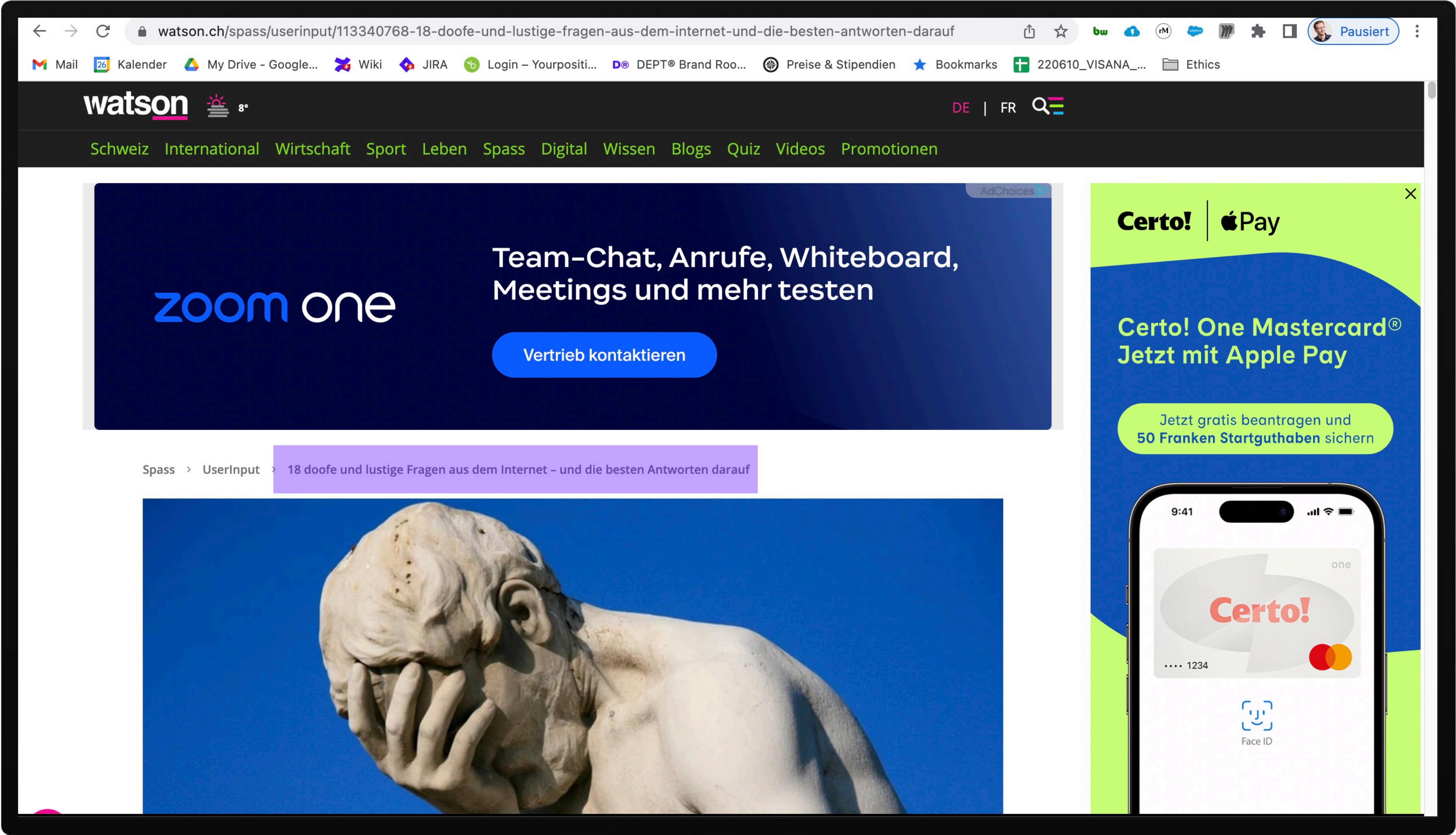




3.

Content we boost.





*Read: G. Sire, «The normative power of Google: Analyzing the search engine’s influence on publishers’ practices», in: Communications & Languages 188, 2/2016, S. 85ff.*



**watson**



## MEISTGELESEN

1

**18 doofe und lustige Fragen aus dem Internetz – und die besten...**

---

2

**Russische Kriegsgegner sabotieren Schienennetze ++ Cassis spricht...**

---

3

**Putins Panikmache scheitert: Warum Europa eher zu viel und...**

---

4

**Operation «Stachelschwein»: So will sich Taiwan gegen China...**

---

5

**Die schlechten Albaner**



# Tages Anzeiger

1

**Londons neue First Lady**  
**Reicher als König**  
**Charles – wer ist**  
**Akshata Murty?**

2

**Ehemann im Spital**  
**Bundesrätin**  
**Sommaruga fällt aus**

3

**Abo** **Bellingcat-Chef im**  
**Exklusiv-Interview**  
**Putins IT-Nerds**  
**enttarnt: «Das sind**  
**Killer an der**  
**Fernbedienung»**

4

**Abwesende Simonetta**  
**Sommaruga**  
**Eine Bundesrätin fällt**  
**aus. Und jetzt?**

5

**Abo** **Ende einer Ära**  
**Rock-'n'-Roll-Fans**  
**nehmen Abschied von**  
**Cindy's Diner**

6

**Paukenschlag beim**  
**Detailhändler**  
**Migros-Chef tritt**  
**überraschend zurück**

... UPDATE FOLGT





**Darstellung I.7: Veränderungen in den Qualitätsdimensionen zwischen 2015 und 2021**

## Solid News Quality?

According to the «Jahrbuch Qualität der Medien» (ed. fög – Forschungszentrum Öffentlichkeit und Gesellschaft / University of Zurich) the quality of Swiss news publications remains solid or is even slightly improving.

I doubt that: Programmatic advertising changed the business model for news completely and couples every single article and its success directly to monetary income.

Possible result: Trivialization, scandalization and polarization.



07

How does DEPT® deal with it?



We need to embed value driven ethics.



# Framework

*Working Hypothesis: Digital Responsibility Goals; serving as a system of reference to gauge an issue's relevance.*



## Privacy

Do we respect user privacy or are we intruding?



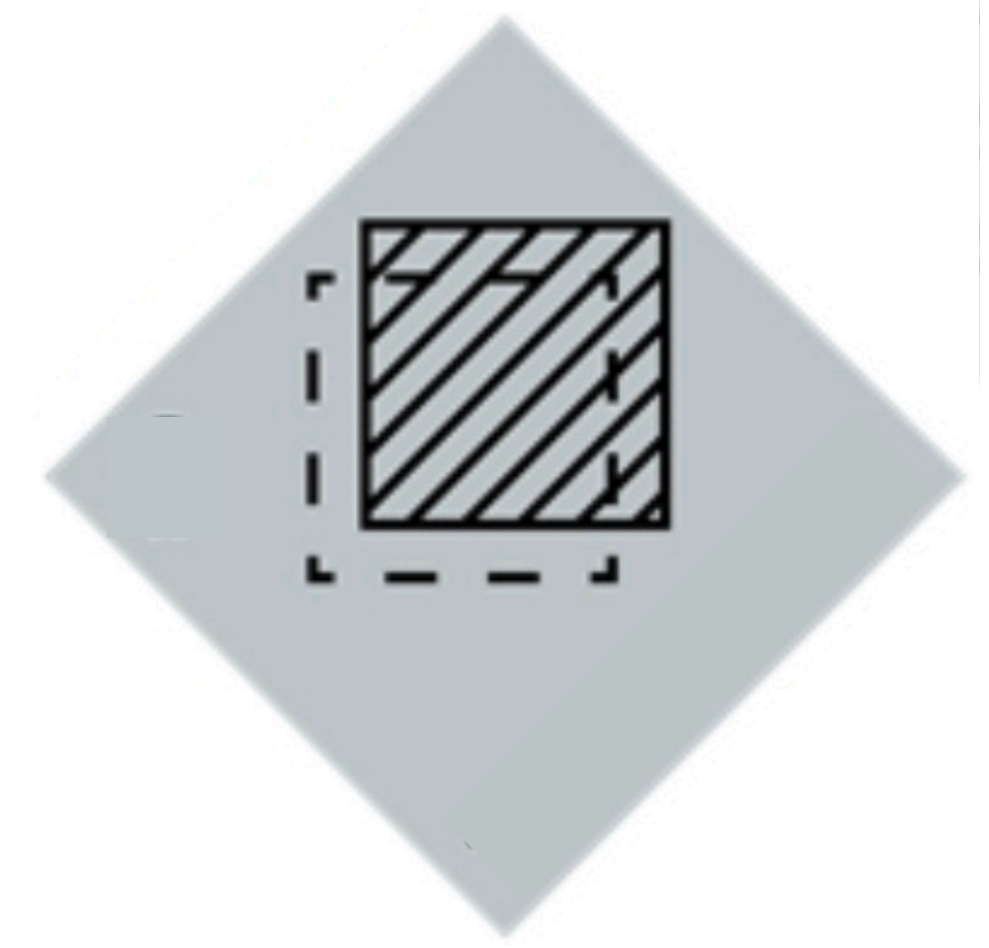
## Non-Discrimination

Do we avoid bias and prejudice?



## User Autonomy

Do we take users for sovereign beings or do we manipulate them?



## Transparency

Do we always tell what's going on?



We need to define processes and governance



## Structures

*Working Hypothesis*



## Staff

- Existing taskforce
- Expertise: Marketing & data

## Responsibilities

- Agenda-setting
- Frameworks and Guidelines
- Recommendations, pro- and reactive
- Comms, internal and external
- KPI Measurement

## Rhythm

- Monthly meetings
- Ad hoc if necessary

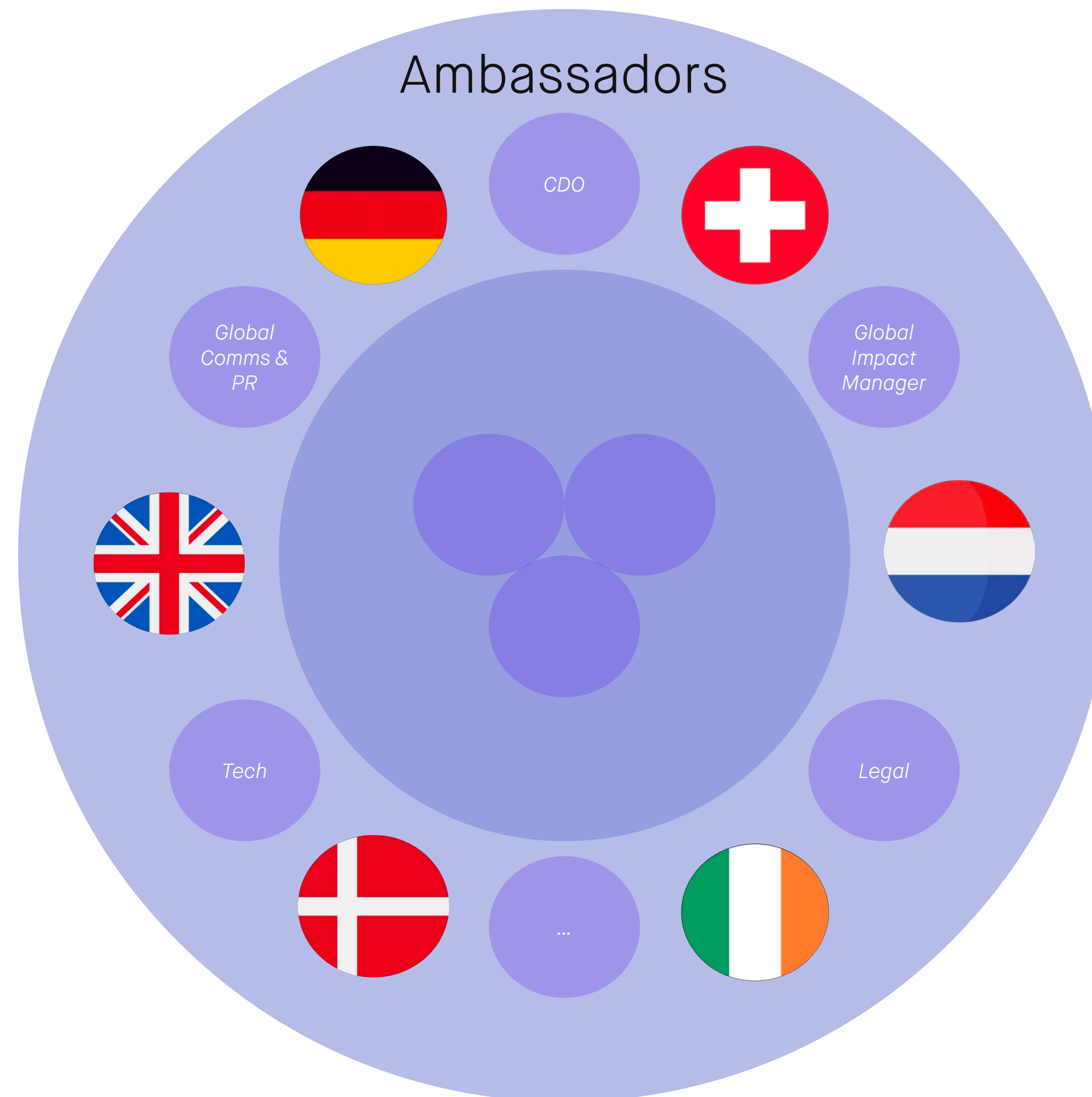
## Support

- CDO: Sponsor
- GIM: Liaison to B-Corp initiatives
- Global Comms: Comms support
- Legal, tech et al: ad hoc



## Structures

*Working Hypothesis*



## Staff

- Local (country a./o. business team)
- Expertise: Craft

## Responsibilities

- Review of Guidelines
- Feedback from business teams
- Pushing implementation
- Input: What do we need?
- Comms support
- Reporting of KPI, part of their OKR

## Rhythm

- Quarterly meetings

## Support

- Guided by Ethics Board



# What does a Digital Ethics Board do?

A Digital Ethics Board [analyses the societal impact](#) of our craft, develops our perspective and aligns results with our [values](#) and [business goals](#).

## Internal deliverables

- Codes of conduct
- Guidelines
- Recommendations
- Education
- Ethics squad on demand
- Service development support
- Sales support

## External deliverables

- Publications
- Lectures
- Keynotes





08

What we need above all



# Sam Altman, 2015.

«The US government, and all other governments, should regulate the development of [superhuman machine intelligence].»





# Sundar Pichai, 2022

«Companies such as ours cannot just build promising new technology and let market forces decide how it will be used.»

**Source:** *Financial Times*, «[Why Google thinks we need to regulate AI](#)», 2.5.2015.






They don't care anymore...



### Microsoft just laid off one of its responsible AI teams

As the company accelerates its push into AI products, the ethics and society team is gone




### Why Elon Musk's Firing of Twitter's Ethical AI Team Is Bad Business

Without ethical AI, your company could be opening itself up to unnecessary risk. [🔗](#)






TECH / GOOGLE / ARTIFICIAL INTELLIGENCE


### Google fires second AI ethics researcher following internal investigation



/ Margaret Mitchell and Timnit Gebru, co-leads of the ethical AI team, have now both been terminated

By [ZOE SCHIFFER](#) / [@zoeschiffer](#)  
Feb 19, 2021, 11:52 PM GMT+1 | [0 Comments](#) / [0 New](#)









... because they don't need to.

For in retrospect, the internet's founding fathers' love for anarchy turned - via commercialisation - into anarcho-capitalism.

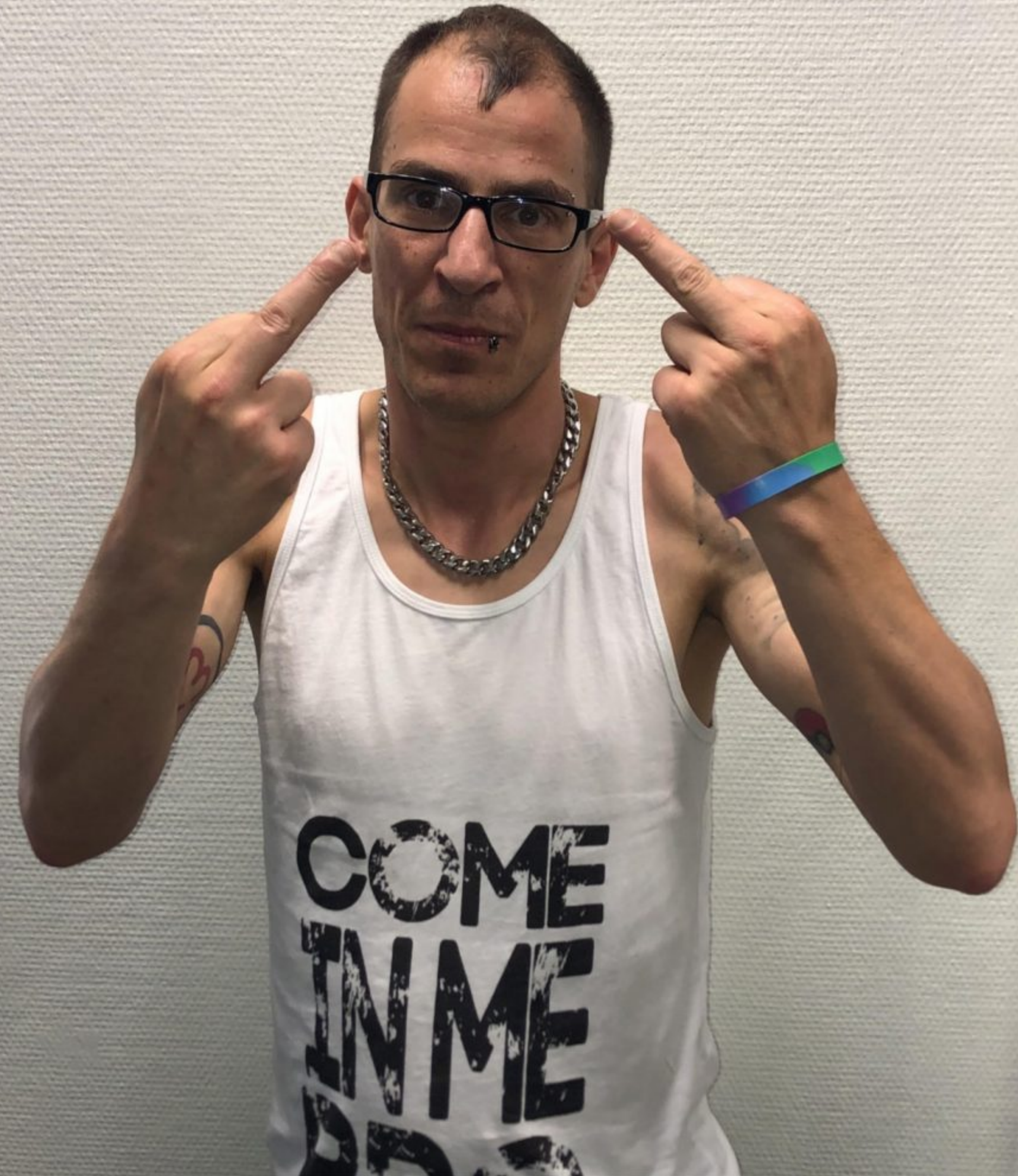


# Jascha Urbach

*Net activist, former member of the Piratenpartei*

«Back then, as a hacker group, we decided to **disregard the decision of a sovereign state** and to morally elevate ourselves above the government.»

Source: Fluter, «Was hack ich nur?», 3.10.2016.





# Andy Müller-Maguhn

*Member of Chaos Computer Club since 1986*

«**Decentralization was highly valued by the people who came up with the internet**, not just in terms of technology, but also in terms of power. They didn't want power to be centralized on the internet,» says Müller-Maguhn. «But that's not what we see today. **Companies like Google have turned the internet into a space controlled by five to seven platforms.**»





Luckily, there's the EU...



## GDPR

General Data Protection Regulation, Europe's data privacy and security law for organizations around the world.

## Digital Services Act

A regulation in EU law regarding illegal content, transparent advertising, and disinformation.

## Digital Markets Act

Rules for digital gatekeepers to ensure open markets.

## AI Liability Act

In the Report on Artificial Intelligence Liability, the Commission identified the specific challenges posed by artificial intelligence to existing liability rules.

## European Accessibility Act

EU law which requires some everyday products and services to be accessible for persons with disabilities.



**DEPT.**<sup>®</sup>