

Preface

It is our great pleasure to present the proceedings of the 4th Annual Privacy Forum (APF), which took place in Frankfurt am Main, Germany, during September 7–8, 2016, organized by the European Union Agency for Network and Information Security, the European Commission Directorate General for Communications Networks, Content and Technology, and Goethe University Frankfurt, as host.

The history of the 2016 conference venue, Goethe University's Westend Campus with the buildings of the former IG Farben headquarters, may well remind us how important the right to privacy is for a free and democratic society. And indeed privacy is mentioned in the European Human Rights Charter. Nowadays, in a world that moves ever-faster digital, we need to work on the implementation of privacy in electronic services. This means not only providing technological solutions but also setting up a viable policy framework. Earlier this year, the data protection regulation was approved by the European Parliament. Therefore, we focused on the implementation aspects of a sustainable future data protection framework. APF continues striving to close the gap between research, policy, and industry in the field of privacy and data protection. This includes presentations on privacy impact assessment, data lifecycle, and privacy challenges of new technologies.

We received 32 submissions in response to our call for papers. Each paper was peer-reviewed by at least four members of the international Program Committee (PC). On the basis of significance, novelty, and scientific quality, we selected six full research papers. In order to support less experienced researchers, an additional seven papers were selected to undergo shepherding, i.e., a PC member was in close contact with the authors advising how to improve the paper. Six of these seven papers eventually met our quality standards. Thus, this book presents twelve papers organized in three different chapters corresponding to the conference sessions.

The first chapter, "eIDAS and Data Protection Regulation," discusses topics concerning data life cycle agreements, processes for privacy impact assessment and electronic IDs in a policy and organisational context. The second chapter, "IoT and Public Clouds," discusses privacy and legal aspects in IoT, cloud computing, and their associated technological domains. Finally, the third chapter, "Privacy Policies and Privacy Risk Representation," takes the user on board, discussing privacy indicators to better communicate privacy policies and potential privacy risks to users.

In addition, three panels were organized. "Online Privacy Tools for General Public" – to examine the availability of reliable online privacy tools today, the information that is provided to end users, the potential of self-assessment of privacy tools by PETs developers, as well as the level of awareness of Web and mobile users on PETs. "Appropriate Security Measures for the Processing of Personal Data" – to further explore a risk based approach, which should also support organizations to select appropriate security and organizational measures to mitigate the identified risks. "Building a Community for Maturity Evaluation of PETs" – to discuss a structured

community approach on the evaluation of the technology readiness and maturity of current privacy-enhancing technologies.

APF 2016 would not have been possible without the commitment of many people around the globe volunteering their competence and time. We would therefore like to express our sincere thanks to the members of the PC – and especially to those who carried out shepherding tasks – and to the authors who entrusted us with their works. Many thanks also go to our sponsors and to all conference attendees, who honored the work of the authors and presenters. Last but not least, we would like to thank the Organizing Committee led by Elvira Koch. Their excellent and tireless efforts made this event possible.

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