



PICOS - Privacy and Identity Management for Community Services



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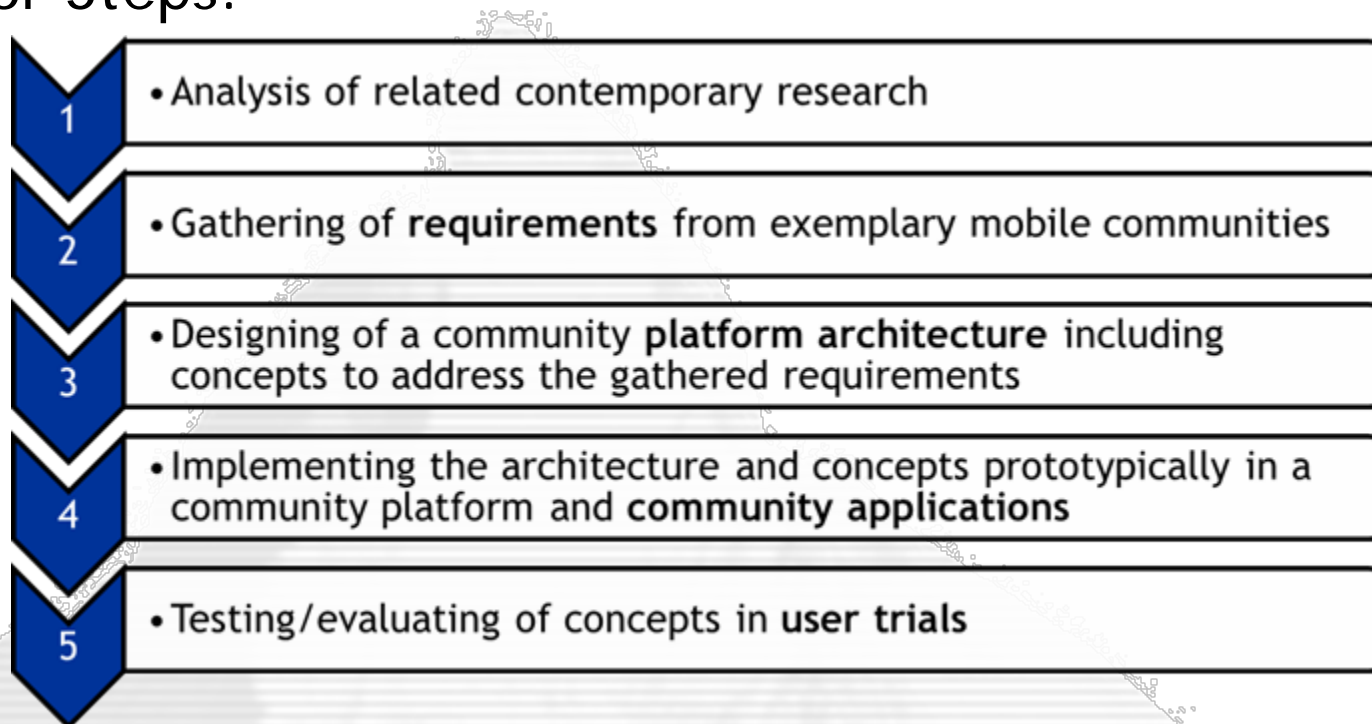
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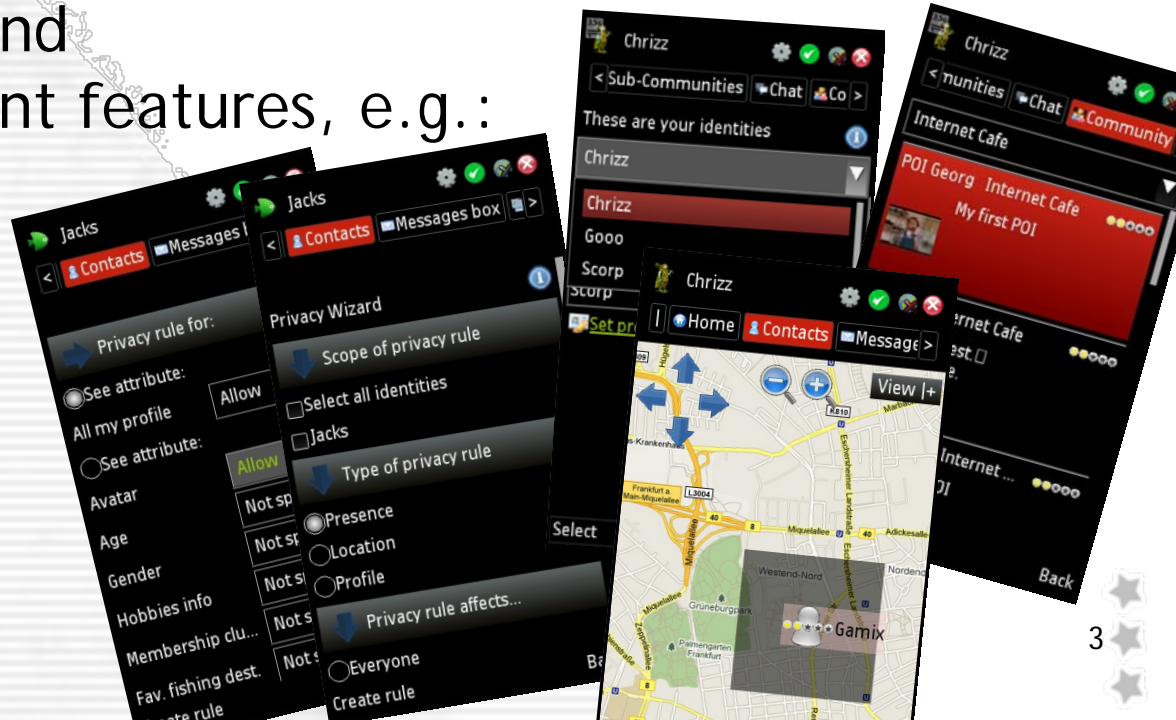


- PICOS develops a new approach to **privacy and identity management for mobile communities**
- Driven by users, applications, and examples

Major Steps:



- Prototypical implementation of PICOS Architecture
- Community Applications for Anglers and Gamers
- Implementing new user-centric concepts for mobile communities (e.g. Privacy Advisor)
- Advanced privacy and identity management features, e.g.:
 - Partial Identities
 - Privacy Policies
 - Blurring
 - Privacy Advisor



- Marketing/Advertising in Communities
 - Location Based Advertising
 - Advertising addressing groups/communities instead of single users
 - Users automatically being used as implicit “testifiers”
- Mobile (Device) Sensing
 - Usage of (continuously) sensed data in e.g. communities
 - Automatic (unconscious) delivery of data
 - Pre-defined policies (?)
- Decentralised Community Networks

Thank you for your Attention!

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