

Digital trust

> Book on signs of trust, labels and personal data is now online

Law, economics, technology and philosophy: These 4 approaches to trust are what define the IMT Personal Data Values and Policies Chair (CVPIP), which has just published a new book titled *Signes de confiance – l'impact des labels sur la gestion des données personnelles* (Signs of trust: The impact of labels on personal data management)

Trust is foundational in the making of any society. It determines the feasibility of trade and institutional exchanges, and the role these exchanges can play in improving the way we live together. Yet today we are witnessing a crisis of trust, and digital technology is one of the culprits.

Whereas IT and economic sciences look at the concept of risk in the context of a transaction or the security of technical systems, law has traditionally defined trust as a belief in the honesty of others. From a social and philosophical perspective, trust is one of the key mechanisms for reducing uncertainty in a complex modern society. Two different aspects simultaneously work together to reduce this complexity: confidence and trust.

This book takes a look at labels in the area of personal data as a tool for establishing trust. What impact do they have on the user's perceptions and buying behavior? What solutions can technology—and particularly blockchain—provide?

What role does the State play in this area? What role should it play? What are the limits to the pervasiveness of “trust by design” labels? Could the overuse of labels reduce the responsibility of individuals by discouraging critical analysis?

Download the book at www.informations-personnelles.org

About the Personal Data Values and Policies Chair www.informations-personnelles.org

The Personal Data Values and Policies Chair, the first IMT chair, was founded on April 9th, 2013 in partnership with Imprimerie Nationale, BNP Paribas, Orange, Sopra Steria, Qwant, Dassault Systèmes, and with contributions from CNIL and DINSIC. The multidisciplinary Chair is coordinated by Claire Levallois-Barth, Doctor of Law, and professor-researchers from Télécom École de Management, Télécom ParisTech and Télécom SudParis. The Chair aims to help companies, citizens and public authorities in their reflection on the collection, use and sharing of personal information, such as information about individuals (their personal lives, professional activities, digital identities, contributions on social networks, etc.) including that collected by the smart devices all around them. The information individuals provide, or the traces of their activities and interactions, raises many issues in terms of social and economic value, and regulation and control policies.

About IMT www.imt.fr

IMT is a public institution dedicated to higher education and research for innovation in the fields of engineering and digital technology. Always tuned in to the economic world, it combines high academic and scientific legitimacy with close business relations and a unique positioning in 3 major transformations of the 21st century: Digital Affairs, Energy and Ecology, and Industry. Its training and research for innovation are conducted in the Mines and Télécom Graduate Schools under the supervision of the Minister for Industry and Electronic Communications, in one subsidiary and in institutions that are associate partners or under contract. IMT is a founding member of the Industry of the Future Alliance. It has two Carnot labels for the quality of its research partnerships. Every year, around one hundred startup companies leave its incubators.

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