

QUESTION ITU-R 111-1/6

Technical methods for the protection of the privacy of end-users in interactive broadcasting systems (television, sound and data)*

(2003-2004)

The ITU Radiocommunication Assembly,

considering

- a) that the determination of what is private information varies by administration, and therefore the technical means to protect such information may vary as well;
- b) the progress in information processing, storage and transmission technology;
- c) the development of digital broadcasting transmission channels (e.g. satellite master antenna, terrestrial relay or direct satellite and terrestrial reception) in combination with interaction/return channel techniques (e.g. return channel satellite (RCS), return channel terrestrial (RCT), wireless communication networks);
- d) that interactivity could effectively extend the capability of broadcast receivers to provide bi-directional services such as Internet access, e-mailing, e-commerce, etc.;
- e) the development of return channel techniques for receiving vision, sound and data from the user (programme-related and non-programme-related);
- f) that interactive broadcasting services are expected to be broadly deployed;
- g) that broadcasting signals are generally not targeted to specific individuals or specific groups but are for reception by everybody (sometimes subject to special payments);
- h) that use of the return channel can result in users' information, some of which may be considered private, being transmitted to those involved in the provision of the service,

decides that the following Question should be studied

- 1** How can anonymous reception of broadcast be assured in the framework of interactive broadcasts without any necessity for explicit user intervention?
- 2** What are the technical means to preserve the privacy of user information?

* This Question should be brought to the attention of the International Electrotechnical Commission (IEC), the International Standardization Organization (ISO), ITU Telecommunication Standardization Study Groups 2 and 17 and to Radiocommunication Study Groups 4, 8 and 9.

- 3 What technical methods can be used to allow anonymous participation in interactive broadcasting services?
- 4 What technical methods can be adopted to allow the end-user to control the amount of personal data which can be (upon agreement by the end-user) transferred to or retrieved by the service provider or any other entity via the interaction channel?
- 5 What technical methods can be used to allow the end-user to be aware, at any time, of any such transfer of personal data to the service and/or the content provider or any third party?
- 6 What technical methods can be used to allow the end-user to be aware, at any time, of the mechanisms and changes in behaviour or offer of content/services, due to the use of local personal data, and to be able to control such transmissions on the interaction channel?
- 7 What technical methods can be used to ensure that transmission of any profile or usage history data about the end-users (e.g. “mediametrica”) remain anonymous?
- 8 What technical methods can be used to inform the user through the broadcast or interaction channel, in an easily understandable form, about any personal information available, e.g. user profiles and preferences to be transferred to a service provider or any other third party?

further decides

- 1 that this Question should result in ITU-R Recommendation(s);
- 2 that this Question should be considered when studying ITU-R Questions on interactive broadcasting, in particular with Questions ITU-R 16/6 and ITU-R 26/6;
- 3 that the studies should be completed by 2007.

Category: S2