

# Usable Privacy by Design

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Exzellente Forschung für  
Hessens Zukunft.

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# Privacy by design with information security technology

# Problem

amazon

August 24, 2012, 12:27PM

## RSA: Phishing Attacks Net \$687m to Date in 2012

by Christopher Brook



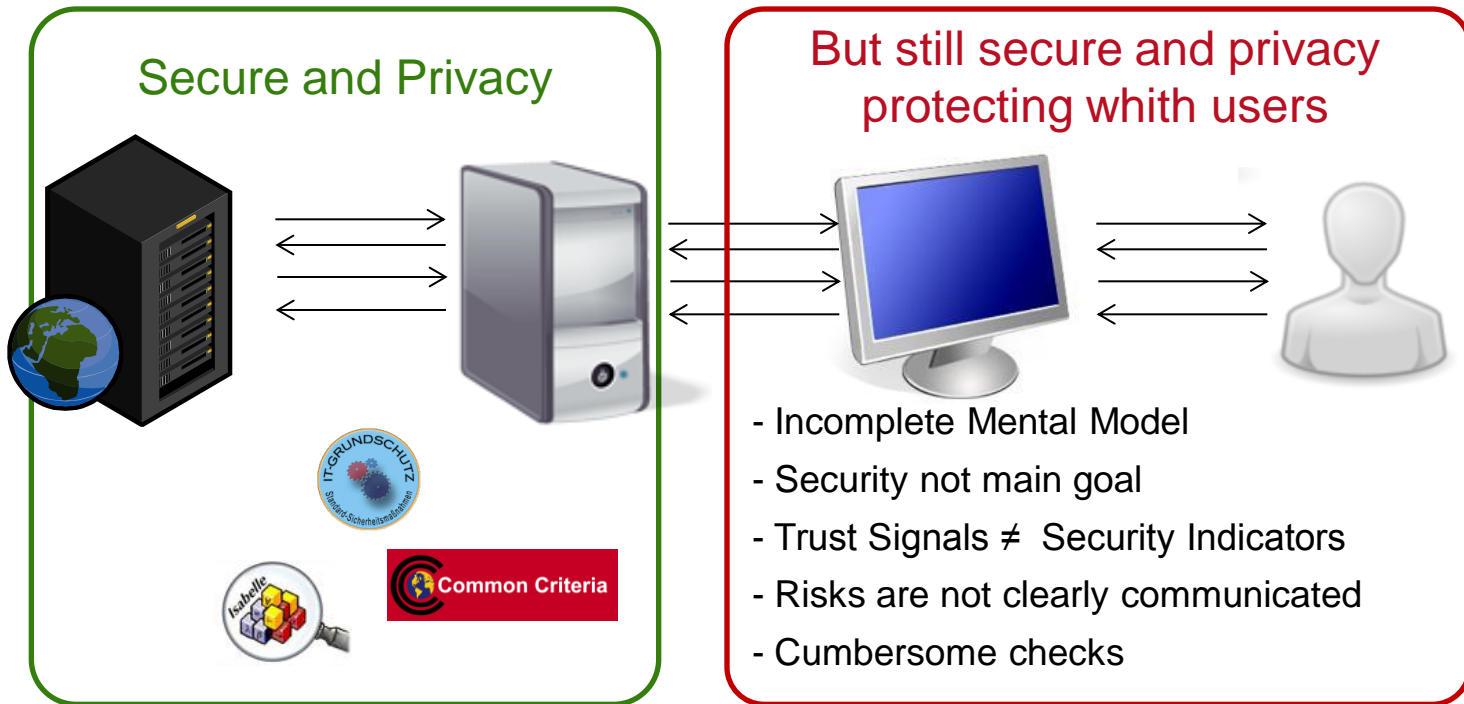
Comment

There have been nearly 33,000 phishing attacks globally each month this year, totaling a loss of \$687 million, according to new statistics released by security firm RSA [earlier this week](#).

Those phishing attack numbers, 32,581 attacks per month on average, mark a 19 percent increase globally compared to the first half of 2011.



# Reasons



# Ideas

## Usable Security & Privacy by Design

### Technical support

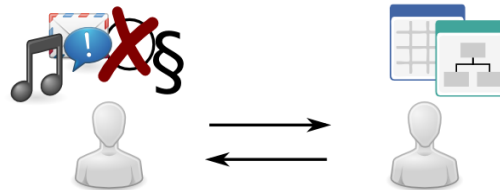
*Design research*



Reducing and Simplifying  
Interactions and Decisions

### Support communication

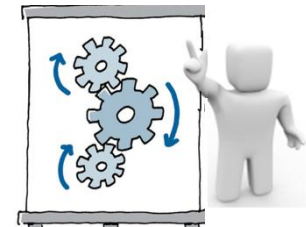
*Empirical research*



Communication based on  
Mental Models

### Support processes

*Modeling & Case studies*



Methodologies to intergrate  
human factors into the  
development process

Interdiciplinary Research

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It does not matter whether it is about security or privacy protecting techniques, it is important to take the user into account in the design process