



WWW2008
April 21 - 25, 2008
Beijing, China



Towards the Policy-Aware Web: The Real Web 3.0?

Renato Iannella
Principal Scientist
<renato@nicta.com.au>

Policy-Aware Web



- What is the Policy-Aware Web
 - There are **many different languages** to express preferences, obligations, and constraints for privacy, access control, identity management, and intellectual property rights (etc)



Policy-Aware Web



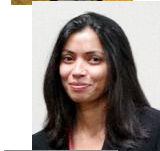
- In today's networked society, people want to “mash up” and **combine different content** with **different policies** and share the outcomes
- This requires new approaches to manage policy interactions for a **seamless experience**
- Challenges
 - Policy **Expression**
 - Policy **Transparency**
 - Policy **Conflict**
 - Policy **Accountability**



Panelists



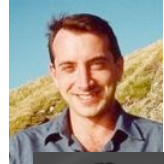
- **Renato Iannella** (Moderator)
 - NICTA, Australia
- **Piero Bonatti**
 - Universita' di Napoli Federico II, Italy
- **Lalana Kagal**
 - MIT, USA
- **Thomas Roessler**
 - W3C, France



Panelists (Virtual)



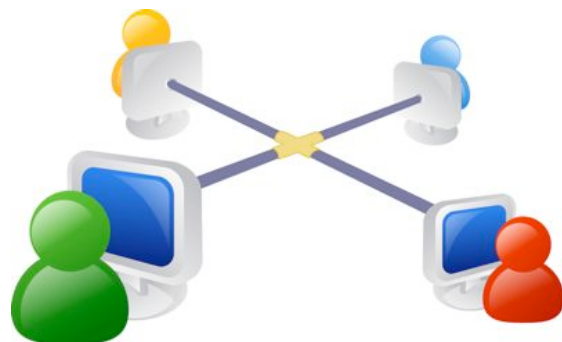
- **Marco Casassa-Mont**
 - Hewlett-Packard, UK
- **Irene Pollach**
 - University of Aarhus, Denmark
- **Elisa Bertino**
 - Purdue University, USA
- Thanks to..
 - **Rigo Wenning**
 - W3C, France



Panel Structure



- Moderator Introduction
- Panelists Point-of-View
- Open Q&A
- Panelists Rebuttal
- Moderators Wrap-up



Questions...



- Does the community **accept/need** the PAW?
- What is the **range** of supported policies?
- Will the **Semantic Web** help or hinder?
- What **standards** need to be developed?
- Who will **lead** this work?
- How to **gracefully** introduce the PAW to web?
- How will users **trust** the policy-aware web?
- Having a standard policy language with well understood semantics seems to be the easiest approach. **Is this a good starting point?**

Scenario



- **Social Networks**
 - **Sharing** personal photos
 - Your Privacy
 - Your Friend's Privacy
 - **Understanding** Policy options
 - Licensing regimes
 - What you did not know




flickr PHOTO HOSTING Signed in as [riannella2001](#) Help Sign Out

Home You Organize Contacts Groups Explore Search Search


chewywong's photos pro
[Collections](#) [Sets](#) [Tags](#) [Map](#) [Archives](#) [Favorites](#) [Profile](#) [View as slideshow](#) (ESP)

trio of monkeys




© All rights reserved.
 Uploaded on Oct 27, 2007
 0 comments

ready to go




© All rights reserved.
 Uploaded on Oct 27, 2007
 0 comments

welcome back christina



© All rights reserved.
 Uploaded on Oct 27, 2007
 0 comments

statues




© All rights reserved.

Fall Festivities 2007
87 photos

October Weekends
38 photos

Tina's Birthday Extravaganza!
16 photos



aleeviation says:
 hey that's me! no joke. i think i'm being insulted...can you tell me where this was taken.
 Posted 5 months ago. ([permalink](#))

chewywong pro says:
 where was this? do you think virgin mobile will give me stuff?
 Posted 5 months ago. ([permalink](#))

sesh00 pro says:
 I'm quite suprised that you were not in the least informed that your photo was being used!

The photo was taken on Churchill Road, Adelaide, Australia. I believe that it's being used as part of a national campaign - there are a lot of other slogans and photos being used, I think some of the others are from flickr as well.

As for getting free stuff - it can't hurt to try, but if the photo was released under a CC license that allows for commercial use, then they haven't really done anything wrong.

Virgin Mobile Australia website - www.virginmobile.com.au/
 Posted 5 months ago. ([permalink](#))

aleeviation says:
 what does that mean-CC license? how did chewywong get that license on his photos. so virgin mobile hasn't used his photos without his permission or anything?

Set a license for this photo

If you wish, you can associate a Creative Commons license with your photo, giving other people the right to use your work under certain circumstances. For more information on what your options are, please visit the [Creative Commons website](#).

You can also set a default type of license for every photo you upload. [Change your default here](#).

Note You should only add a license to photos you have uploaded.

Select the license

- None (All rights reserved)
- Attribution-NonCommercial-ShareAlike Creative Commons
- Attribution-NonCommercial Creative Commons
- Attribution-NonCommercial-NoDerivs Creative Commons
- Attribution Creative Commons
- Attribution-ShareAlike Creative Commons
- Attribution-NoDerivs Creative Commons

SAVE



Creative Commons sued for deception



Hey! What's wrong with our Sharecropping license?

By [Andrew Orłowski](#) → [More by this author](#)

Page: 1 2 Next >

Published Monday 24th September 2007 19:14 GMT

[Jobsite](#) - find your next IT job quickly & easily

A Texan family has been handed a harsh lesson in what the Creative Commons "movement" really means for creatives who use its licenses.

A film maker, Damon Chang, uploaded a family photograph of his young niece Alison to Flickr, only to discover weeks later that it was being used by Virgin Mobile in an expensive advertising campaign. Neither Alison Chang nor her youth counsellor Justin Wong, who took the photograph, have received compensation for the use of the image - having handed over the rights without realizing it. Damon Chang used a license which permits commercial reuse - and even derivative works to be made - without payment or permission of the photographer: merely a credit will do to satisfy the terms of the license.

PAW Challenges



- **Policy Expression**
 - Friends Privacy, License Terms?
- **Policy Transparency**
 - Who knew about the License Policy?
- **Policy Conflict**
 - Privacy versus Commercial Use?
- **Policy Accountability**
 - How to find out who did what?

Codifying Policies...



Research has shown that privacy policies tend to intensify privacy concerns rather than engender trust.

One way to combat this dichotomy is to redesign their content, language, and presentation format

Irene Pollach
What's Wrong With Online Privacy Policies?
COMMUNICATIONS OF THE ACM, September 2007



Let the Panel Begin...



Panel Wrap-up



Join Us...



- **W3C Policy Language Interest Group**
 - <http://www.w3.org/Policy/pling/>
 - Chairs: NICTA and HP Labs
- PLING is an **open forum** to discuss use cases, languages, and frameworks around information governance policies.
- The PLING objective is to facilitate an open **international platform** for policy language discussions and planning
- 84 members

Thank You