Consent Management System for a Personal Data Marketplace: Case of Bitsabout.me

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Master thesis in Computer Science

Incoming policy changes regarding data and privacy protection in form of GDPR are the most important ones in the last 20 years. It brings enhanced protections for data subjects in EU and requirements of simplification of legal text presented to them, along with having to ask for their explicit consent for using personal data.

This master's thesis studies how the legal text of GDPR can be translated into easy to understand consumer rules based on which a framework is created which would allow companies to make consent requests in a standardized manner. With this framework in mind, a prototype of a whole consent management system is developed. Finally, research investigates attitudes of consumers towards the consent management system created, privacy concerns that may arise and how engaging the design is.

Results of this master's thesis show that the proposed framework is a good starting point for developing a consent management system. Alongside the proposed user interface design, the system was evaluated and revealed no major usability issues and therefore will be in use at the company providing marketplace for personal data, BitsaboutMe AG.

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