

ALEXA, GOOGLE, SIRI, WE HEAR FOR YOU?



INTERNET
FREEDOM
FOUNDATION

#PrivacyOfthePeople



India is witnessing a

270%

Year-on-year growth in
voice searches



But more we use it,
the more important it is to **understand the
privacy implications** of this technology and
how the upcoming Data Protection Bill will
deal with it.

Comparison of VAs: Privacy Edition



Alexa



Google



Siri

Account association
of voice data

YES

YES

NO

Voice Recordings
stored by default

YES

NO

NO

Data retention
period

Undefined

Undefined

Undefined

Use of data for ads
personalization

YES

YES

NO

On-device
processing of data

NO

NO

YES

Employee access to
portions of anonymized
voice recordings

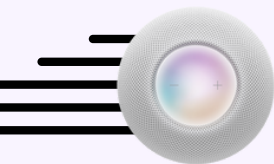
YES

YES

YES

VAs and security concerns.

VAs are prone to **malware attacks and hacking**, successful malicious attacks against VAs are becoming more and more **sophisticated**:

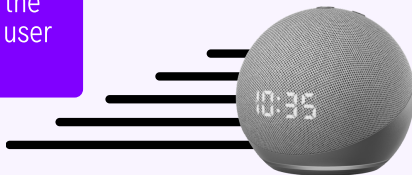


PHONEME MORPHING

a VA is tricked into thinking a modified recording of an attacker's voice is the device's registered user

'DOLPHIN ATTACK'

inaudible voice commands can be used to communicate with VAs, evading detection by human hearing.



VAs and India's incoming Data protection bill.

CLAUSE 17

Allows VA users to demand confirmation from the data fiduciaries on whether their request to delete their data has been processed.

CLAUSE 18

Allows VA users to demand erasure of personal data which is no longer necessary for the purpose for which it was processed.

CLAUSE 20

Allows the users to withdraw their consents and restrict the processing of their personal data (i.e. one's voice) by a data fiduciary (provided it does not take away the data fiduciaries rights under this Bill.)

Recommendations:

RIGHT TO PRIVACY:

Even in the absence of a data protection law, users have a fundamental right to privacy. All companies implementing voice assistants need to closely conduct internal privacy reviews periodically drawing best practices on data protection.

DATA RETENTION:

Given the unique identifying nature of a voice, existing data retention practices should be amended to adopt a higher threshold for justification of data retention practices with respect to personal data associated with VAs.

Recommendations:

CODE OF PRACTICE:

Specifically, when a data protection law is made a specific code of practice for voice assistants in line with best international practices must be specified by the Data Protection Authority under Clause 50 of the Bill.





**INTERNET
FREEDOM
FOUNDATION**