

New Internet applications are characterized by some features: ubiquity of terminals, opacity of their functioning and of the data flows generated, maximization of individual's participation (Web 2.0 applications) and limitless capacity of computer analysis which permits use of profiling methods. These characteristics lead to the emergence of an "Observation society", functioning with the implicit understanding and interpretation of the data as valid and privileged source of « truth » about the persons, their preferences, intentions, etc. Decisions are taken a priori on the basis of this data and profiles rather than on information by the data subjects (risks of reductionism and de-contextualisation) with all the additional risks created by the increasing power asymmetries between data subjects and data controllers.