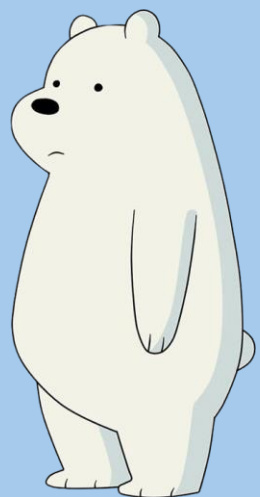


INTRODUCTION TO PRIVACY



ICE



BREAKER

“Privacy is the interest that individuals have in sustaining a 'personal space', free from interference by other people and organisations”

- Roger Clarke

Privacy

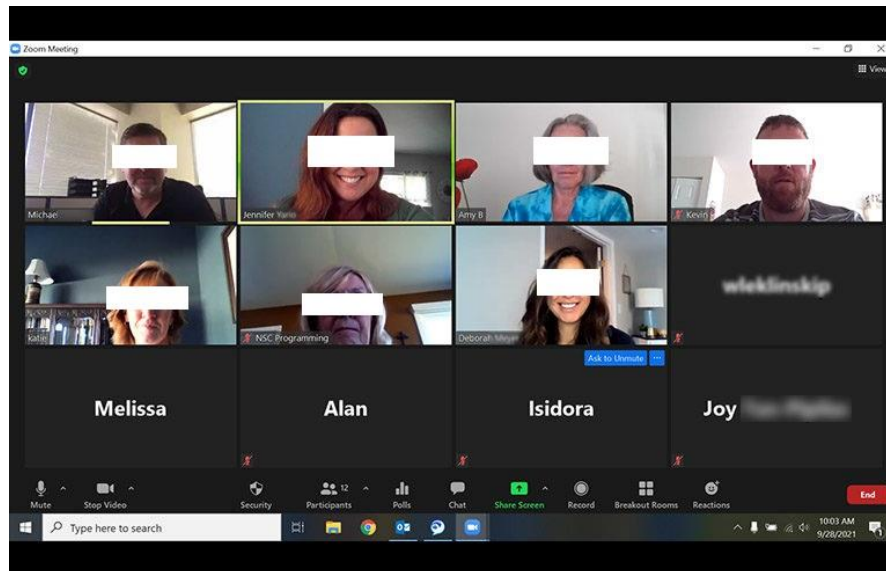
Moments you wanted privacy



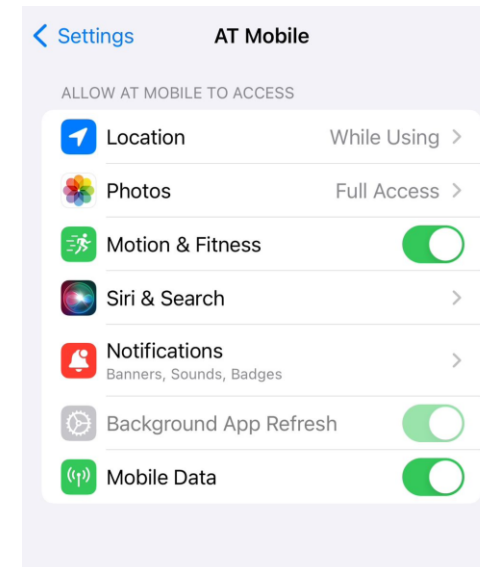
Source: <https://stmobilesinternational.com/shop/privacy-tempered-glass/>



Source: Image by glassatwork.co.uk on pinterest.com



Source: Dexter, S. (2024). "Remote work is faltering — Slack and Zoom might be to blame.", <https://seandexter1.medium.com/the-design-of-the-slack-huddles-feature-falls-cataclysmically-short-of-its-full-potential-01a7acaa191f>



Privacy

Dimensions of privacy

1. Privacy of the person

Right over the body functions and body characteristics

2. Privacy of Personal Behaviour

Desire to freely express any behaviour, especially sensitive matters including sexual preferences and habits, political activities and religious practices

3. Privacy of Personal Communications

Individuals desire the freedom to communicate among themselves without routing monitoring

Privacy

Dimensions of privacy

4. Privacy of personal data (Data Privacy)

Ability to decide to whom, when, and how much personal data disclosed

5. Privacy of thoughts and feelings

Thoughts and feelings are not shared inappropriately with others

6. Privacy of location and space

Place limits on the ability to intrude into an individual's location, space

7. Privacy of association

Desire to associate with anybody without unauthorized monitoring or marginalization

Privacy

The Context Matters



Source: Image by BuzzFeed on pinterest.com



Source: Willis, C. (2023). "Celebrities who go to hilarious extremes to hide from the prying eyes of paparazzi", <https://www.news.com.au/entertainment/celebrity-life/celebrities-who-go-to-hilarious-extremes-to-hide-from-the-prying-eyes-of-paparazzi/news-story/47406cd64c63bc26c28070d03c0e9b1d>

Contextual Integrity - Helen Nissenbaum

- Can you share a conversation you had with your close friends with the whole class?
- Are you more comfortable letting in a stranger or your partner to your house?
- Would you rather discuss a health issue with your doctor or share it in a group chat with your classmates?

Exercise

Canvas – “Whispers and Echoes”

10:00

mins: secs: type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

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Privacy

The Social Aspect of Privacy

1. Privacy is social construct

Individual perception about privacy is shaped by the society

- Education
- Regulations
- People around us
- Norms
-



Source: Image by upklyak on Freepik

Indigenous Data Sovereignty

- Indigenous people have a right to regulate, collect, use and own the data that is recorded on **Indigenous people, communities, resources and lands**
- Why does it matter. The data of other communities are also governed by external parties.....
 - struggle against colonization and discrimination
- Different principles
 - CARE** : **C**ollective benefit, **A**uthority, **R**esponsibility, **E**thics
 - OCAP** : **O**wnership, **C**ontrol, **A**ccess, **P**ossession
 - Māori Data Sovereignty** : Authority, Relationships, Obligations, Collective benefit, Reciprocity, Guardianship

using a phone that is nearby to check weather or news) [96]. In developing regions, convenience is a factor but not the primary motivation. In low- and middle-income families, lack of ownership (i.e., only one phone in the family) and the need for a shared resource (i.e., only one smartphone in a family that has multiple phones) dictates sharing [107]. Thus, the predominant type of sharing in developing regions is for mutual use. Sociocultural norms (culture)

[1]

- “As a parent I think the DFF is a great idea. I wish it would be handled by an independent org.”(B45)
- “As a parent, and developer myself, I think it’s great to have a separate set of rules for software companies that target under 13 users.”(B27)
- “Because as a dad of 4 year kid, I don’t prefer that my child watch/play anything that is disturbing for him. I think Google policy is good for developers who want to make healthy apps for kids.”(B65) [2]

BUSINESS ▾ LIFESTYLE ▾ ENTERTAINMENT ▾ SPORT ▾ TRAVEL ▾ OPINION

News



Three men were arrested at a lodge on Quarry Road West in Sydenham at the weekend. Their faces are blurred because they had not appeared in court. Picture: SAPS/Supplied

Source: Rall, S. (2023). “Explainer: This is why you can’t show a suspect’s face on social media”, iOL, <https://www.iol.co.za/news/crime-and-courts/explainer-this-is-why-you-cant-show-a-suspects-face-on-social-media-ab24ce56-fa76-411a-91f7-8a594ee577d6>

Privacy

The Social Aspect of Privacy

2. Privacy empowers safety, dignity, self-determination, opportunities and well-being of individuals



Source: McCulloch, C. (2023). "Covid-19 privacy leak was 'deliberate and politically motivated', SSC inquiry finds", RNZ, <https://www.rnz.co.nz/news/political/422343/covid-19-privacy-leak-was-deliberate-and-politically-motivated-ssc-inquiry-finds>



Source: US Elections: Timeline of how presidential election night will unfold", Irish Examiner, Nov 03, 2020



Source: Bone, D. (2023). "Is it right to ignore human responsibilities?", BYLINES SCOTLAND, <https://bylines.scot/news/scotland/is-it-right-to-ignore-human-responsibilities/>

Technology is changing....

Digitalised services

Interconnected services

Exponential usage of smart devices

Exponential usage of software

Exponential usage of the internet



Source: <https://smartitsystems.co.za/>

“So how about going offline?”



Privacy

A Day In Your Life



[Sharing Information: A Day in Your Life - Federal Trade Commission](#)

Exercise

Canvas – A Day in Your Life

10:00

mins: secs: type:



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Privacy

What Can Go Wrong?

News > Privacy

Yahoo now says all 3 billion accounts hit in 2013 breach

The largest hack in history just got three times worse for the faded internet pioneer.

Source: Ng, A. (2017). "Yahoo now says all 3 billion accounts hit in 2013 breach", CNET, <https://www.cnet.com/news/privacy/yahoo-announces-all-3-billion-accounts-hit-in-2013-breach/>

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WhatsApp data leaked - 500 million user records for sale online

Updated on: 15 November 2023 10

Source: Lapienyte, J. (2023). "WhatsApp data leaked - 500 million user records for sale online", cybernews, <https://cybernews.com/news/whatsapp-data-leak/>

Uber Reveals 2016 Breach of 57 Million User Accounts



Author:
Tom Spring
November 22, 2017
/ 12:40 am

2:30 minute read

Share this article:



Source: Spring, T. (2017). "Uber Reveals 2016 Breach of 57 Million User Accounts", threatpost, <https://threatpost.com/uber-reveals-breach-of-57-million-users-admits-to-covering-up-incident/128969/>

Latitude Financial cyber-attack worse than first thought with 14m customer records stolen

Consumer lender says details taken include 7.9m driver's licence numbers and 53,000 passport numbers

Source: Barrett, J. (2023). "Latitude Financial cyber-attack worse than first thought with 14m customer records stolen", The Guardian, <https://www.theguardian.com/australia-news/2023/mar/27/latitude-financial-cyber-data-breach-hack-14m-customer-records-stolen>

I don't mind...There's nothing to hide about me...



Privacy

Consequences – Data Owners

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Climate crisis

Ukraine

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The Observer

Ashley Madison

Life after the Ashley Madison affair

It's six months since hackers leaked the names of 30 million people who had used the infidelity website Ashley Madison. Resignations, divorces and suicides followed. Tom Lamont sifts through the wreckage

Source: Lamont, T. (2016). "Life after the Ashley Madison affair", The Guardian, <https://www.theguardian.com/technology/2016/feb/28/what-happened-after-ashley-madison-was-hacked>

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Ukraine

Environment

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Football

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Business

Obituaries

The Cambridge Analytica Files

Big data

This article is more than 6 years old

How Cambridge Analytica turned Facebook 'likes' into a lucrative political tool

Source: Cadwalladr, C and Graham-Harrison, E. (2018). "How Cambridge Analytica turned Facebook 'likes' into a lucrative political tool", The Guardian, <https://www.theguardian.com/technology/2018/mar/17/facebook-cambridge-analytica-kogan-data-algorithm>

Amy Pascal steps down from Sony Pictures in wake of damaging email hack

One of Hollywood's most powerful executives is leaving company after hacking scandal that resulted in leak of her emails, but is starting studio-backed venture

Dominic Rushe

in New York

Thu 5 Feb 2015 19:08 GMT

Share 205

#TheInterviewMovie

CHRISTMAS

Source: Rushe, D. (2015). "Amy Pascal steps down from Sony Pictures in wake of damaging email hack", The Guardian, <https://www.theguardian.com/film/2015/feb/05/amy-pascal-leaving-sony-pictures-email-leak>

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More than a million people are at risk of identity theft after data breach at clubs and pubs

The drivers licenses of more than a million Aussies who attended RSLs and pubs may have been exposed in a shocking data breach, with a 46-year-old man now in custody.

Source: Achenza, M and Kirk E. (2024). "More than a million people are at risk of identity theft after data breach at clubs and pubs", news.com.au, <https://www.news.com.au/technology/online/security/more-than-a-million-australians-at-risk-of-identity-theft-after-clubs-nsw-data-breach/news-story/58a277f6jdd741e8da642d5a462429b4>

Privacy

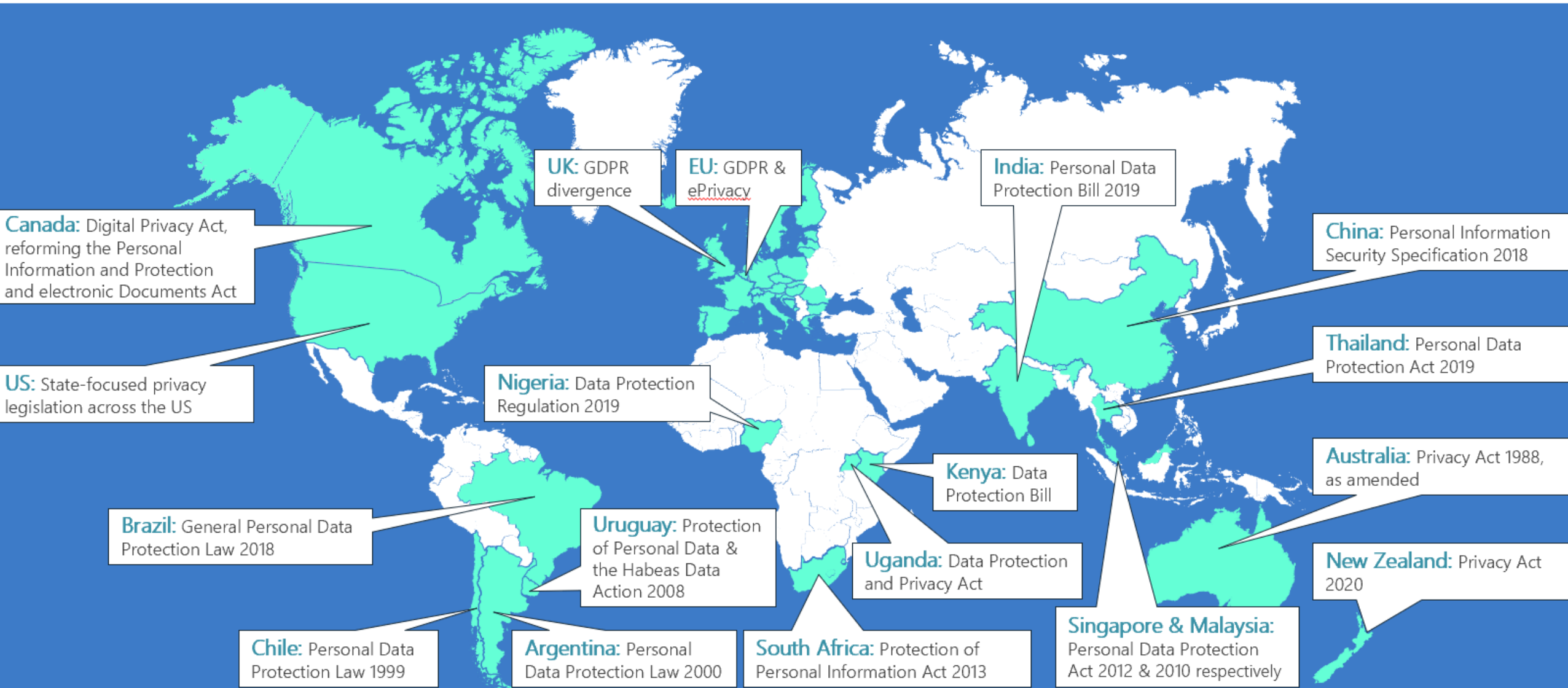
“I Don’t mind”

- You can’t predict your future...
- Data can go into wrong hands
- Data can be used out of the context
- Data  value

Data Privacy is a global requirement



Regulation in place/due to come into force/under discussion



Privacy

Consequences – Organisations

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NEWS

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Israel-Gaza war

War in Ukraine

Climate

Video

World

Asia

UK

Business

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Tech

ChatGPT banned in Italy over privacy concerns

🕒 1 April

Source: McCallum, S. (2023). "ChatGPT banned in Italy over privacy concerns", BBC, <https://www.bbc.com/news/technology-65139406>

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Americas

Asia

Australia

Middle East

Africa

Inequality

Global development

Data protection

This article is more than 6 months old

Facebook owner Meta fined €1.2bn for mishandling user information

Penalty from Ireland's privacy regulator is a record for breach of EU data protection regulation

Business live - latest updates

Source: Milmo, D and O'Carroll, L. (2023). "Facebook owner Meta fined €1.2bn for mishandling user information", The Guardian, <https://www.theguardian.com/technology/2023/may/22/facebook-fined-mishandling-user-information-ireland-eu-meta>

REUTERS®

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Microsoft flags over \$400 mln charge for Irish privacy violation fine on LinkedIn

Reuters

June 2, 2023 2:29 AM GMT+12 · Updated 6 months ago

🔖

Aa

🔗

Source: Malik, Y and Aich, R. (2023). "Microsoft flags over \$400 mln charge for Irish privacy violation fine on LinkedIn", CNET, <https://www.cnet.com/news/privacy/yahoo-announces-all-3-billion-accounts-hit-in-2013-breach/>

Summary

- What is privacy?
- Societal aspect of privacy
- Why privacy is becoming a concern
- Consequences privacy breaches

