



Business Analytics

BAN 220 NBB - Security, Privacy, and Ethics for Business Analytics

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Introduction

The notion of privacy has long been ingrained in society, reflecting humanity's inherent need for personal space and control over information dissemination. This fundamental desire for privacy, which we all possess, manifests in various forms and interpretations. The essence of privacy lies in one's autonomy to decide what aspects of their life are shared publicly. Understanding the diverse perspectives on privacy and its significance to individuals is the primary aim of this paper. Through an interview lasting approximately 15 minutes, I gained valuable insights from my peer, Amarachi James (Student ID#149298234), regarding her perception of privacy. These insights shed light on the multifaceted nature of privacy and contribute to the broader discourse on privacy protection.

The following questions were directed toward my friend Amarachi to delve into her perspectives on privacy, particularly focusing on her comprehension of personal privacy, privacy protection, and her overall stance on the topic. These questions were aimed at eliciting a comparative analysis between her views and my own perceptions of privacy.

Questions:

1. Personal Privacy

- a. How would you define privacy and what is your privacy worth to you?
- b. Who is the most responsible to protect your privacy – the government, private companies, or yourself?

2. Privacy Protection

- a. What information do you share with other people, institutions, and companies?
- b. Have you ever had any privacy concerns or issues?
- c. What measures and actions you have ever considered to protect your privacy?

3. Privacy Opinion

- a. In your opinion, do social media companies a threat to our privacy rights? Why/why not?
- b. In your opinion, should parents closely monitor their children to protect them against privacy concerns?

Interview and Comparison

Personal Privacy:

Amarachi believes that privacy encompasses both the freedom to express oneself openly and the capacity to control the dissemination of personal information. To her, safeguarding privacy is invaluable. It entails maintaining autonomy over one's private details, decisions, and boundaries. Ultimately, it's about feeling secure and having the agency to determine which aspects of one's life are shared with others.

According to Amarachi, she feels personally accountable for safeguarding her privacy. She emphasizes that individuals must take proactive measures to ensure the security of their personal information, even though both governmental bodies and private companies have roles in establishing laws and protections for privacy preservation. She stresses the importance of individuals taking charge of their own privacy, which involves employing strong passwords, leveraging privacy settings on social media platforms, exercising discretion in online postings, and staying informed about privacy regulations and best practices.

Therefore, based on a comparison of our ideas, it appears that we view privacy in somewhat the same way. My definition, Privacy is the ability to control who has access to your personal information and how it is used. It allows you to keep certain aspects of your life and activities private, free from unwanted intrusion or surveillance. To me, the level of importance given to privacy varies from person to person. Like myself, I consider it to be a crucial aspect of my life and take proactive measures to safeguard it, such as using encryption tools, and VPNs, and limiting my online presence. Ultimately, the value placed on privacy is determined by personal preferences, cultural norms, and individual circumstances.

However, in my opinion, the responsibility to protect privacy ultimately falls on all three stakeholders (Government, private companies, and individuals). Governments are responsible for creating and enforcing privacy laws, including data and consumer protection regulations, holding organizations accountable for privacy breaches, and implementing appropriate penalties. Private companies responsible for personal data collection and processing must implement robust security measures, obtain explicit consent, be transparent, and provide users with control options to prevent data breaches. Individuals must protect their privacy by sharing cautious information, using strong passwords, updating settings, using selective apps, and limiting permissions to third-party applications.

I believe the protection of privacy is a collective effort that necessitates collaboration and accountability from all three stakeholders.

Privacy Protection:

When asked about the information she shares with others, Amarachi mentioned exercising caution in disclosing personal details to individuals, organizations, and businesses. She acknowledged that she often provides necessary personally identifiable information like her name, address, phone number, and email for transactions or communication purposes. However, she stressed the importance of being cautious when sharing more sensitive information such as social insurance numbers, financial details, or deeply held beliefs. In her interactions with businesses or institutions, she emphasized her tendency to avoid oversharing, only divulging information that is essential for the specific task at hand.

My approach to sharing information varies depending on the relationship and level of trust with the individual or entity. For instance, I freely share personal details with my closest friend, including my workplace, residence, phone number, and other personal information. However, when it comes to institutions and companies, I limit the information I disclose to essentials such as my name, address, card details, phone number, real-time location (in the case of services like Google), and health information with healthcare providers. I agree with her perspective that people should exercise caution when sharing sensitive information and only provide what is necessary for the specific task at hand.

In her response about her privacy concerns or issues, she mentioned struggling with various challenges in the past, primarily revolving around internet privacy. These challenges encompassed targeted advertising tailored to her online activities, unauthorized access to her personal data, and instances of data breaches. Additionally, she expressed unease regarding the privacy policies and practices of certain businesses or platforms, prompting her to reassess her engagements with them.

I share her genuine concern, particularly regarding internet privacy, especially the intrusive nature of targeted advertising based on individuals' online activities. I can personally attest to being a victim of such tactics. Fraudsters once targeted me through my online activities by sending a link related to a recent search I had made. Upon clicking the link, they gained access to my bank account. Thankfully, my bank acted swiftly by disabling my account and stopping their attempts to access my funds.

Amarachi prioritizes privacy and says she has implemented numerous measures to safeguard it. These include exercising caution when sharing personal details online, consistently reviewing and adjusting privacy settings on social media and other accounts, utilizing strong passwords, activating two-factor authentication, and staying updated on privacy laws and best practices.

In my view, the strategies she mentioned may not suffice to fully safeguard her privacy. It's crucial for her to enhance her online privacy further by incorporating encryption tools, utilizing VPNs (Virtual Private Networks), and minimizing her digital footprint. These steps are vital for safeguarding data against interception or monitoring by hackers or internet service providers, and for obscuring the user's IP address, thereby making it harder for websites and online services to monitor their online activities and whereabouts.

Privacy Opinion

She believes that social media companies seriously jeopardize people's right to privacy. These platforms gather an enormous amount of personal data about users to evaluate user behavior, target adverts, and control engagement. She went on to say that since they sell this data to other advertisers, there is a risk to privacy.

I agreed with her highlighting the significant threat that social media companies pose to individuals' privacy. Apart from the personal content users willingly share on these platforms, these companies also collect a vast array of data from devices, ranging from location and IP addresses to device specifics, liked posts, camera and microphone data, app usage duration, and even cross-application searches. Essentially, they create a comprehensive digital profile for each user, posing a grave threat to privacy rights.

The last question concerned her thoughts on whether parents have to keep an eye on their kids to safeguard them from privacy issues. In response, she said that parents need to closely monitor their children's online activities to ensure their safety and to shield them from privacy concerns. Children are unaware of the security and privacy of the information they share with others or post online.

I concur with her view, that parents should actively supervise their children's internet usage to mitigate privacy concerns and maintain their safety. Children typically lack understanding regarding the privacy and security implications associated with sharing information online or with others.

Reflection:

The conversation with Amarachi James offered valuable insights into the intricate facets of privacy and the diverse strategies individuals employ to protect their personal information. Our exchange underscored the nuanced nature of privacy, which is not uniform but rather influenced by individual beliefs, experiences, and the ever-changing digital environment.

A significant lesson gleaned from our discussion is the necessity of proactive measures in safeguarding privacy. While we both agree on the importance of privacy and the responsibility individuals hold in securing their data, we also acknowledge the role of external factors, such as governmental regulations and corporate security protocols, in fostering a secure digital landscape. Privacy preservation, therefore, necessitates a collaborative effort involving various stakeholders.

Furthermore, our conversation shed light on the challenges individuals encounter in maintaining privacy, particularly in the online sphere. Both Amarachi and I have encountered issues like targeted ads,

unauthorized data access, and concerns regarding the privacy practices of businesses and platforms. These experiences underscore the importance of continually reassessing and fortifying privacy strategies to counter evolving threats.

Considering the entities that have access to my personal information, I realize that a multitude of organizations hold diverse sets of data about me. From financial institutions and social media platforms to employers and online retailers, various entities gather and store information spanning from financial records to behavioral patterns. While some data is essential for transactions and communication, sensitive information like financial and health records demands stringent protection.

I acknowledge the sensitivity of certain types of information, notably health and financial data, which not only disclose intimate details but also carry significant implications for security and well-being. Similarly, images of oneself can be exploited if not adequately safeguarded. Recognizing the potential risks associated with different data types emphasizes the importance of robust privacy practices.

Reflecting on my own habits, I admit that while I undertake certain precautions to protect my data, there's always room for improvement. I routinely review privacy settings on social platforms, utilize strong passwords, and exercise caution when sharing sensitive information online. However, I understand the need to further bolster my privacy measures by incorporating encryption tools, VPNs, and minimizing my digital footprint.

In summary, the discussion with Amarachi enriched my comprehension of privacy and emphasized the significance of proactive measures in shielding personal information. It reinforced the notion that privacy is dynamic and influenced by individual choices, societal norms, and technological progress. Going forward, I am committed to continually evaluating and enhancing my privacy practices to counter emerging threats and ensure the integrity of my personal data.

Recommendation:

Using a multidimensional approach, I would advise myself and others to prioritize privacy protection in light of the information gleaned from the comparison and reflection. First and foremost, in order to limit the sharing of personal information, it's essential to routinely check and modify privacy settings on social networking sites and other online accounts. Furthermore, you may greatly improve security by using strong, one-of-a-kind passwords for every online account and turning on two-factor authentication whenever it is feasible. VPNs and encryption technologies may be used to better secure internet connections and defend against unwanted parties intercepting data. Furthermore, it's critical to reduce digital footprints by restricting rights to third-party apps and sharing personal information online. Last but not least, keeping up with privacy laws, rules, and best practices is crucial to ensure compliance with pertinent standards and responding to changing dangers. Through the use of these steps, people may enhance their privacy protection in an increasingly digital environment.