Review Exercises

2.1 What does the term *personal information* mean?
    Any information relating to, or traceable to, a specific person.

2.2 What does the term *secondary use* mean? Give an example.
    Secondary use is the use of personal information for a purpose other than the one for which the person supplied it.
    Examples include sale of consumer information to marketers or other businesses, use of information in various databases to deny someone a job or to tailor a political pitch, use of text messages by police to prosecute someone for a crime, and the use of a supermarket's customer database to show alcohol purchases by a man who sued the store because he fell down.

2.3 What does the term *reidentification* mean? Give an example.
    identifying the individual from a set of anonymous data

2.4 Explain the difference between *opt-in* and *opt-out* policies for secondary uses of personal information.
    1. opt-in: collector of the information may not use it for secondary uses unless the person explicitly checks or clicks a box or signs a form permitting the use.
    2. Opt out: the opposite of that

2.5 What did the U. S. Supreme Court decide about whether police could search cellphones?
    the warrantless search and seizure of the digital contents of a cell phone during an arrest is unconstitutional under the Fourth Amendment.

2.6 Describe one application of face recognition that infringes privacy.
    When facial recognition is used by public or private agencies to match against someone in their database without notifying the user

2.7 Describe two tools people can use to protect their privacy on the Web.
    1. Cookie deleting software
    2. Use anonymizing software when surfing the web

2.8 Describe two methods a business or agency can use to reduce the risk of unauthorized release of personal information by employees.
    1. Training programs to stop employees from unintentionally releasing information
    2. Design a database which gives the users only the information they need to complete their job and nothing more. Make sure each user has their own set of credentials and that transactions are logged.