We give up some privacy for the benefits of dealing with strangers.

 We can choose to give up more in exchange for other benefits such as convenience, personalized service, and easy communication with many friends.

Big com that operate video, email, social net & search services can combine info from a members use of all of them to obtain the persons interests, opinions, relationships, habits & activities.

Knowing where we have been over a period of time can tell a lot about our activities and interests, as well as with whom we associate

好：

Search engine companies analyze the data to improve search services, to target advertising better, and to develop new services.

Search query data are valuable to many companies besides search engine companies. By analyzing search queries, they draw conclusions about what kinds of products and features people are looking for. They modify their products to meet consumer preferences.

**Social and Personal Activity**

The default was that the tool was on for all members. There was a way to opt-out, but many users were not aware of the new feature, so they did not know to opt out.

**Responsibility of free services**

We should appreciate the astounding amount of free service available to us from social network companies—as well as search engines, Twitter.

At the same time, the businesses that run these free services have a responsibility to their users.

云服务：

We do not have to manage our own system. We do not have to do backups. We can get to our files from anywhere with Internet access. We can more easily share files and collaborate with others on projects.

There are disadvantages too. We cannot access our files when the network is down or if there is a technical problem at the company that stores them.

**Tools for parents：**

Many technologies help parents track their children’s physical location.

At what age does tracking become an invasion of the child’s privacy.

Informed consent is a basic principle for adults. At what age does it apply to children.

**Encryption**

坏：

**云服务：**

But the more serious risks are to privacy and security. We lose control. Outside our home, our files are at risk of loss, theft, misuse by employees, accidental exposure, seizure by government agencies.

**删除的信息是否被保留？**

Is there information that you have posted to the Web that you later removed? Why did you remove it? Were there consequences to posting the information?

Miniaturization of processors & sensors put tiny cameras in cellphones that billions of people carry everywhere. They contain GPS & other devices and enable others to determine our location & track our movements.

With so many clever, useful, and free smartphone apps available, who thinks twice about downloading them?

**Secondary use**

It is extremely likely that data collected for one purpose (such as making a phone call or responding to a search query) will find other uses (such as business planning, tracking, marketing, or criminal investigations)

Eg, a retail site might store information about products we looked at and the contents of our

virtual “shopping cart.” On subsequent visits, the site retrieves information from the cookie.

**Location app**

Companies use the data to build location-based services that can be quite valuable for the public and for the companies.

**Fair information principles**

Privacy advocates have developed various sets of

principles for protection of personal data, called ~

1. Inform people when you collect info about them.

2. Collect only the data needed.

3. Offer a way for people to opt out.

4. Keep data only as long as needed.

5. Maintain accuracy of data.

6. Protect security of data.

7. Develop policies for responding to law

enforcement requests for data.

街景、拍到他人等：

Have you seen information that others have posted about themselves that you would not reveal about yourself?

They do not fully address privacy issues that have arisen with the increase of cameras in public places (such as police camera systems and Google’s Street View), the enormous amount of personal information people share in social networks, and the ubiquity and power of smartphones.

**生物特征：**

Cameras alone raise some privacy issues (increase security, decrease privacy). When combined with face recognition systems, they raise even more.

 Clearly, some applications of cameras and face recognition systems are reasonable, beneficial uses of the technology for security and crime prevention. But there is a clear need for limits, controls, and guidelines.

**Data mining & targeted ads**

Now, businesses store and analyze terabytes of data, including consumer purchases, financial info, online activity, preferences, government records, and any other useful info to determine who might be a new customer and what new products & services an old customer might buy. Online retailers make recommendations to you based on your prior purchases and on those of other people with similar buying patterns.

Marketers argue that finely targeted marketing is useful to the consumer and that it reduces overhead and, ultimately, the cost of products.