

# Privacy

INFO 200

Part I

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## Privacy 1 agenda

- ♦ **what is privacy for? what is its value?**
- ♦ **privacy and technology**

### what is privacy for? what is its value?

### exercise

Make a list of different kinds of people/relationships in your life  
How do you behave around/with that person? Moreover, how do those behaviors differ?  
What information you would be willing to share with who?  
How do you manage your online persona: how much you share, where, with whom? What techniques do you find most effective, worthwhile? How often do you look at or change your privacy settings on social media platforms, for example?

## relationships

sibling  
doctor  
professor  
roommate  
co-worker  
stranger on the street  
friend  
• close friend  
• best friend  
• work friend  
• casual friend  
• high school friend  
• college friend  
• gamer friend

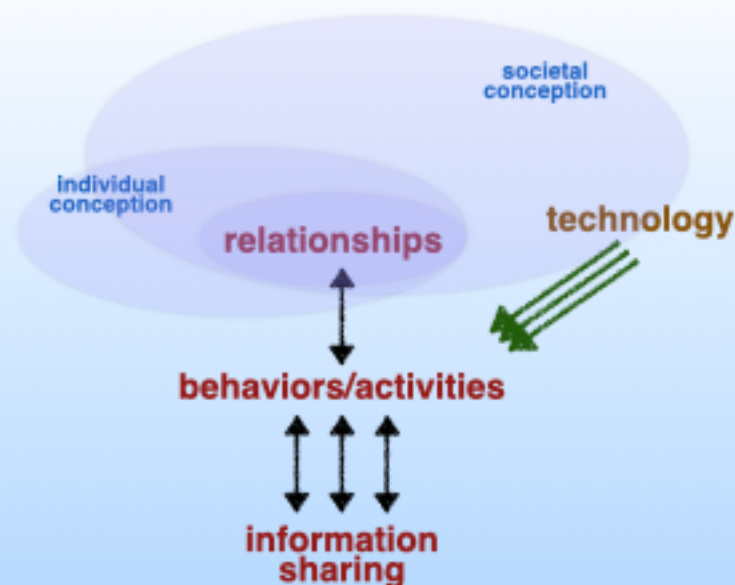
• acquaintance  
• frenemy  
parent  
rival/enemy  
spouse, partner  
mentor  
neighbor  
teammate  
boss  
barista  
landlord  
coach  
pizza guy  
etc

## relationships & behaviors

sibling  
doctor  
professor  
roommate  
co-worker  
stranger on the street  
friend  
• close friend  
• best friend  
• work friend  
• casual friend  
• high school friend  
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• acquaintance  
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pizza guy  
etc

## relationships & behaviors



## what is privacy for? what is its value?

necessary for normal social relationships  
necessary in competitive situations  
necessary to avoid personal harm (medical, insurance, credit)  
necessary for human well-being/flourishing  
cultural universal

## privacy

The Cayla doll can respond to a user's question by accessing the internet. For example, if a child asks the doll "what is a little horse called?" the doll can reply "it's called a foal".



## "privacy" today

In the modern world, corporations and governments (and occasionally other individuals) have

- **access** and the means to **create** massive amount of personal data about you (*information as thing*)
- **storage capacity and data structures** to maintain that (*data encoding, modeling, database management systems*)
- and **processing power, algorithms, analytical techniques** to mine, harvest, interrogate and gain insights from that (*data science, visualization*)

**ubiquity of devices, companies, tools, means of collecting/organizing/analyzing/using information about you, and all of you to do what, by whom, for what purposes, under what rules/laws, overseen by whom?**

Is that OK? What's the argument *against* privacy?

## what is privacy?

"The interest that individuals have in **sustaining a personal space, free from interference** by other people and organizations."

Clark, 1999

"The right be **let alone**."

Warren & Brandeis, 1890

"The condition of not having **undocumented** personal knowledge about one possessed by others."

Parent, 1983

"(1) Freedom from unwanted **observation** or **collection** of information, (2) freedom from the **disclosure** of personal information or collection of information without one's **consent**, (3) freedom from **unwarranted government intrusion**."

Englehardt, 2000