

# **A GIFT OF FIRE THIRD EDITION - SARA BAASE**

## **CHAPTER 2: PRIVACY**

### **Lecture 3**

### **"DIVERSE PRIVACY TOPICS "**

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# Marketing, Personalization and Consumer

- Targeted and personalized marketing (business, political parties, etc)
- Paying for consumer information Examples -
  - Targeting ads to users by scanning their emails! Like Gmail.
- Data firms and consumer profiles
  - Companies (firms) that collect information about individuals
  - These firms sell data to other companies for marketing purposes.
- Data mining is being used
- Credit records might be sold to different parties

# Social Networks

- ❑ What we do
  - Post opinions, gossip, pictures, “away from home” status
- ❑ What they do
  - New services with unexpected privacy settings

# Location Tracking:

- ❑ Global Positioning Systems (GPS) -
  - computer or communication services that know exactly where a person is at a particular time
- ❑ Cell phones and other devices are used for location tracking

# Stolen and Lost Data:

- ❑ Hackers
- ❑ Physical theft (laptops, thumb-drives, etc.)
- ❑ Requesting information under false pretenses
- ❑ Bribery of employees who have access

# What We Do Ourselves

- ❑ Some people do not know or understand enough how the web works in order to make good decisions about what to put there.
- ❑ Some people do not think carefully.
- ❑ People often want a lot of information about others but do not want others to have access to the same kind of information about themselves.
- ❑ Our cell phone and email messages reside on computers outside our home or office.
- ❑ We have no direct control over such files.

# What We Do Ourselves

- ❑ There have been many incidents of exposure of emails for politicians, businessmen, etc
- ❑ Personal information in blogs and online profiles
- ❑ Pictures of ourselves and our families
- ❑ File sharing and storing
- ❑ Is privacy old-fashioned?
  - Young people put less value on privacy than previous generations.
  - May not understand the risks.

# Public Records: Access vs. Privacy:

- Public Records -
  - Governments maintain “public records,”
  - Records available to general public (bankruptcy, property, and arrest records, salaries of government employees, etc.)
- Identity theft can arise when public records are accessed.
- How should we control access to sensitive public records?



# Children ( privacy and safety)

## ➤ The Internet

- Not able to make decisions on when to provide information
- Vulnerable to online predators

## ➤ Parental monitoring

- Software to monitor Web usage
- Web cams to monitor children while parents are at work
- GPS tracking via cell phones or RFID

# Children ( privacy and safety)

- At what age does web monitoring become an invasion of the child's privacy?
- Should parents tell children about the tracking devices and services they are using?
- Informed consent is a basic principle for adults.
- At what age does it apply to children? Will intense tracking and monitoring slow the development of a child's responsible independence? Will parents rely more on gadgets than on talking to their children?

# National ID System:

- Social Security Numbers
  - Too widely used
  - Easy to falsify
- A new national ID system - Pros
  - would require the card
  - harder to forge
  - have to carry only one card
- A new national ID system - Cons
  - Threat to freedom and privacy
  - Increased potential for abuse

**Thank You**