

Chapter 5 (Information Privacy): 5.1 Introduction

- might not seem to have as much privacy nowadays
 - need to be able to define privacy too
 - used to have more emphasis on community, has now shifted towards individuals
- modern culture also fosters privacy
 - eg single-family homes, automobiles, computers, etc.
- Is there a natural right to privacy similar to the natural right to liberty?

Chapter 5 (Information Privacy): 5.2 Perspectives on Privacy

- privacy: social arrangement that allows individuals to have some level of control over who is able to gain access to their physical selves and their personal information
 - revolves around the notion of access
 - struggle to define privacy due to boundaries of the access points (self, outsiders)
 - is prudential right, can recognize some privacy rights to the benefit of society
 - for: necessary for people to mature and blossom, allows us to recognize and exercise our true freedoms, can let us temporarily remove our public personas to “blow off steam”, fosters intellect and creativity, “moral capital” for building relationships with others
 - against: using private information to carry out illegal/immoral activities in their own privacy, family violence goes on since privacy of the family is so strong
- apparently too much privacy can lead to inequities in society between social groups
- violation of right of privacy can be considered violation(s) of other rights
 - Judith Jarvis Thomson, cluster of rights associated with privacy, so no need to define privacy in the first place
- need reputation for others to trust you
 - eg credentials, ordeals, etc.

Chapter 5 (Information Privacy): 5.3 Information Disclosures

- public record: information about an incident/action with public access
 - eg birth certificates, criminal records, etc
 - digitalization have made access quick and cheap
- used by governments and private corporations
- can be used for benefit and for malicious purposes across every industry

Chapter 5 (Information Privacy): 5.4 Data Mining

- data mining: process of looking through DBs for patterns or relationships
- companies can use to create more personal relationships with customers
 - eg collaborative filtering: extrapolate preferences of a large number of people to infer what an individual may enjoy
- companies prefer opt-out -> easier to gain information than opt-in
- data broker: companies that combine information to create profiles of consumers

Chapter 5 (Information Privacy): 5.5 Consumer or Political Backlash

- value of information rises -> companies continue revolutionizing data mining
- tl;dr of every case: company does not so nice things with data -> public outrage
-> company apologies (or even goes bankrupt)

Chapter 5 (Information Privacy): Food for Thought

- society dictates the direction of privacy, as seen by public outrage working
- common good can be used to override some privacy policies for society's access to important information/data
 - can say this is similar to Mill's Principle of Harm
- trust vs privacy, best to find a medium inbetween
- data mining can profit a corporation, but little protection for the consumers regardless of whether or not the data is breached
 - not obligated to disclose who any partners/third-parties are either