

PRIVACY

Kimie Bodin Ryager



Agenda

Follow up – Exercise & assignment

Introduction to privacy

Privacy concerns & regulation

Regulation

Decision making

Readings for today

Next assignment

Thank you for today

General feedback

Feedback assignments

- Overall, really good assignments!

Introduction & references

- Introduction to the assignment is always a good idea – what is it about, what can I expect as a reader to be presented for?
- Remember references – (Author, year (and potential page number))

Examples and specifications

- When writing that data can be misused for e.g. identify theft or social engineering it would be great with examples. To show that you know what the risks of it happening could be. And also a lot of us already share data online publicly, couldn't identity theft be done with them as well?
- How does risks from the data collected through the apps differentiate?



Assignment follow up

Data collection:

Data collection, data sharing or use of data?

Share data with third parties,

The use of (transaction) data can be less aggressive

What are your thoughts?

What stood out for you when doing the assignment or even after?

- What did you realize?
- Did your thoughts change?
- Did your behaviour change?
- Did you have any different conversations with people than usually based on the assignment?
- ...

Talk to the person next to you about this for 5 minutes

What is privacy?

Privacy is a **fundamental human right**:

Everyone has the right to respect for his private and family life, his home and his correspondence.

The human rights act article 8

The right to respect for your family and private life, your home and your correspondence. Privacy underpins freedom of association, thought and expression, as well as freedom from discrimination. Generally speaking, privacy includes the right: **to be free from** interference and intrusion.

What is privacy?

Individual vs. Social approach to privacy

Social approach is clearly distinguished from an autonomy approach (individual)

Traditionally in defences of privacy the focus has been on the individual (Rule 2015). Privacy was defined in terms of an individual's space.

In the last decade, however, we have seen a shift in the emphasis. A view of privacy as the norm that regulates, and structures social life (the social dimension of privacy) has gained importance in both law and philosophical literature.

Why is it even relevant to discuss privacy?

Defenders of privacy are regularly faced with scepticism, which is fueled by Schmidt's 'Innocent people have nothing to hide' (Esguerra 2009) and Zuckerberg's 'Having two identities for yourself is a lack of integrity' (Boyd 2014).

Becker, M. (2019)

*"Arguing that
You don't care
about the right
to privacy,
because you
have nothing to
hide"*

*"is no different
than saying you
don't care about
free speech
because you
have
nothing
to say."*



Privacy and the various identities

- **Personal Identity**

- The individual self which is associated with close personal relationships and idiosyncratic attributes of the person (i.e., who am I?)
- Personal attributes: name, age, appearance, etc.

- **Social Identity**

- The individual's knowledge that he belongs to certain social groups with significant emotional value attached to group membership (social constructionism: <https://www.youtube.com/watch?v=Cckbw8dTsfY> 3:30 minutes).

- **Online Identity**

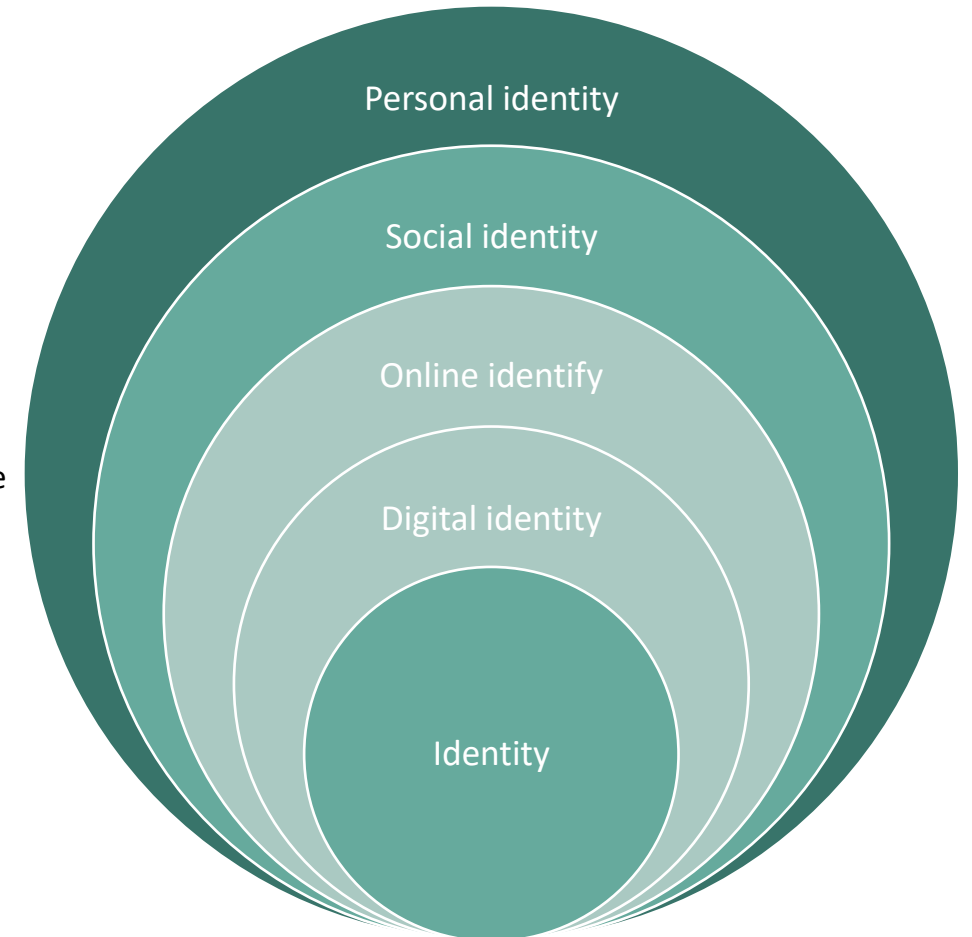
- A social identity that is constructed through online interactions and communities but not offline ones

- **Digital Identity**

- The data that uniquely define a person online and their relationship to other people online and offline
- Digital attributes: email, Facebook ID, IP address, etc.
- Identity theft

- **Identity**

- The information associated with the corporal body of a human
- Eye color, fingerprints, retina or iris patterns, facial geometry, height, weight, etc.



Personal information & privacy



Our personal information is a part of the information that says something about us as individuals and that can be violated when processed.

What personal information can you think of?

- ...

But other types of data can say something about us as well.

- Meta data
- Behavioral data
- Location
-

Risk for the individuals: Some types of data has higher risks than others

There are many privacy concerns

Collection

- “The degree to which a person is concerned about the amount of individual-specific data possessed by websites”

The Right to be Forgotten

- “An individual’s ability to have data collected about themselves permanently deleted or “destroyed””

Secondary Usage

- “The degree to which a person is concerned that personal information is collected by websites for one purpose but is used for another, secondary purpose without authorization

What are your privacy concerns?

For the next 5 minutes write down your own privacy concerns

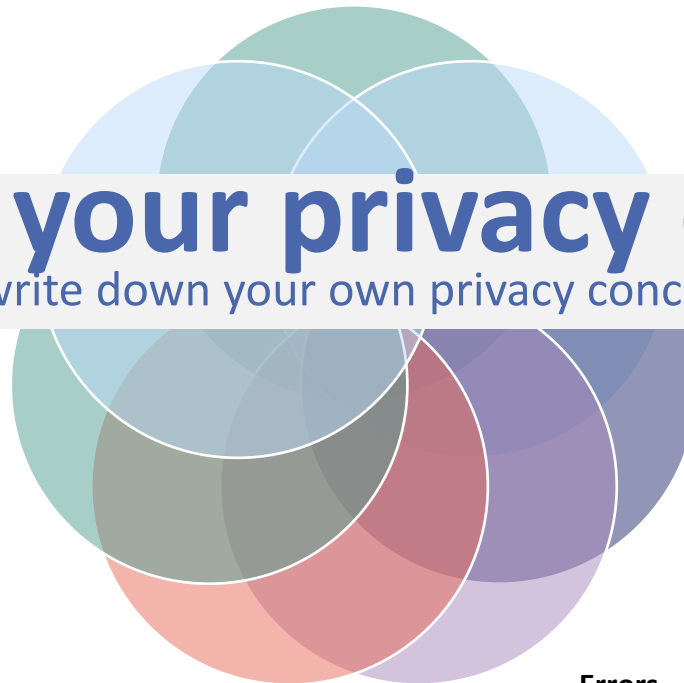
- “The degree to which a person is concerned about his/her awareness of information privacy practices by websites”

Improper Access

- “The degree to which a person is concerned that personal information held by websites is readily available to people not properly authorized to view or work with the data”

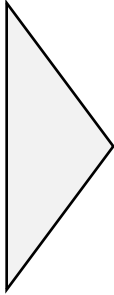
Errors

- “The degree to which a person is concerned that protections against deliberate and accidental errors in personal data collected by websites are inadequate”

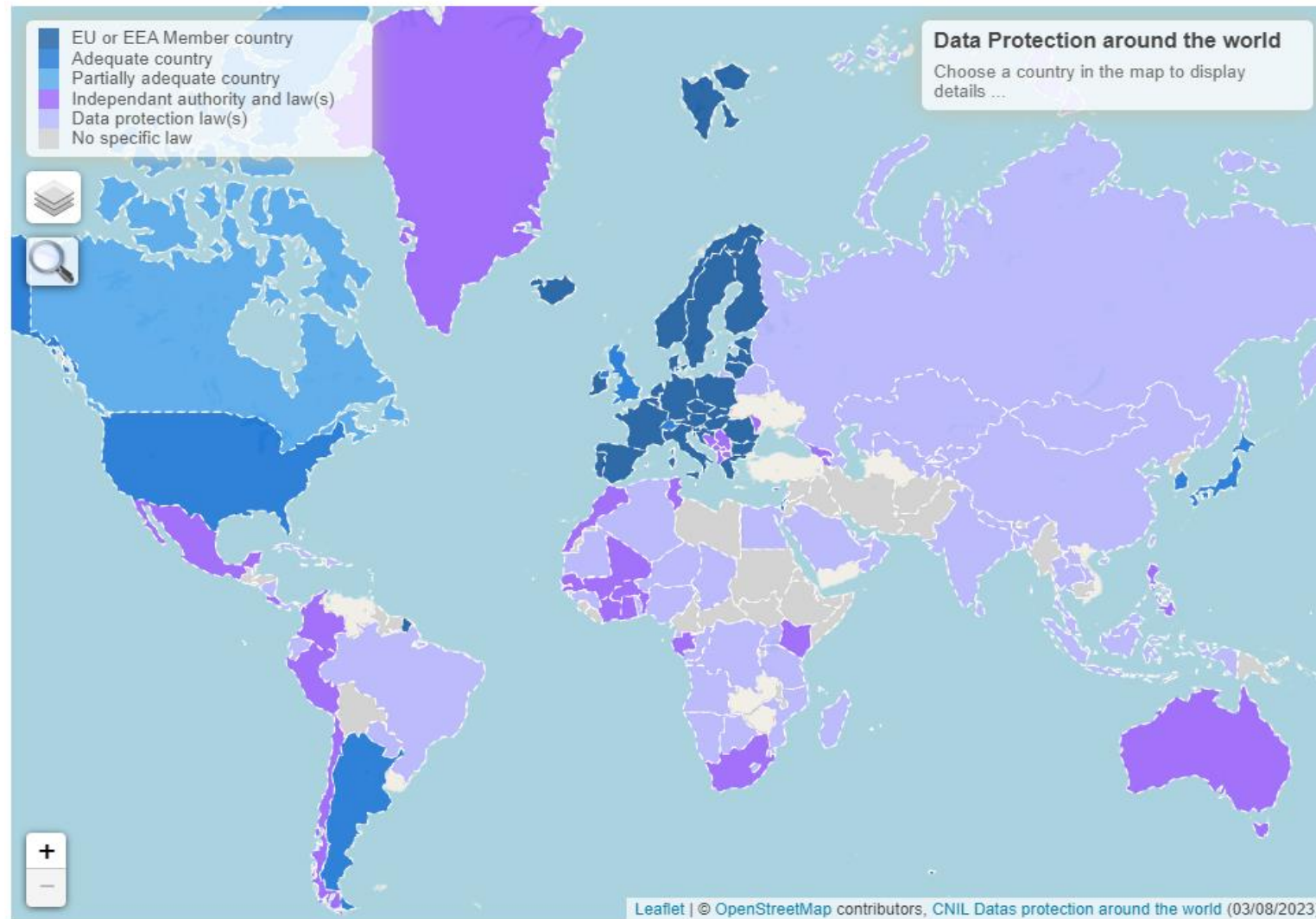


GDPR is a way to regulate and address privacy concerns



- 
- Data protection regulations are nothing new
 - Accountability is a new thing and what provides
 - Meaning that the burden of proof has changed

EU takes it seriously but are not alone

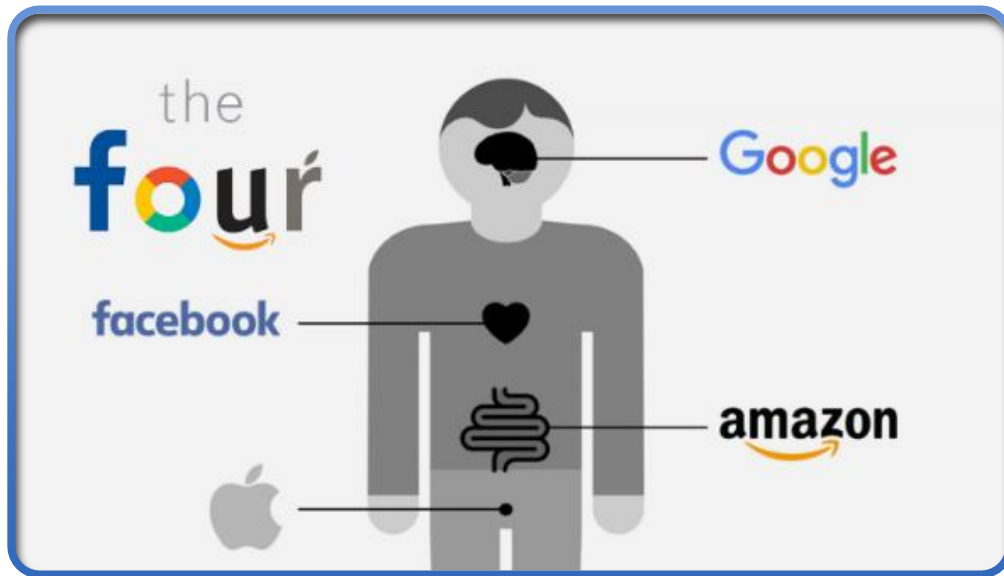


Break



Is it even important to regulate?

Collecting data on individuals, such as through the activity of profiling, offers commercial parties and other institutions endless possibilities for approaching people in ways that meet the institution's own interests.



- **How Amazon, Apple, Facebook and Google manipulate our emotions | Scott Galloway | TED**
- https://www.ted.com/talks/scott_galloway_how_amazon_apple_facebook_and_google_manipulate_our_emotions?language=en

Learn more

The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google

Scott Galloway | Portfolio Penguin (2017)



Does regulation solve the problem?

Tailored information was supposed to strengthen a person's capacities to make choices to his own advantage. But now the procedure has become degenerated; people are placed into a filter bubble based on algorithms and corporate policies that are unknown to the target persons.

Becker, M. (2019).

Privacy decisions are irrational

Suboptimal privacy decisions



"Anything that gives us new knowledge gives us an opportunity to be more rational."

Herbert Simon

COGNITIVE
LIMITATIONS

INFORMATION
IMPERFECTION

TIME
CONSTRAINTS

BOUNDED
RATIONALITY

SATISFYING

SUBOPTIMAL
DECISIONS

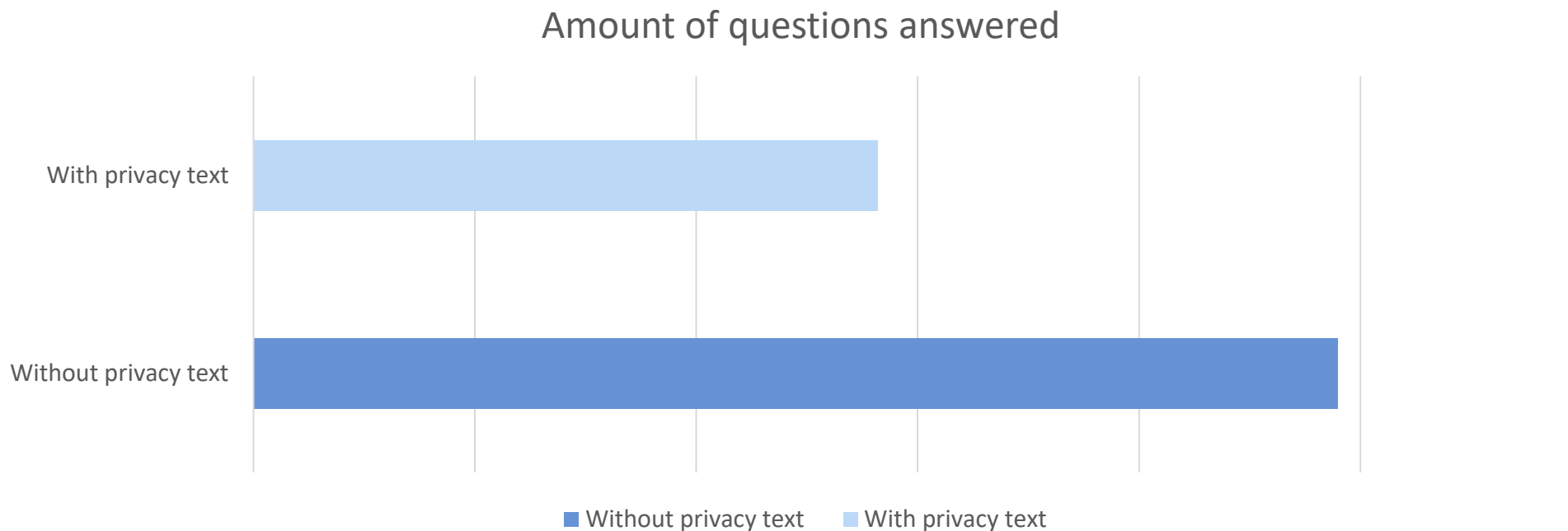
Bounded Rationality
Biases & Assumptions

Privacy
Decisions

An example of privacy decision based on the context and information provided

Follow up on privacy exercise

The amount of questions answered depending on the information provided



The privacy paradox

Inconsistency between stated privacy concerns and privacy decisions

- Inconsistency between stated disclosure intentions and privacy decisions
- Inconsistency between stated privacy concerns and privacy-protective behaviors
- Inconsistency between privacy protection intentions and privacy decisions
- ...

Discuss with the partner next to you:

- What are your privacy concerns?
- How does your privacy decisions reflect these concerns?
- In what cases do your privacy decisions not reflect your concerns?
- How does your concerns and decisions / behavior change due to context?
- ...

- The benefits and costs of giving up privacy at the individual and societal level

The privacy calculus

- Factors influencing privacy beliefs/attitudes/concerns and privacy decisions
 - Uncertainty: imperfect information, asymmetric information, trade-offs, preferences
 - Context-dependence: time and place, situation, culture, motivation, ability, etc.
 - Malleability: primes, nudges, default settings, interface design, policy, controls, etc.
 - People tend to overvalue immediate costs and benefit and underweight those that will occur in the future. They want 100\$ today compared to 150\$ in a week.
- We value privacy less when we acquire it but more when we “sell” it / talk about it

How your brain makes decisions

Cognitive Biases, System 1 and 2

(3:22 minutes)

Part 1:

[How your brain makes decisions - Cognitive Biases, System 1 and 2 – YouTube](#)

Part 2:

[Thinking Fast and Slow S01E02 – YouTube](#)

[THINKING, FAST AND SLOW by Daniel Kahneman | Core Message - YouTube](#)



Can this theory explain the privacy paradox?

Break



Today's readings

Key takeaways

For the next 30 minutes: Go together in groups and make a short presentation (5 minutes) about your key takeaways from today's readings e.g.

- What made you think and reflect?
- What do you remember most? (If anything)
- Did anything surprise you?
- Were there something you already new?
- Anything you agreed/disagreed with?
- ...

Literature

- Alashoor, T. M., Aryal, A., & Kenny, G. (2016).
- Acquisti, A., Brandimarte, L., & Loewenstein, G. (2015)
- Acquisti, A., Brandimarte, L., & Loewenstein, G. (2020)
- Becker, M. (2019).

PRESENTATIONS



Break



Your research question

Discuss with a partner next to you:

- What did you find interesting about the research question you have chosen?
- What have you noticed in relation to the question so far?
- How has the lectures including today provided you with additional input to your question?

The partner should:

- Tell what they come to think of when hearing the research question and the considerations/thoughts the other person has done so far

After 5 minutes switch roles (I will tell you when it is time)



Group assignment

Second assignment is a group assignment

- Watch **21st Century Hackers Documentary 2018**
 - <https://www.youtube.com/watch?v=9dli3vRbXII>
- Watch **Privacy and smartphone apps: What data your phone may be giving away (CBC Marketplace)**
 - <https://www.youtube.com/watch?v=xx1AUupLn2w>

Discuss together in the group and in no more than 3-5 pages (Follow CBS guidelines) provide the following:

- A concise but thorough summary of the two documentaries
- What you have learned from the documentaries (e.g. Your takeaways)
- Three questions and /or thoughts from an infoSec professional perspective

Format:

- Document Length: 3-5 pages
- Font Size: 12 point,
- Line Spacing: 1.5
- References: Include references to the sources you use in your analysis.
- Follow APA style for references.

Submit your assignment via Canvas

The description will also be uploaded in Canvas

Submission deadline: 10.10.2024 at 23.55

Questions?



Thank you for
today

Additional material

Do you like podcasts?

Check these out

<https://datatechvibe.com/data/top-10-data-privacy-podcasts/>

<https://www.radarfirst.com/blog/best-privacy-podcasts-for-2023/>

<https://privacyplan.net/privacy-datasets/privacy-podcast-db/>

