

# IT Ethics

## Privacy

H. Turgut Uyar

2004-2015

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# Topics

## 1 Privacy

- Introduction
- Surveillance

## 2 Data Protection

- Introduction
- Collecting Data
- Securing Data
- Transferring Data

## 3 Measures

- Legal
- Institutional
- Personal

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# Privacy

- accessibility privacy
- right to be left alone
- decisional privacy
- freedom from interference in personal affairs
- informational privacy
- control over personal data

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# Privacy as a Value

## The Telegraph

HOME NEWS SPORT FINANCE COMMENT BLOGS CULTURE TRAVEL LIFESTYLE  
Technology News Technology Companies Technology Reviews Video Games Technology

HOME » TECHNOLOGY » FACEBOOK

Facebook's Mark Zuckerberg says privacy is no longer a 'social norm'

Facebook founder Mark Zuckerberg has denounced privacy as a 'social norm' of the past as social networking's popularity continues to grow.

Target exactly the audience you want

Location	Books
Country	TV shows
State	Education
City or Town	High school
Age	College
Gender	Major
Interests	Work
Activities	Political views
Music	Relationships

Facebook announced controversial changes to its privacy settings in December 2009 via its 'notifications' tab.

Facebook  
News »  
Media and Telecoms »  
Media »  
Technology »  
Digital Media »

IN FACEBOOK

Techn

- Eric Schmidt (Google - 2009):  
"If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place."

- Mark Zuckerberg (Facebook - 2010):  
"Privacy is no longer a social norm."

<http://www.telegraph.co.uk/technology/facebook/6966628/Facebooks-Mark-Zuckerberg-says-privacy-is-no-longer-a-social-norm.html>  
[http://www.theregister.co.uk/2007/12/03/zuckerberg\\_files/](http://www.theregister.co.uk/2007/12/03/zuckerberg_files/)



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Books  
TV shows  
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High school  
College  
Work  
Political views  
Relationships

Share: [Facebook icon] [Twitter icon] [Email icon]

Tweet

Facebook  
News »  
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Media »  
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Digital Media »

IN FACEBOOK

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<http://www.telegraph.co.uk/technology/facebook/6966628/Facebooks-Mark-Zuckerberg-says-privacy-is-no-longer-a-social-norm.html>  
[http://www.theregister.co.uk/2007/12/03/zuckerberg\\_files/](http://www.theregister.co.uk/2007/12/03/zuckerberg_files/)

# Privacy as a Value

- privacy is not a universal value
- is privacy an intrinsic value?
- security, autonomy not possible without privacy
- ability to form relationships in a wide range

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# Surveillance

- many technologies that can be used to track people
- credit cards
- cell phones
- surveillance cameras
- face recognition, license plate recognition
- ...

# Example: US student laptop cameras



The screenshot shows the Computerworld website interface. At the top, there's a yellow header with the 'COMPUTERWORLD' logo and links for 'White Papers', 'Webcasts', and 'Newsletter'. Below this is a navigation bar with tabs for 'Topics', 'News', 'In Depth', 'Reviews', 'Blogs', and 'Op'. The 'Security' section is expanded, showing sub-links like 'App Security', 'Business Continuity', 'Cybercrime and Hacking', 'DRM', 'Privacy', and 'Security Hardware and Software'. The main content area shows a breadcrumb trail 'Home > Security > Privacy' and a 'News' tag. The headline reads 'Update: School district settles webcam spying suit for \$610,000'. The sub-headline states 'Lower Merion District was accused of snooping on students with school-issued laptop's webcam'. The author is 'By Jaikumar Vijayan' and the date is 'October 12, 2010 04:33 PM ET'. A small comment icon is visible. The article text begins with 'Computerworld - A suburban Pennsylvania school district [accused of spying](#) on students using school-issued laptops has agreed to pay \$610,000 to settle litigation stemming from its controversial practice.'

- a school remotely activates cameras on computers issued to students (2010)

[https://www.computerworld.com/s/article/9190722/Update\\_School\\_district\\_settles\\_webcam\\_spying\\_suit\\_for\\_610\\_000\\_](https://www.computerworld.com/s/article/9190722/Update_School_district_settles_webcam_spying_suit_for_610_000_)

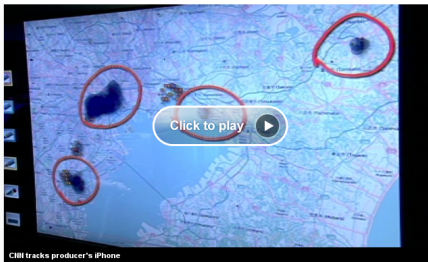
# Example: Location tracking on cell phones



## Report: iPhones secretly track their users' locations



By John D. Sutter, CNN  
Filed Under: [Mobile](#)



### STORY HIGHLIGHTS

- Apple iPhones and 3G iPads appear to log their users' locations

(CNN) -- Apple devices appear to be tracking their owners' locations and storing data about people's whereabouts without their knowledge, according to a report posted Wednesday on a site called iPhone Tracker.

- Apple devices secretly report their location (2011)
- same on Google Android and Microsoft Windows (2011)

<http://edition.cnn.com/2011/TECH/mobile/04/20/iphone.tracking/index.html?hpt=T1>  
[http://www.theregister.co.uk/2011/04/22/apple\\_iphone\\_location\\_tracking\\_analysis/](http://www.theregister.co.uk/2011/04/22/apple_iphone_location_tracking_analysis/)  
[http://news.cnet.com/8301-31921\\_3-20057329-281.html](http://news.cnet.com/8301-31921_3-20057329-281.html)

# Example: Key logging in cell phones

The logo for The Register, featuring the word "The" in a stylized font followed by "Register" with a registered trademark symbol.

Hardware Software Music & Media Networks **Security** Cloud Public Sector Business Science  
Crime Malware Enterprise Security Spam ID

Print Tweet

Alert

## BUSTED! Secret app on millions of phones logs key taps

Researcher says seeing is believing

By [Dan Goodin in San Francisco](#) • [Get more from this author](#)

Posted in [Security](#), 30th November 2011 02:34 GMT

An Android app developer has published what he says is conclusive proof that millions of smartphones are secretly monitoring the key presses, geographic locations, and received messages of its users.

In a YouTube video posted on Monday, Trevor Eckhart showed how software from a Silicon Valley company known as Carrier IQ recorded in real time the keys he pressed into a stock EVO handset, which he had reset to factory settings just prior to the demonstration. Using a ~~packet sniffer~~ Android debug options while his device was in airplane mode, he demonstrated how each numeric tap and every received text message is logged by the software.

[http://www.theregister.co.uk/2011/11/30/smartphone\\_spying\\_app/](http://www.theregister.co.uk/2011/11/30/smartphone_spying_app/)

- Carrier IQ app secretly logs key presses (2011)



# Surveillance Technologies: RFID

- inventory
- livestock
- pets
- kids
- inmates
- immigrants

Article:

## Proposal to Implant Tracking Chips in Immigrants

Bill Christensen

Date: 31 May 2006 Time: 03:04 PM ET

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Scott Silverman, Chairman of the Board of VeriChip Corporation, has proposed implanting the company's [RFID tracking tags](#) in immigrant and guest workers. He made the statement on national television on May 16.

Silverman was being interviewed on "Fox & Friends." Responding to the Bush administration's call to know "who is in our country and why they are here," he proposed using VeriChip RFID implants to register workers at the border, and then verify their identities in the workplace. He added, "We have talked to many people in Washington about using it...."

<http://www.livescience.com/10498-proposal-implant-tracking-chips-immigrants.html>

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<http://www.livescience.com/10498-proposal-implant-tracking-chips-immigrants.html>

# Example: RFID chips in official IDs

## Chips in Official IDs Raise Privacy Fears

Published July 11, 2009 / Associated Press

 Email

 Share

 Comments

Climbing into his Volvo, outfitted with a Matrics antenna and a Motorola reader he'd bought on eBay for \$190, Chris Paget cruised the streets of San Francisco with this objective: To read the identity cards of strangers, wirelessly, without ever leaving his car.

It took him 20 minutes to strike hacker's gold.

Zippering past Fisherman's Wharf, his scanner detected, then downloaded to his laptop, the unique serial numbers of two pedestrians' electronic U.S. passport cards embedded with radio frequency identification, or RFID, tags. Within an hour, he'd "skimmed" the identifiers of four more of the new, microchipped PASS cards from a distance of 20 feet.

<http://www.foxnews.com/story/0,2933,531720,00.html>

- IDs with RFID chips can easily be scanned by anyone
- people can be tracked
- data can be used in identity theft

# Surveillance Technologies: Internet

- cookies
- JavaScript codes
- bugs
- IP addresses

## Google Analytics

- many sites use Google Analytics for visitor statistics
- Google tracks the IP addresses of the visitors of these sites
- it can determine who the user is if that user has a Google account

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# Data Protection

- states and private institutions collect large amounts of data about individuals
- for advertisement or improving service support
- individuals are getting powerless
- institutions know a lot about the individual
- the individual knows very little about the institution

# Bruce Schneier (2010)

## Facebook is "deliberately killing privacy", says Schneier

13 OCTOBER 2010 Daniel Shane



### Security expert hits out at social networking site and others for trading in privacy for profit

Social networking websites are "deliberately killing privacy" in order to make a profit, according to renowned security author Bruce Schneier.

Speaking at the RSA Europe security conference in London on Tuesday, the BT Counterpane CTO cited Facebook as the most heinous example of social networks cashing in on users' openness toward sharing personal details. "Don't make the mistake of thinking you're Facebook's customer, you're not – you're the product," Schneier said. "Its customers are the advertisers."

<http://www.information-age.com/channels/security-and-continuity/news/1290603/facebook-is-deliberately-killing-privacy-says-schneier.html>

"Don't make the mistake of thinking you're Facebook's customer, you're not – you're the product. Its customers are the advertisers."



# Are the Problems New?

- the amount of collected data
- the speed at which data can be transferred
- the persistence of data
- the quality of data: detailed profile

# Eric Schmidt (2010)



## Google CEO Suggests You Change Your Name to Escape His Permanent Record

By **Marshall Kirkpatrick** / August 16, 2010 11:52 AM / [View Comments](#)

[Tweet](#)



Google CEO Eric Schmidt has a great way of making public statements that are at once frank, unorthodox, thought provoking - and a little frightening. This weekend [The Wall St. Journal ran an interview](#) with Schmidt that offered tidbits like that on a wide range of topics. One statement in particular, that Schmidt thinks teenagers should be entitled to change their names upon reaching adulthood in order to separate themselves from the Google record of their youthful indiscretions, is

something worth stopping to take note of.

“Many young people will have to change their names on reaching adulthood.”

“I don’t believe society understands what happens when everything is available, knowable and recorded by everyone all the time.”

<http://www.wsj.com/articles/SB10001424052748704901104575423294099527212>

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“Many young people will have to change their names on reaching adulthood.”

“I don’t believe society understands what happens when everything is available, knowable and recorded by everyone all the time.”

# Which Data Is Valuable?

- name, birth date, address, phone number, ...
- purchases
- phone, e-mail, messaging, ...
- political and religious beliefs
- sexual orientation
- health data
- income data
- visited web sites
- queries in search engines
- ...

# Which Data Is Sensitive?

- sensitivity levels: secret, confidential, social, public, . . .
- varies from one person to another
- not sensitive on its own but sensitive when merged
- all personal data is sensitive

# Example: Burglary using social networks



Print

Tweet

Alert

## Burglars used social network status updates to select victims

I'm away from home [PleaseRobMe.com](#)

By [John Leyden](#) • [Get more from this author](#)

Posted in [Music and Media](#), 13th September 2010 12:32 GMT

US police reckon a band of burglars used social network status updates to select victims.

The alleged thieves carried out an estimated 50 burglaries in and around Nashua, New Hampshire, after gaining intelligence on properties that had been left vacant from status updates on social networking sites, such as Facebook.

[http://www.theregister.co.uk/2010/09/13/social\\_network\\_burglary\\_gang/](http://www.theregister.co.uk/2010/09/13/social_network_burglary_gang/)

- burglars choose which houses to rob by checking Facebook status reports (2010)

# Problems

- collecting data illegally or without approval
- using data not in accordance with purpose
- not securing data
- transferring data without approval
- merging data with other data without approval
- people not knowing what data is kept about them and not being able to fix errors

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# Collecting Data

- who can collect which data?
- suitability for purpose
- under which circumstances?
- legality
- by notifying people and taking their consent

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- suitability for purpose
- under which circumstances?
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- by notifying people and taking their consent

# Örnek: Google Street View

CNET | News | Privacy Inc.

## Street View cars grabbed locations of phones, PCs



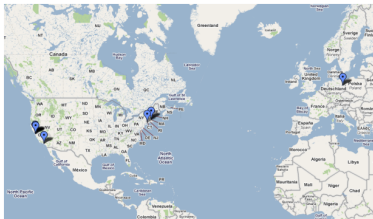
by Declan McCullagh | July 25, 2011 12:14 AM PDT

Follow @declanm

Comments 68

More +

**Summary:** **scoop** Google's Street View cars collected the locations of millions of laptops, cell phones, printers, and other Wi-Fi devices around the world, CNET has learned.



Some locations that Google associated with Wi-Fi devices spotted in a San Francisco coffee shop.

**scoop** Google's Street View cars collected the locations of millions of laptops, cell phones, and other Wi-Fi devices around the world, a practice that raises novel privacy concerns, CNET has confirmed.

The cars were supposed to collect the locations of Wi-Fi access points. But Google also recorded the street addresses and unique identifiers of computers and other devices using those wireless networks and then made the data [publicly available through Google.com until a few weeks ago](#).

- Google Street View cars collect data about WiFi access points and devices that use them (2010)

[http://news.cnet.com/8301-31921\\_3-20082777-281/street-view-cars-grabbed-locations-of-phones-pcs/](http://news.cnet.com/8301-31921_3-20082777-281/street-view-cars-grabbed-locations-of-phones-pcs/)

# Example: Facebook face recognition

TODAY @ PCWORLD

## Why Facebook's Facial Recognition is Creepy

By Sarah Jacobsson Purewal, PCWorld Jun 8, 2011 5:46 AM

I'm not sure if you've heard the news, but Facebook is officially getting super-creepy. Facebook announced Tuesday that it will be implementing facial recognition technology for all users in the next few weeks, semi-automating the photo-tagging process.

Sure, you can "opt-out" of the service, but it's a pretty weak consolation. After all, opting out won't keep Facebook from gathering data and recognizing your face--it'll just keep people from tagging you automatically.



The new facial recognition technology, which was announced in December but only introduced to a small test group, is basically Facebook's way of creating a huge, photo-searchable database of its users. And yes, it's terrifying.

(See Related: [Facebook Facial Recognition: Its Quiet Rise and Dangerous Future](#))

- Facebook, automatically recognizes faces in photos and tags people (2011)
- no consent from users
- Germany orders to remove this feature and delete all collected data

[https://www.pcworld.com/article/229742/why\\_facebooks\\_facial\\_recognition\\_is\\_creepy.html](https://www.pcworld.com/article/229742/why_facebooks_facial_recognition_is_creepy.html)

<http://www.dw.de/dw/article/0,,15290120,00.html>

# Use of Data

- use of data consistent with purpose of collecting
- damaging the owner of data: identity theft, blackmail
- rules and checks about who is accessing data and under which circumstances
- access by technical personnel

# Example: Australian citizen database



## Oz 'pseudo-ID card' database racked by identity fraud claims 19 sacked, 92 resigned

By [OUT-LAW.COM](#) · [Get more from this author](#)

Posted in [Music and Media](#), 28th August 2006 08:02 GMT

Australia's citizen database was routinely searched for personal reasons by government agency employees, some of whom have been sacked. Police are now investigating allegations of identity fraud resulting from the security breaches.

There were 790 security breaches at government agency Centrelink involving 600 staff. Staff were found to have inappropriately accessed databases containing citizens' information.

[http://www.theregister.co.uk/2006/08/28/oz\\_id\\_database\\_misused/](http://www.theregister.co.uk/2006/08/28/oz_id_database_misused/)

- government employees use citizen data for identity theft (2006)

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# Data Security

- data can be exposed
- security holes, errors, carelessness
- data collectors must ensure security



# Example: York University student records



## University of York in student data breach on website

**An investigation has begun at the University of York after personal data of 148 students was published.**

Information including the students' mobile phone numbers, addresses and A-level results was made available.

The information could be accessed on a student inquiry page on the university's website.

In a statement, the university said it had "taken immediate action to rectify this problem" and had apologised to all those students affected.



Information relating to 148 students at York University was published online

Related Stories

- personel data of students at the University of York gets stolen (2011)

<http://www.bbc.co.uk/news/uk-england-york-north-yorkshire-12756951>

# Example: Turkey IT Commission data

**Radikal** 1 Mart 2012, Perşembe  
Son Güncelleme 19:50 4°C / -1°C

Ana Sayfa Türkiye Politika Yaşam Ekonomi Dünya Kültür Tartış-Yorum Spor Çevre Eğitim Sağlık

Anasayfa > Türkiye > Anonymous bu kez BTK'ya saldırdı

Yazdır Arkadaşına Gönder Yorum Yaz Arşive Ekle

**Anonymous bu kez BTK'ya saldırdı**  
14/02/2012 15:13

BTK'nın dört farklı veritabanını ele geçiren Anonymous, ele geçirdiği bilgileri Twitter'da yayımladı. Twitter'a yayınlan bilgiler arasında yüzlerce kişinin telefon, adres, e-posta ve şifre bilgileri yer alıyor.

**#opDigiturk**

< Önceki Haber Sonraki Haber >

- a hacker group steals and publishes data from IT Commission computers (2012)
- another hacker group steals and publishes tips reported by citizens from police computers (2012)

<http://www.radikal.com.tr/Radikal.aspx?aType=RadikalDetayV3&ArticleID=1078717&CategoryID=77&Rdkref=6>

<http://www.radikal.com.tr/Radikal.aspx?aType=RadikalDetayV3&ArticleID=1080108&CategoryID=77&Rdkref=6>

# Example: Britain child benefit records

theguardian

News | Sport | Comment | Culture | Business | Money | Life & style

News > Politics

3.30pm GMT update

## Brown apologises for data blunder

Deborah Summers, politics editor, and Allegra Stratton  
guardian.co.uk, Wednesday 21 November 2007 15:53 GMT



Gordon Brown at prime minister's question time on November 21 2007. Photograph: PA Wire

The government has apologised to the country for the loss of two CDs containing the personal information of 25 million people. Gordon Brown, the prime minister, today faced down loud barracking and made an official apology for the loss of the discs. The CDs are still missing.

- Revenue & Customs loses a CD containing child benefit records of 25 million citizens (2007)

<http://www.guardian.co.uk/politics/2007/nov/21/economy.uk>  
<http://news.bbc.co.uk/2/hi/entertainment/7174760.stm>

# Example: AOL search records



The screenshot shows a CNET News article. The header includes the CNET logo, the word 'News', and a link to 'Manage Packages With UPS My Choice'. Below the header is a navigation bar with links for 'Reviews', 'News', 'Download', 'CNET', 'How To', and 'M'. The article's breadcrumb trail is 'CNET > News > Corporate & legal', and the timestamp is 'August 7, 2006 8:05 PM PDT'. The main headline is 'AOL's disturbing glimpse into users' lives'. The byline reads 'By Declan McCullagh, Staff Writer, CNET News'. A 'Related Stories' box on the left lists two articles: 'AOL apologizes for release of user search data' dated 'August 7, 2006', and 'Google, feds face off over search records'. The main text of the article begins with 'AOL's publication of the search histories of more than 650,000 of its users has yielded more than just one of the year's bigger privacy scandals.' and continues with 'The 21 million search queries also have exposed an innumerable number of life stories ranging from the mundane to the illicit and bizarre.' and 'For its part, AOL has apologized for a researcher's disclosure of the massive database and has yanked the file from its Web site. It was too late: The database already had been mirrored.'

CNET | News [Manage Packages With UPS My Choice](#)

Reviews News Download CNET How To M

CNET > News > Corporate & legal

August 7, 2006 8:05 PM PDT

## AOL's disturbing glimpse into users' lives

By [Declan McCullagh](#)  
Staff Writer, CNET News

### Related Stories

AOL apologizes for release of user search data  
August 7, 2006

Google, feds face off over search records

**AOL's publication of the search histories of more than 650,000 of its users has yielded more than just one of the year's bigger privacy scandals.**

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For its part, AOL [has apologized](#) for a researcher's disclosure of the massive database and has yanked the file from its Web site. It was too late: The database already had been mirrored.

- AOL publishes search records of thousands of users (2006)

[http://news.cnet.com/AOLs-disturbing-glimpse-into-users-lives/2100-1030\\_3-6103098.html](http://news.cnet.com/AOLs-disturbing-glimpse-into-users-lives/2100-1030_3-6103098.html)

# Example: Italy tax records



## Every Italian's tax bill published online

Makes UK government look like amateurs

By [John Oates](#) • [Get more from this author](#)

Posted in [Government](#), 1st May 2008 09:20 GMT

The British government might be useless at keeping our data safe, but the outgoing Italian government has gone one better - it has published the tax details of every single Italian on a website and made them available to anyone interested.

The Italian revenue deliberately published the information in an effort to increase transparency and reduce tax evasion.

[http://www.theregister.co.uk/2008/05/01/italy\\_publishes\\_tax\\_details/](http://www.theregister.co.uk/2008/05/01/italy_publishes_tax_details/)

- Revenue Service publishes tax details of all citizens: names, addresses, birth dates, income and taxes (2008)

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# Transferring Data

- under which circumstances should data be transferred to third parties?
- advertisers, business partners, security agencies
- consent of related persons

# Example: USA Bork Bill



POLITICS BUSINESS ENTERTAINMENT **TECHNOLOGY** NATIONAL GLOBE

## Why Robert Bork (Indirectly) Kept Netflix Off Facebook



Tweet Share Print article Email article Comments

ADAM CLARK ESTES | 746 Views | JUL 26, 2011

Sometime before now and the fall, Netflix will launch their Facebook integration offering, likely a low friction way to like, comment on and share movies with friends. Netflix has been working on this for a while, and with founder Reed Hastings' recent addition to Facebook's board, some believe this is just the beginning of a broader shift to make Netflix a more social, web-based company. Don't get too excited, though. The Facebook integration will only be available in Canada and Latin America at launch time due to an old privacy law in the United States. Netflix explained in their quarterly earnings report:

- a judge is nominated for high court
- a journalist publishes the list of movies the judge has rented from his neighborhood video store (1988)
- *Video Privacy Protection Act*

<http://www.theatlanticwire.com/technology/2011/07/why-robert-bork-indirectly-kept-netflix-facebook/40408/>



# Example: Rebecca Schaeffer murder

## INVESTIGATION DISCOVERY

### Hollywood Crimes : Rebecca Schaeffer

Hollywood Crimes

Marvin Gaye

Phil Hartman

Erk and Lyle Menendez

Marilyn Monroe

Ramon Novarro

Rebecca Schaeffer

Elizabeth Short

Dorothy Stratten

Thelma Todd

Natalie Wood

#### The Dawn of Stalking: The Murder of Rebecca Schaeffer

Twenty-one-year-old fresh-faced beauty Rebecca Schaeffer was co-star of the popular 1980s sitcom *My Sister Sam*. Schaeffer quickly climbed the Hollywood ladder of success before a crazed fan, 19-year-old Robert Bardo, viciously accosted her. Bardo had been writing Schaeffer love letters for months. The actress was so thoughtful, she personally responded to each one of her fans, including Bardo.

On July 18, 1989, Schaeffer was prepared to meet director Francis Ford Coppola to audition for a role in *Godfather III*. Simultaneously, Bardo tracked down Schaeffer's home address and decided to pay her a visit in West Hollywood.

With his obligatory copy of *The Catcher in the Rye* in hand (the same book found in the possession of John Lennon's assassin Mark David Chapman), Bardo staked out Schaeffer's apartment building. He rang her direct intercom, but since it was broken, she came down to see who was there.

As Schaeffer opened the front door, Bardo plugged a single bullet into her chest and casually strolled off. The young actress died at the hands of her No. 1 fan.

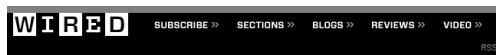
It was learned later that Bardo obtained Schaeffer's address from a Tucson, Ariz., detective agency, which paid \$250 to retrieve the address from the California Department of Motor Vehicles.



- a movie actress is murdered in front of her house
- Dept. of Motor Vehicles sells driving license data to anyone (1989)
- *Driver's Privacy Protection Act*

<http://investigation.discovery.com/investigation/hollywood-crimes/schaeffer/rebecca-schaeffer.html>

# Example: Toysmart customer data



POLITICS : LAW

## Toysmart Settles: Database Killed

Associated Press 01.10.01

WASHINGTON -- In a case that could affect other fledgling dot-coms, a defunct online toy store will be paid \$50,000 and have its customer database destroyed rather than being sold off to pay creditors, federal regulators said Tuesday.

Toysmart.com assured its customers that their personal information would never be shared with a third party, but the company took out an advertisement in *The Wall Street Journal* to sell the database after going out of business last May.

Internet privacy activists protested, claiming that if the sale of that information were allowed, it could encourage a wave of other failing dot-coms to abandon privacy assurances in return for cash.

<http://www.wired.com/politics/law/news/2001/01/41102>

- Toysmart privacy agreement states that customer data will not be transferred to third parties
- company goes bankrupt and tries to sell the data (2001)
- company gets sued, data gets destroyed

# Example: MySpace user data



[Home](#) | [Archives](#) | [Tags](#) | [Best of RWW](#) | [Featured: ReadWriteCloud | RWW Solution Series](#)

## While Facebook & Twitter Sit on Sidelines, MySpace Jumps Into Bulk User Data Sales

By [Marshall Kirkpatrick](#) / March 12, 2010 10:30 AM / [View Comments](#)

[Tweet](#)



MySpace has taken a bold step and allowed a large quantity of bulk user data to be put up for sale on startup data marketplace [InfoChimps](#). Data offered includes [user playlists](#), [mood updates](#), [mobile updates](#), [photos](#), [vents](#), [reviews](#), [blog posts](#), [names](#) and [zipcodes](#). Friend lists are not included. Remember, Facebook and Twitter may be the name of the game these days in tech circles, but [MySpace still sees 1 billion user status updates posted every month](#). Those updates will now be available for bulk analysis.

This user data is intended for crunching by everyone from academic researchers to music industry information scientists. Will people buy the data and make interesting use of it? Will MySpace users be ok with that? Is this something Facebook and Twitter ought to do? The MySpace announcement raises a number of interesting questions.

[https://www.readriteweb.com/archives/myspace\\_bulk\\_data.php](https://www.readriteweb.com/archives/myspace_bulk_data.php)

- MySpace puts up user data for sale (2010)
- names, zip codes, photos, playlists, blog entries, . . .

# Example: USA candidate polls

**facebook**

Email

☐ Keep me logged in

[Sign Up](#) Facebook helps you connect and share with the people in your life.



U.S. Politics on Facebook...

[Get Notes via RSS](#)

### Politico, Facebook Team Up to Measure GOP Candidate Buzz

by U.S. Politics on Facebook on Thursday, January 12, 2012 at 7:16am ·

WASHINGTON, DC - January 12, 2012 - POLITICO is joining forces with Facebook to offer its readers an exclusive look at the conversation taking place on the social networking site about the Republican presidential candidates ahead of South Carolina's crucial primary on Jan. 21.

Facebook will measure mentions of the candidates in U.S. users' posts and comments as well as assess positive and negative sentiments expressed about them. Facebook's data team will use automated software tools frequently used by researchers to infer sentiment from text. This aggregate information will be exclusively available on POLITICO with analysis by its journalists. The first set of data can be found [here](#).

#### NEGATIVE FACEBOOK MENTIONS BY CANDIDATE

Facebook measured the volume of its users' status updates, postings and comments over the last month to gauge the amount of social traffic around the Republican presidential contenders.

In partnership with **facebook**



- Facebook gives user data to Politico to measure which candidate is more popular for president candidacy (2012)

<https://www.facebook.com/notes/us-politics-on-facebook/politico-facebook-team-up-to-measure-gop-candidate-buzz/10150461091205882>

# Example: Google - USA Dept. of Justice

**BBC NEWS**

▶ Watch One-Minute World News

Last Updated: Friday, 20 January 2006, 10:33 GMT

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**Google defies US over search data**

The internet search engine Google is resisting efforts by the US Department of Justice to force it to hand over data about what people are looking for.

Google was asked for information on the types of query submitted over a week, and the websites included in its index.

The department wants the data to try to show in court it has the right approach in enforcing an online pornography law.

It says the order will not violate personal privacy, but Google says it is too broad and threatens trade secrets.

Privacy groups say any sample could reveal the identities of Google users indirectly. And they say the demand is a worrying precedent, because the government also wants to make more use of internet data for fighting crime and terrorism.

  
Google has been resisting the government request since August

- DoJ wants search data from Google, Google doesn't comply (2006)
- Amazon sues request for customer purchase data, wins in court (2010)

<http://news.bbc.co.uk/2/hi/technology/4630694.stm>

[http://www.theregister.co.uk/2010/10/27/amazon\\_sales/](http://www.theregister.co.uk/2010/10/27/amazon_sales/)

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# Example: DoubleClick - Abacus



The screenshot shows a CNET News article from March 2, 2000. The article is titled "DoubleClick postpones data-merging plan" and is written by Evan Hansen. It discusses how DoubleClick, an advertising company, is postponing its plan to merge with Abacus, a customer habits company, due to pressure from privacy advocates. The article mentions that DoubleClick CEO Kevin O'Connor said it will hold off on plans to combine online and offline data that it collects on consumers. A related story link is also visible: "Consumer group blasts DoubleClick in report to FTC".

CNET News

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CNET > News > News - Digital Media

March 2, 2000 5:10 PM PST

## DoubleClick postpones data-merging plan

By Evan Hansen  
Staff Writer, CNET News

**Related Stories**

- Consumer group blasts DoubleClick in report to FTC
- March 1, 2000
- Is DoubleClick privacy plan adequate?

**Bowing to pressure from privacy advocates and consumers, online advertising giant DoubleClick today said it will hold off on plans to combine online and offline data that it collects on consumers.**

"It is clear...I made a mistake by planning to merge names with anonymous user activity across Web sites in the absence of government and industry privacy standards," DoubleClick CEO Kevin O'Connor said in a [statement](#) on the company's Web site.

- DoubleClick, an advertising company, wants to merge with Abacus, a customer habits company
- cancels due to pressure about privacy issues (2000)
- Google buys DoubleClick (2008)

<http://news.bbc.co.uk/2/hi/technology/4630694.stm>

[http://www.businessweek.com/magazine/content/11\\_12/b4220038620504.htm](http://www.businessweek.com/magazine/content/11_12/b4220038620504.htm)

# Example: DoubleClick - Abacus



The screenshot shows a CNET News article. The header includes the CNET logo and navigation links like 'Reviews', 'News', 'Download', 'CNET TV', and 'How To'. The article is dated 'March 2, 2000 5:10 PM PST' and is titled 'DoubleClick postpones data-merging plan' by Evan Hansen. A 'Related Stories' sidebar lists a consumer group's report on DoubleClick and a question about the privacy plan's adequacy. The main text discusses the company's decision to postpone a merger plan due to privacy concerns.

CNET News

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# Topics

## 1 Privacy

- Introduction
- Surveillance

## 2 Data Protection

- Introduction
- Collecting Data
- Securing Data
- Transferring Data

## 3 Measures

- Legal
- Institutional
- Personal

# Legal Protections

- European Union has extensive legislation
- first data protection act in Germany Hessen (1970)
- USA has domain specific legislation:  
credit, drivers, video, health, . . .
- consumer privacy bill draft (2012)
- Turkey's discussions mostly framed by EU compatibility

# European Union

- EU Charter of Fundamental Rights
- right to demand protection of personal data
- legal and fair use;  
right to access to and make corrections in one's own data
- an independent authority that enforces regulations
  
- member countries have to pass laws  
in accordance with these principles

# European Laws

- Britain Data Protection Act (1984, 1998)

- 1 fair and lawful processing
- 2 obtained only for one or more specified and lawful purposes
- 3 adequate, relevant and not excessive in relation to the purpose
- 4 accurate and up to date
- 5 kept for longer than is necessary for the purpose
- 6 processed in accordance with the rights of data subjects
- 7 measures against unauthorised processing and loss
- 8 not to be transferred to a country without adequate protection

# Example: Britain DNA database

BBC News Sport Weather Travel TV

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Page last updated at 12:44 GMT, Thursday, 4 December 2008

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  - Education
  - Magazine
- Business
- Health

## DNA database 'breach of rights'

Two British men should not have had their DNA and fingerprints retained by police, the European Court of Human Rights has ruled.

The men's information was held by South Yorkshire Police, although neither was convicted of any offence.

The judgement could have major implications on how DNA records are stored in the UK's national database.

The judges said keeping the information "could not be regarded as necessary in a democratic society".



Thousands of DNA samples from innocent people are currently retained

- European Court of Human Rights (2008):  
If not convicted, DNA data can not be retained.

# Example: Reddit - Facebook data requests



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**Friending Facebook**  
Emil Protalinski

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## Reddit users overwhelm Facebook with data requests

By Emil Protalinski | September 27, 2011, 11:28pm PDT

**Summary:** Reddit users appear to have flooded Facebook with personal data requests. The social network has sent an e-mail to many of them saying it just can't keep up and they will have to wait.

facebook

**Personal Data Requests**

IMPORTANT: This form is only applicable in certain jurisdictions. All fields are required in order for us to process your requests. We reserve the right to reject requests that are incomplete or incorrect.

Reddit users have flooded Facebook with personal data requests via the service's official form. This appears to have overwhelmed Facebook's Data Access Request Team, forcing the group to send out e-mails telling users there will be a significant delay.

- Reddit users overwhelm Facebook with data requests (2011)
- a 24 year old student gets a document consisting of 1200 pages

<https://www.zdnet.com/blog/facebook/reddit-users-overwhelm-facebook-with-data-requests/4165>

[https://threatpost.com/en\\_us/blogs/](https://threatpost.com/en_us/blogs/)

twenty-something-asks-facebook-his-file-and-gets-it-all-1200-pages-121311

# Example: USA - EU passenger data

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Last Updated: Tuesday, 30 May 2006, 17:51 GMT 18:51 UK

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**EU court annuls data deal with US**

The European Court of Justice has annulled an EU-US agreement requiring airlines to transfer passenger data to the US authorities.



The US said the deal was essential after the 9/11 attacks

The court said the decision to hand over the data, including addresses and credit card details, lacked an "appropriate legal basis".

The US says the information helps identify potential terrorists.

EU and US officials say they are confident a solution can be found to enable the data transfers to continue.

Stewart Baker, an assistant secretary of state for the US Department of Homeland Security, said: "I am confident that we will find a solution that will keep the data flowing and the planes flying."

The agreement demands that within 15 minutes of take-off for the United States, a European airline must send the US authorities 34 items of personal information about the passengers on board.

**“ It's really a problem for the lawyers ”**

David Henderson, Association of European Airlines

▶ Q&A: Passenger data row

▶ Send us your views

- for flights to US, airline companies have to submit 34 pieces of passenger data
- European Court of Justice cancels the deal (2006)
- a later deal is opposed by the European Data Protection Commissioner (2011)
- European Parliament prevents deal that allows US intelligence agencies to access European bank records (2010)

<http://news.bbc.co.uk/2/hi/europe/5028918.stm>

[http://www.theregister.co.uk/2011/03/29/europe\\_passenger\\_name\\_wrong/](http://www.theregister.co.uk/2011/03/29/europe_passenger_name_wrong/)

<http://news.bbc.co.uk/2/hi/europe/8510471.stm>

# Example: USA - EU passenger data

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- Code of Fair Information Practices (1974)

- 1 no secret record-keeping systems for personal data
- 2 a way to find out what information about one's self is kept and how it is used
- 3 a way to prevent information about one's self from being used for other purposes without consent
- 4 a way to correct or amend a record about one's self
- 5 organizations collecting personal data must assure reliability and security of data

- Code of Fair Information Practices
- only for government agencies
- records have to be searchable by identifying data
- no enforcing authority
- allows transfers for “routine use”

# USA Consumer Privacy

- Consumer Privacy Bill of Rights Draft (2015)
- control of collected data and how it is used
- privacy and security methods that can be easily accessed and understood

# Turkey

- constitution: right to demand respect to private and family life
- constitution: communication secrecy
- personal data protection act draft

# Turkey

- Personal Data Protection Act Draft (2014)
- similar to EU laws
- explicit consent from relevant person
- race, ethnicity, political view, philosophical belief, religion
- membership in foundations, unions
- health and sexual orientation
- Personal Data Protection Commission
- under the Department of Justice

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# Institutional Policies

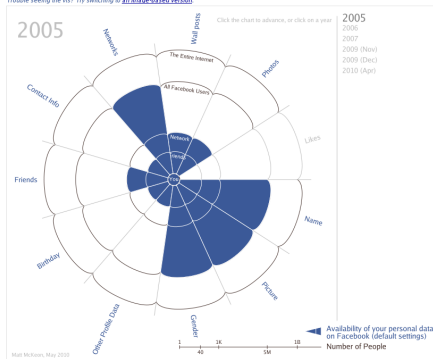
- institutions publish privacy policies
- clearly stating what data is collected for what purposes
- promise to use only for stated purposes
- promise not to give to third parties without consent
- opt-in instead of opt-out
- new HTTP protocol header: Do Not Track

# Example: Facebook

## The Evolution of Privacy on Facebook

Changes in default profile settings over time

Trouble seeing the vis? Try switching to an [image-based version](#)



- data is retained even if account is closed
- more and more data public by default
- complicated privacy settings

<http://mattmckeeon.com/facebook-privacy/>

<https://www.nytimes.com/interactive/2010/05/12/business/facebook-privacy.html>

[http://redtape.msnbc.msn.com/\\_news/2012/03/06/](http://redtape.msnbc.msn.com/_news/2012/03/06/)

10585353-govt-agencies-colleges-demand-applicants-facebook-passwords



# Example: Search engines

- search engines anonymize search data after a period
- claims that anonymization is not effective
- some search engines don't record IP addresses:  
Startpage, DuckDuckGo

<http://arstechnica.com/tech-policy/news/2009/09/your-secrets-live-online-in-databases-of-ruin.ars>

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# Personal Measures

- being sensitive about personal data
  - need-to-know
  - giving incorrect information
  - creating data "noise"
- 
- using technology
  - encryption tools
  - privacy enhancing tools

# Personal Measures

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# Example: Survey questions

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Last Updated: Thursday, 24 March, 2005, 09:31 GMT

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**How to sell your self for a song**

The chance to win theatre tickets is enough to make people give away their identity, reveals a survey.

Of those taking part 92% revealed details such as mother's maiden name, first school and birth date.

The detailed personal information was gathered by market researchers who asked the questions as part of a fake survey on theatre-going habits.

Dangling the chance to win free tickets was enough to make people surrender everything needed to impersonate them.

**'Disturbing' results"**

During the course of the survey many people freely volunteered key details such as name, address and postcode.



Many of those questioned revealed pet names too

- more than 90% of participants give out sensitive data (2005)
- pet's name, mother's maiden name
- accept friendship requests on Facebook without considering (2009)

<http://news.bbc.co.uk/2/hi/technology/4378253.stm>

<http://nakedsecurity.sophos.com/2009/12/06/facebook-id-probe-2009/>

# Example: Google history tracking



Kashmir Hill, Forbes Staff

Welcome to The Not-So Private Parts where technology & privacy collide

[+ Follow on Forbes](#)

TECH | 2/09/2012 @ 8:12AM | 5,476 views

## Your Online Privacy Is Worth Less Than A Six Pack Of Marshmallow Fluff

Privacy utopians have long dreamed of a day when we would be paid for giving up our data, and would get a slice of the profits that companies make from collecting, storing, aggregating, remixing, sharing, and selling our personal information. Well, utopians, the day has arrived! Google is going to pay Chrome users who are willing to let the company keep track of every website they visit and what they do there. As noted by [Search Engine Land](#), the search giant wants "panelists" for a program called [Screenwise](#) who will add a browser extension in Chrome "that will share with Google the sites you visit and how you use them" — information that Google will study in order to improve its products and services.



How much is it worth to Google to be able to intimately monitor your Web activity? \$25/year.

- Google gives 25\$ to participants of a program where all browser history will be recorded (2012)
- people choose cheaper service over privacy protecting service even if small difference in fees (2012)

<http://www.forbes.com/sites/kashmirhill/2012/02/09/your-online-privacy-is-worth-less-than-a-six-pack-of-marshmallow-fluff/>  
[http://www.theregister.co.uk/2012/03/21/privacy\\_economics/](http://www.theregister.co.uk/2012/03/21/privacy_economics/)

# Data Noise

- creating lots of incorrect or irrelevant data
- which is the true data?

## example

- swapping loyalty cards
- Firefox addon TrackMeNot makes random searches in engines

# Privacy Enhancing Tools

- proxy servers
- Privoxy: prevents ads and malicious code
- browser addons
- NoScript: JavaScript whitelist
- Cookie Monster: cookie whitelist
- Ghostery: bug blacklist



# Privacy Enhancing Tools

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# References

Required Reading: Tavani

- Chapter 5: Privacy and Cyberspace