

Privacy, Emerging Techs, Legal

... is dead. Get over it.

Why talk about the topic then?

- ① Misconceptions
- ② Misunderstandings
- ③ Legal implications

True privacy \Rightarrow permits a person to be effectively invisible



Impossible Reasons:

- ① ISP logs \Rightarrow Performance tuning
Management
Forensics
- ② Poorly written software \Rightarrow sensitive info exposed
- ③ Technology \Rightarrow hides a lot of what goes behind the scene

Good programs: notepad, paint

Bad programs: World of Warcraft, MS Word, Quicken

What to do now in age of FB?

Control comply w/ person's desire
when it comes to handling
personal info; data collection
Disclosure

Failure to explicitly consider
privacy \Rightarrow bad press. Examples:
Windows Media Player 8, HP

Mantras

- ① Provide prominent disclosure
- ② Put users in charge of their data
- ③ Seek anonymity
- ④ Less is more
- ⑤ Customers come first

Privacy-Enhancing Techs (PETs)
Crowds, TOR, Mushmail

Privacy-Aware Techs (PATs)
Solutions that support privacy
Encryption
Unsubscribe
Access control
Passwords

Goals of PATs & PETs

Anonymity
Pseudonymity
Unlinkability (e.g. one-time cc)
Unobservability
Address
Location
Authorization } privacy

Legislation

- ① U.S. Safe Harbor Privacy Principles
- ② Computer Abuse and Fraud Act
- ③ HIPAA (1996)
- ④ GLBA (1998)

Current Issues (not incl. NSA), what we are seeing

- Widespread ^{new} naive abuse
- ① Deploying technology
 - ② Violating location-based technologies
 - ③ RFID
 - ④ Mobile