



UC Berkeley EECS  
Lecturer (2014)  
Gerald Friedland

# CS10 The Beauty and Joy of Computing

2015-04-08



## 10 PRINCIPLES FOR SOCIAL MEDIA PRIVACY

# An Intro to this Lecture





# Peer Instruction



**What do you think of Colbert's story?**

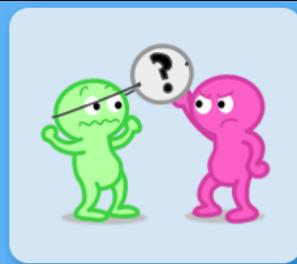
- a) It's comedy. Totally exaggerated
- b) Some truth
- c) True!
- d) The reality is worse!



# 10 Principles for Online Privacy



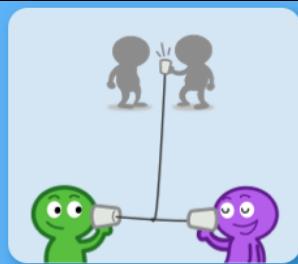
You're leaving footprints



There's no anonymity



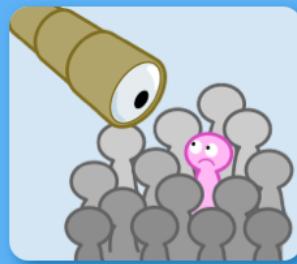
Information is valuable



Someone could listen



Sharing releases control



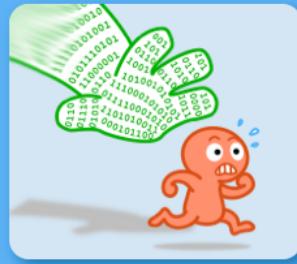
Search is improving



Online is real



Identity isn't guaranteed



You can't escape



Privacy requires work



<http://teachingprivacy.icsi.berkeley.edu>

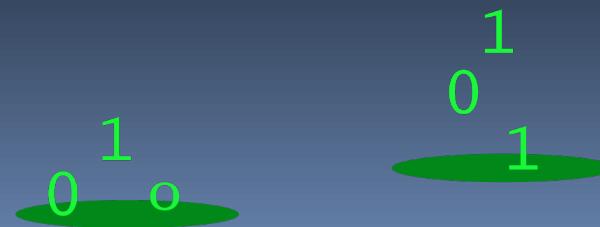
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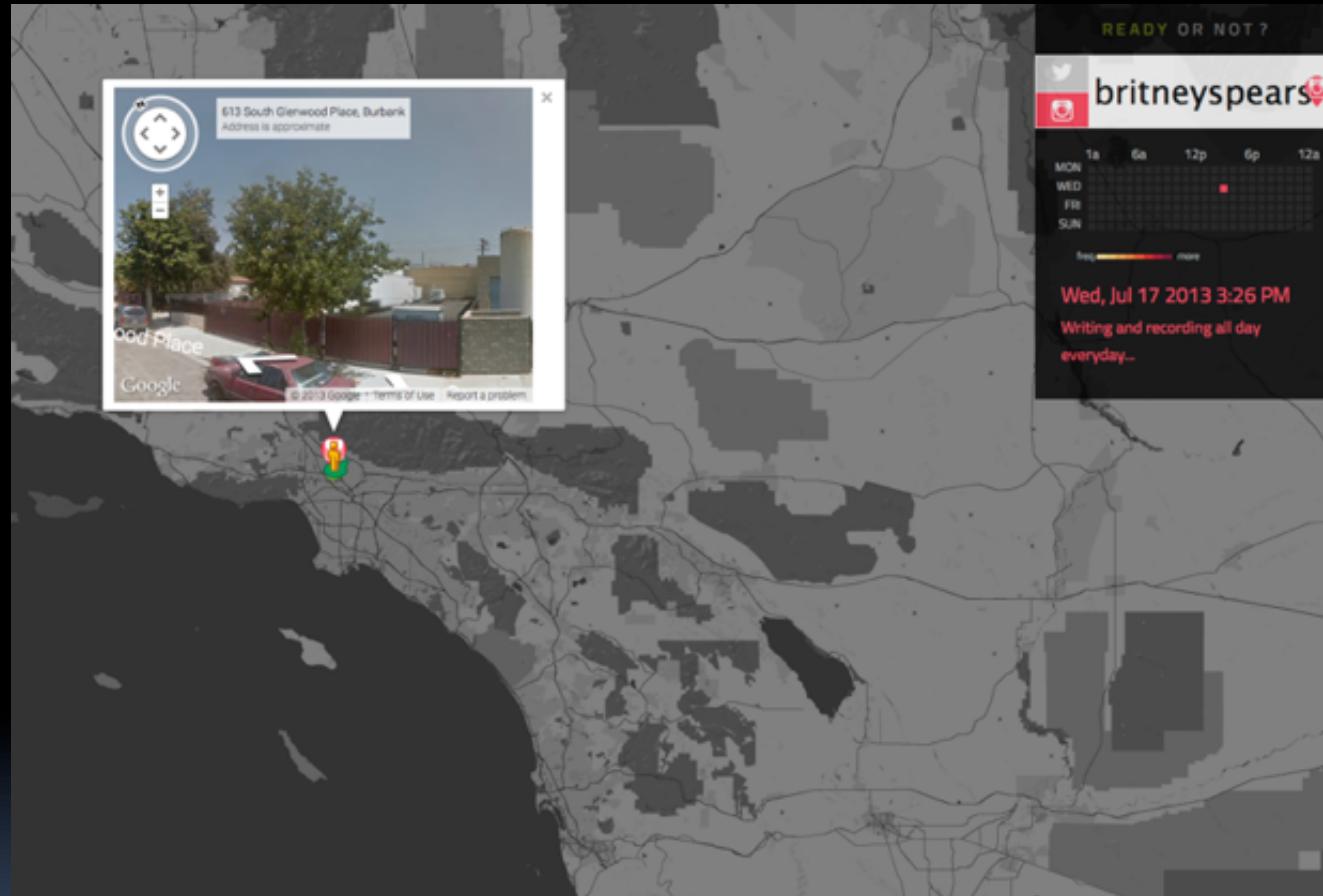
# Principle 1

Your information  
footprint is  
larger than you think!





# Principle 1: Example



Ready or Not!? Privacy App by ICSI



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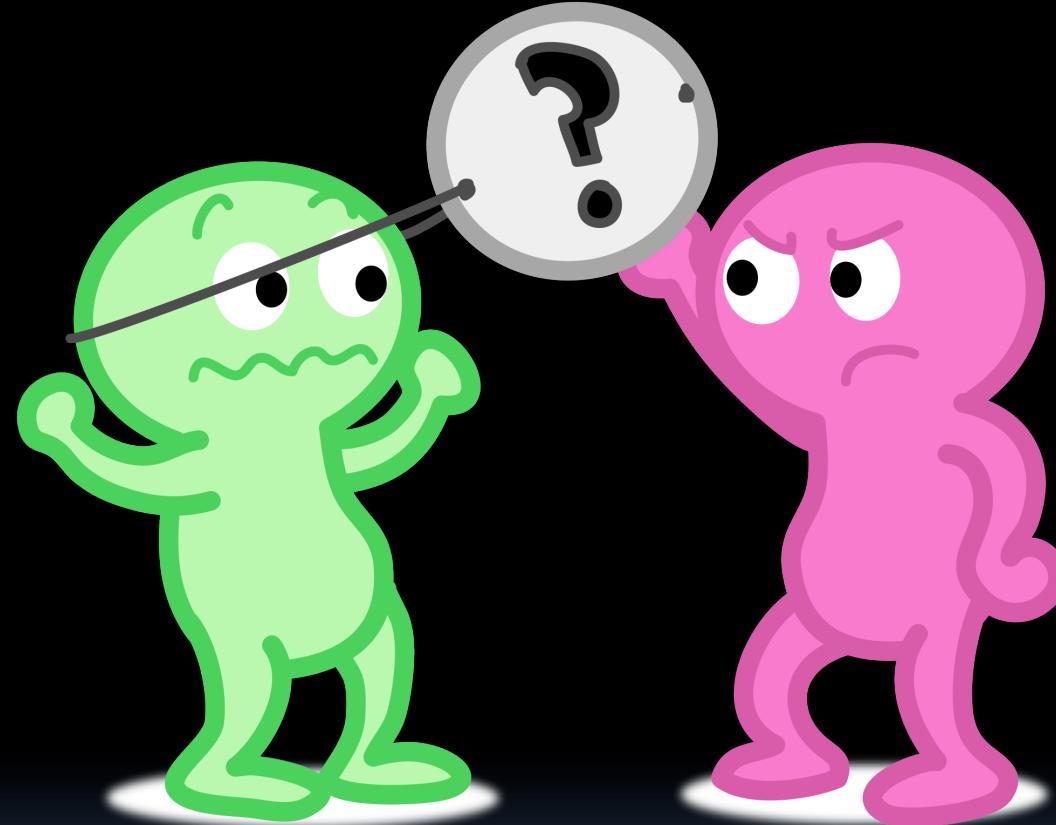
# Principle 1: TODO

- **Inform yourself!**
- **Know that connection data is ALWAYS stored**
- **Check your privacy settings regularly!**

Your information  
footprint is  
larger than you think!



# Principle 2

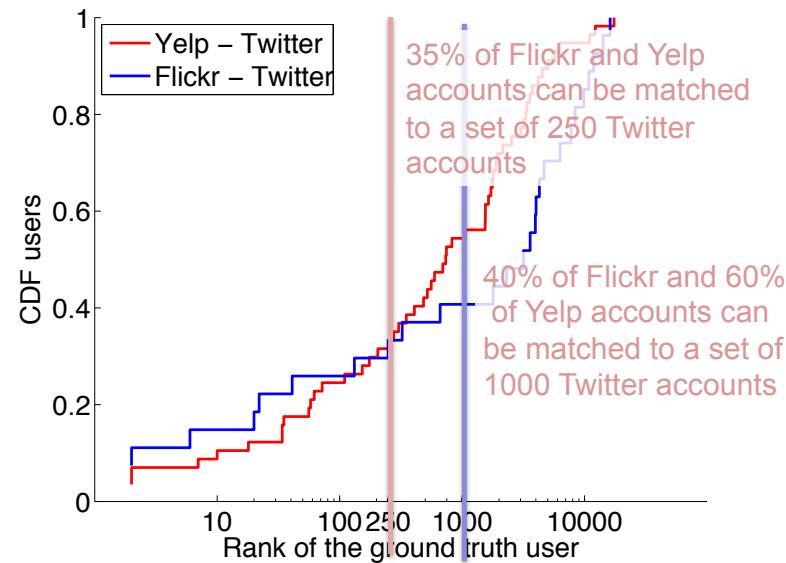


There is no anonymity on the Internet!



# Principle 2: Example

## Performance of matching with location profile



O. Goga, H. Lei, SHK. Parthasarathi, G. Friedland, R. Sommer, R. Teixeira,  
"Exploiting Innocuous Activity for Correlating Users Across Sites", World Wide  
Web Conference (WWW), May 2013.





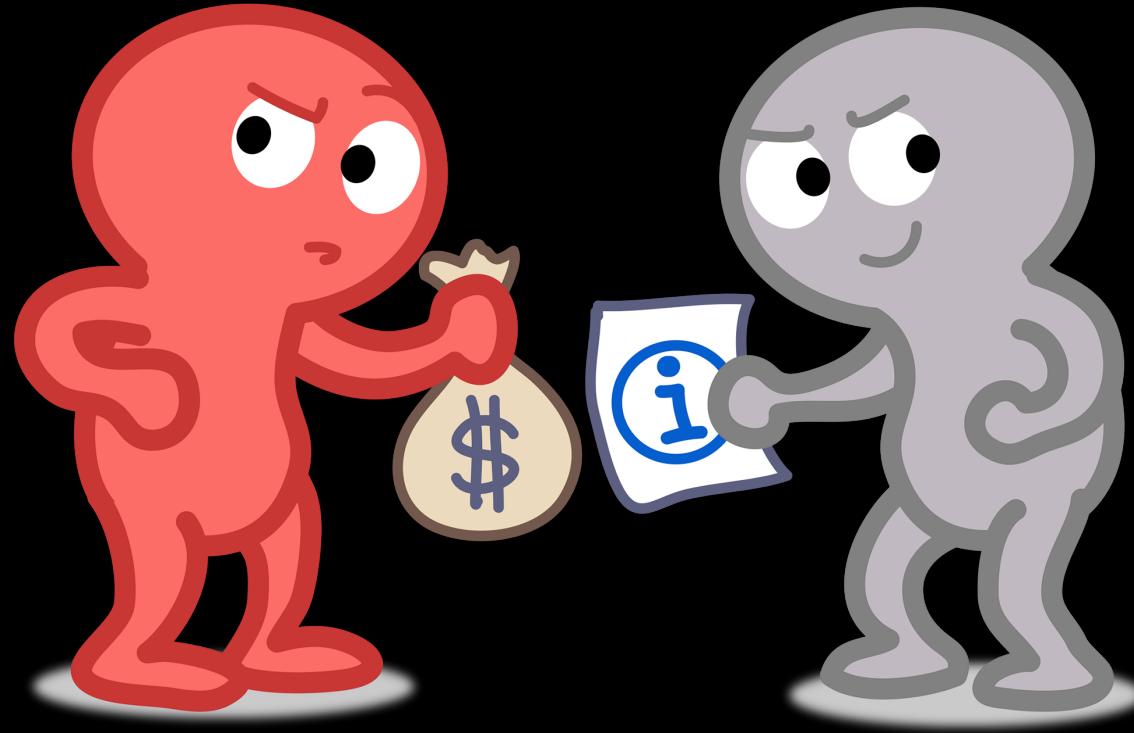
# Principle 2: TODO

- Constantly be aware nothing is anonymous, even when claimed by website.
- Don't do anything you wouldn't do in public!

There is no anonymity on the Internet!



# Principle 3



Information about you on the Internet will be used by somebody in their interest – including against you



# Principle 3: Examples



<https://www.youtube.com/watch?v=bqWuioPHhz0>





# Principle 3: TODO

- Only share what you have to.
- If you are not sure how the information is used:  
Don't share it!
- Check privacy policies: Opt out if you can!

Information about you on the Internet will be used by somebody in their interest – including against



you

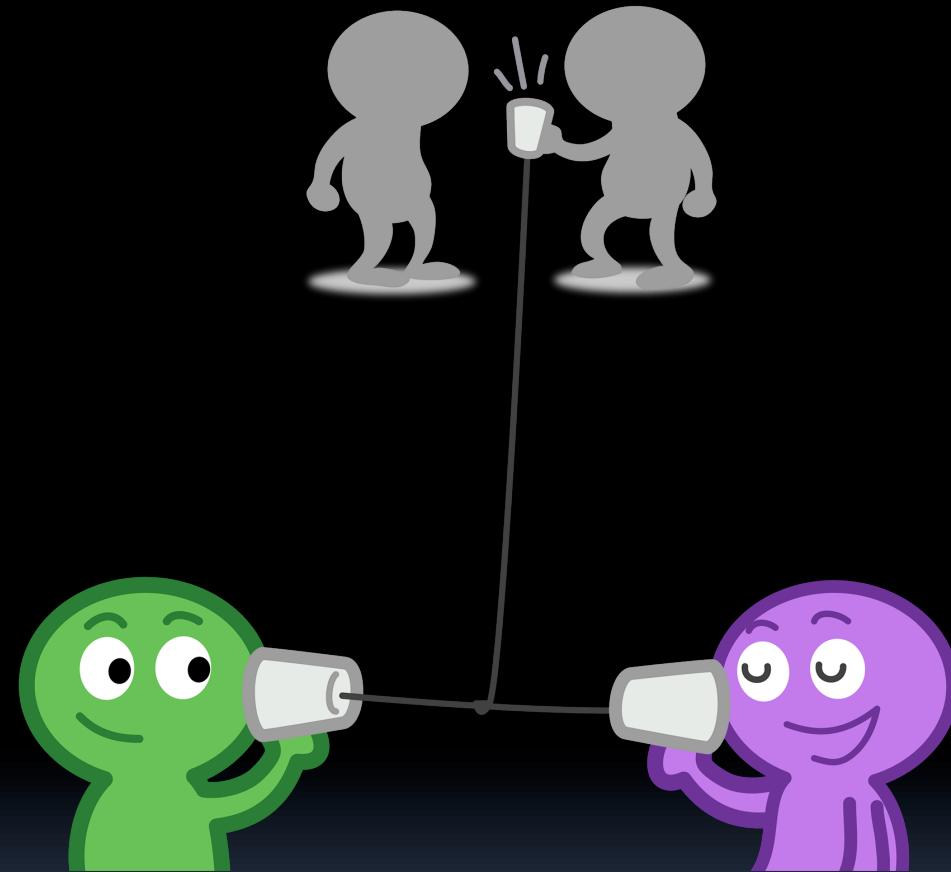
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# Principle 4



Communication over a network, unless  
strongly encrypted is never just  
between two parties





# Peer Instruction



**Which of the following technology help with that principle?**

- a) Firewalls
- b) https
- c) Anonymity Proxy (like Tor)
- d) Cookie blocker
- e) Routers





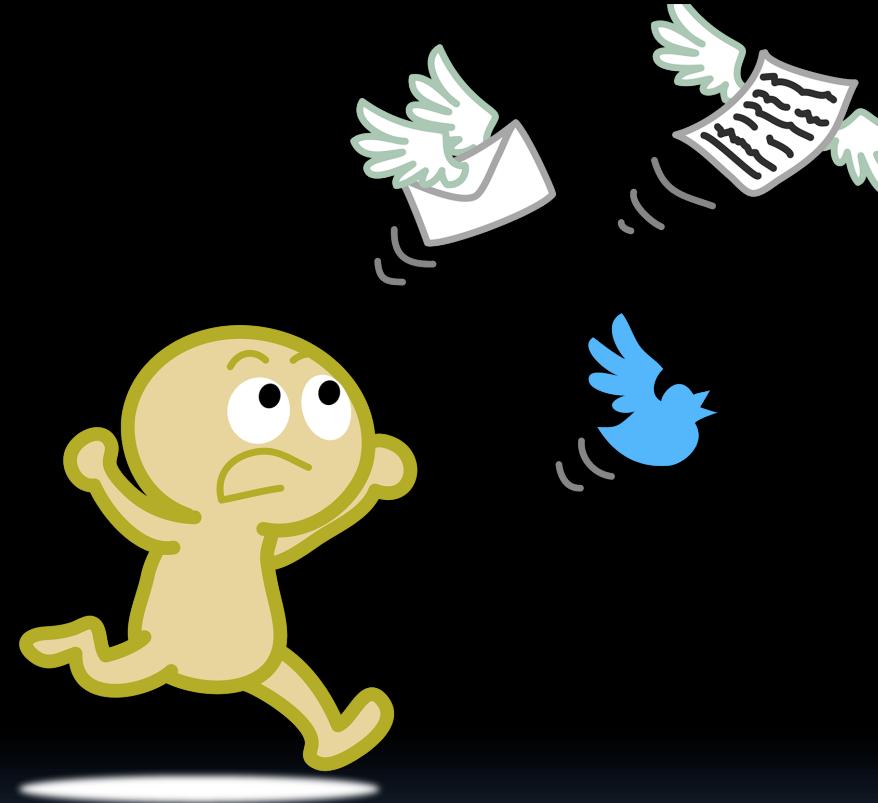
# Principle 4: TODO

- Use strong passwords, keep them private.
- Computers are fast enough: Use encryption whenever you can!
- Assume it's public if it's not encrypted.

Communication over a network, unless  
strongly encrypted is never just  
between two parties



# Principle 5



Sharing information over a network  
means you give up control over that  
information – forever





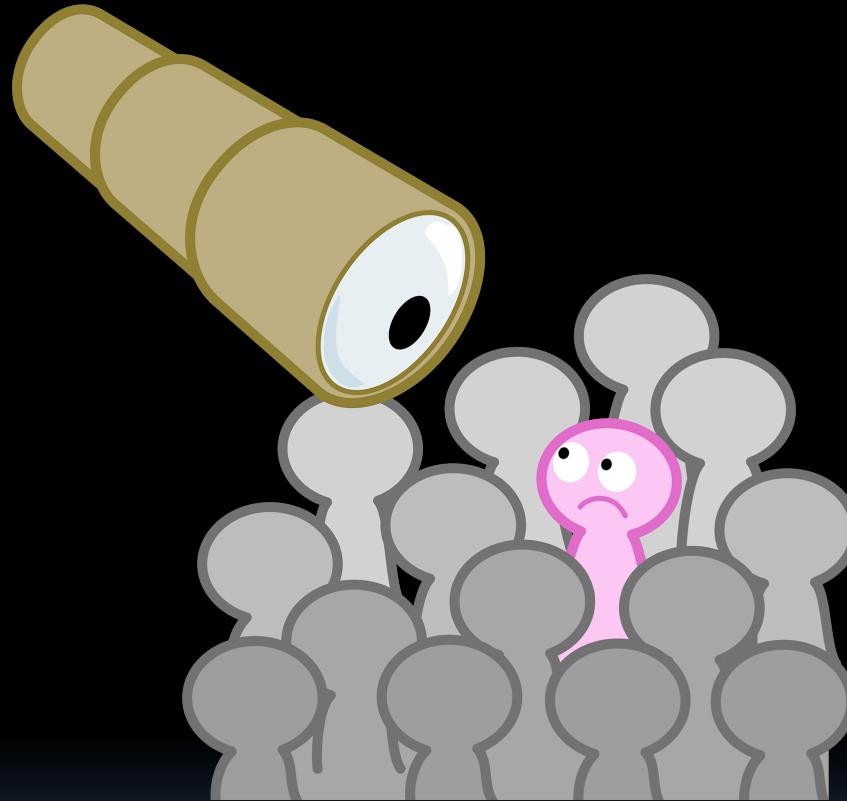
# Principle 5: TODO



<http://www.onguardonline.gov/media/video-0004-share-care>



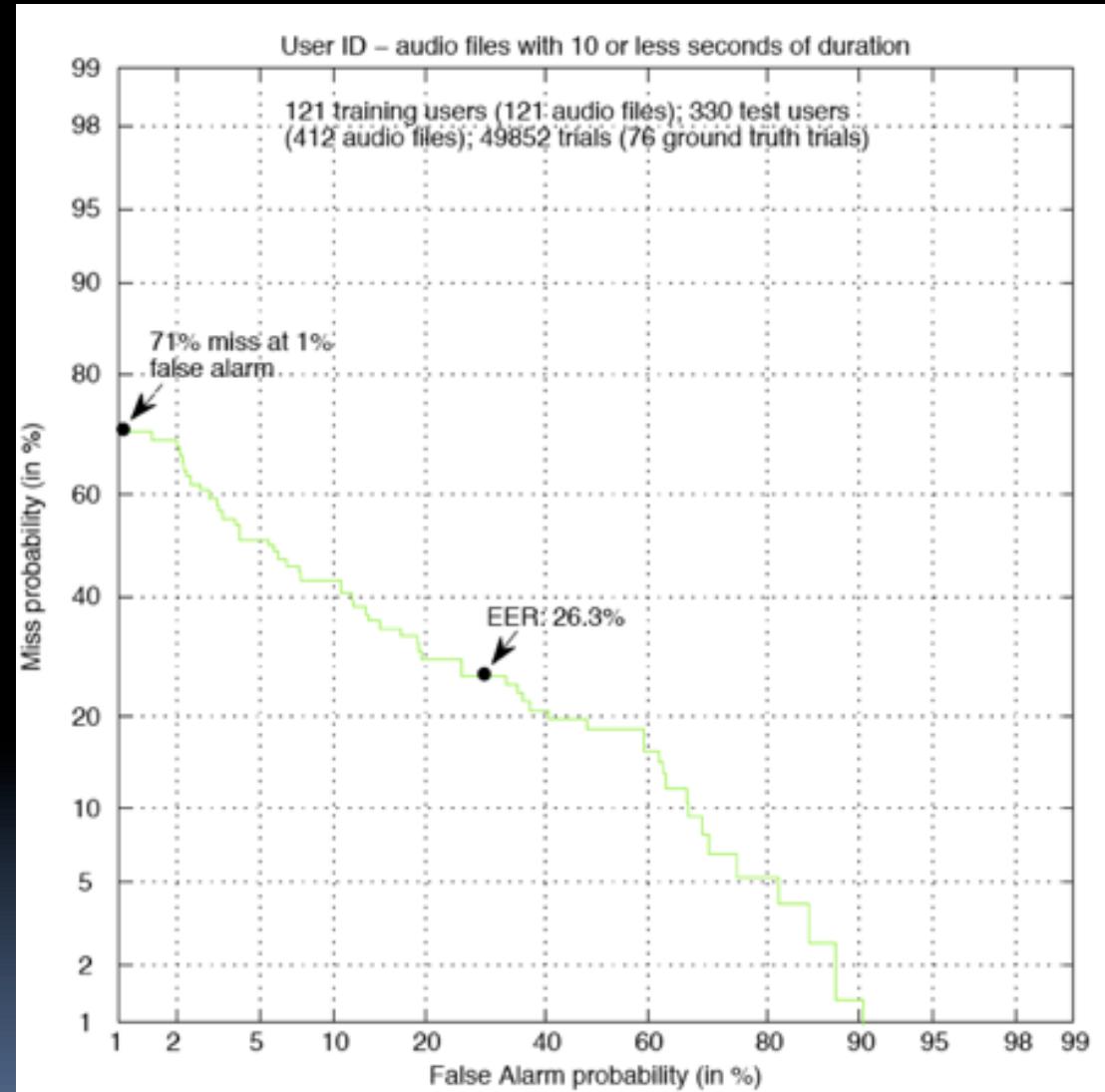
# Principle 6



Just because something can't be found today, doesn't mean it can't be found tomorrow



# Principle 6: Example



Remember: SocImp I lecture!

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# Principle 6

- **Actively monitor your information footprint!**
- **Tools for that will most likely become available in the future**

Just because something can't be found today, doesn't mean it can't be found tomorrow





# Principle 7



The online world is inseparable from  
the “real” world





# Principle 7: Example



Real story!





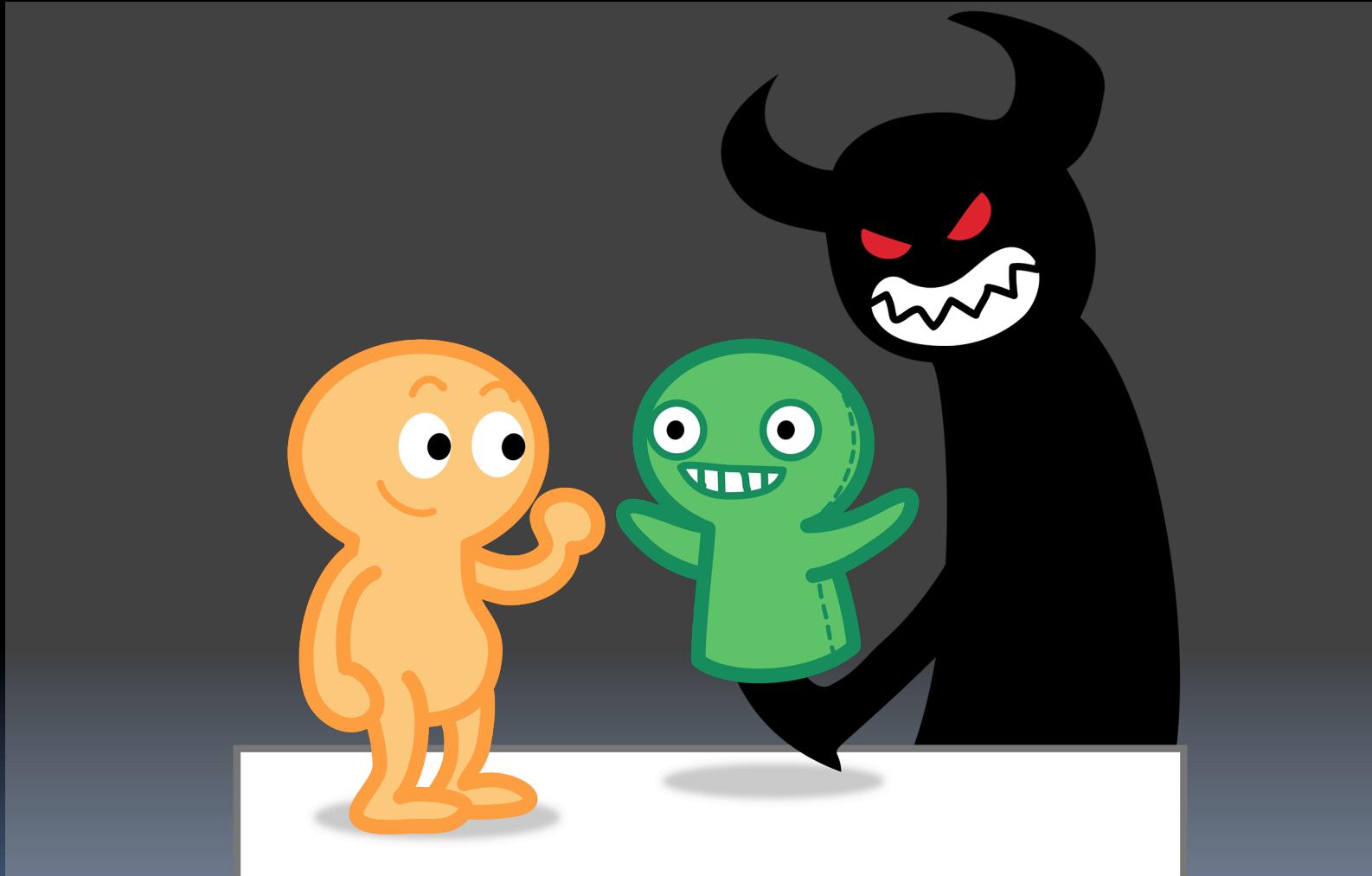
# Principle 7: TODO

- **Online actions have real-world consequences.**
- **Real-world actions have online consequences.**
- **Be constantly aware: There is no difference!**

The online world is inseparable from  
the “real” world



# Principle 8



Identity is not guaranteed in the Internet





# Principle 8: TODO

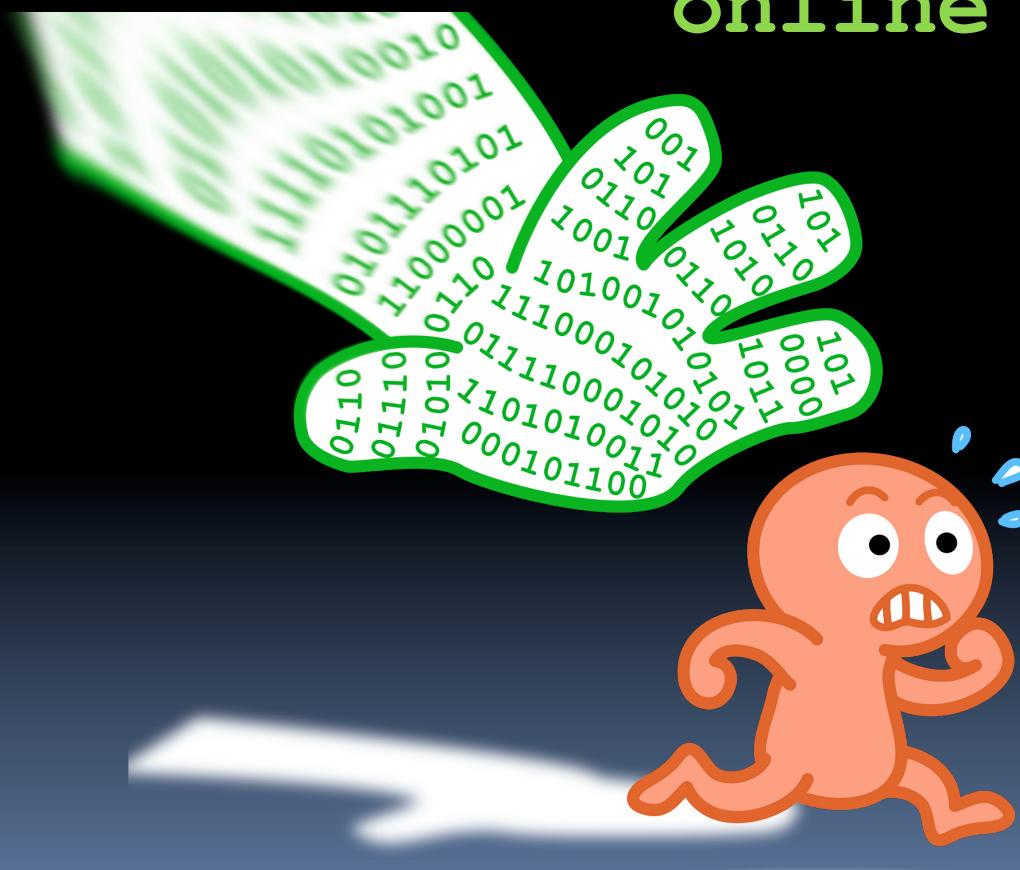
- Consider the consequences if the person you are giving the information to is not who he/she claims.
- Use secondary sources of verification.
- If in doubt: Don't share!

Identity is not guaranteed in the Internet



# Principle 9

You can't avoid having an information footprint by not going online





# Principle 9: TODO

- Laws regulate what employers can share – inform yourself.
- Share what you have learned today with your colleagues, friends and family – they are your biggest information leaks!

You can't avoid having an information footprint by not going online



# Principle 10



Only YOU have an interest in  
maintaining your privacy





# Principle 10: TODO

- Privacy requires work!
- Visit: <http://www.teachingprivacy.org> for more information!

Only YOU have an interest in maintaining your privacy

