

# Privacy

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Knowing your Facebook Likes is enough to predict:

- Black vs white: 95% accuracy
- Republican vs Democrat: 85% accuracy
- Christian vs Muslim: 82% accuracy
- Homosexual male vs heterosexual male: 88% accuracy

Facebook experiment with 61M people in US:

- Control group: “You should vote!”
- Treatment group: “You should vote!” + thumbnails of friends who have voted

Result: 340K more people in treatment group voted

👉 Architectures of manipulation and influence



## The myth of anonymity

- 1996: Massachusetts releases anonymized medical records (with zip codes and DOB and gender); Gov. Weld promises public that privacy is protected
- Latanya Sweeney identifies Weld's medical records and mails them to Gov's office



disclosure, collection, inference

What *is* privacy?



“the right to be let alone”

— Justices Samuel Warren  
and Louis Brandeis

control over who can obtain or use  
information about me

# Fair Information Practices

notice, consent (opt-in/opt-out), access

contextual integrity

— Helen Nissenbaum

informational privacy

self-autonomy

why care about privacy?

reputation management  
maintaining social boundaries  
limits on government power  
freedom of thought, speech, politics  
opportunity for second chances



the trend: technology allows more data collection





A worked example:  
Automated license plate readers



## Surveillance footage, getaway car helped ID repeat armed robber, police say

Piedmont automated license plate readers captured the Acura leaving that city two minutes after the robbery, Piedmont police wrote, and other surveillance cameras showed it following the

This has played out in Oakland, where police disproportionately captured ALPR data in low-income communities and communities of color, **according to a week's worth of 2014 data analyzed by the Electronic Frontier Foundation**. And in 2016, a **BuzzFeed investigation** found that ALPRs in Port Arthur, Texas, were primarily used to track down unpaid traffic citation arrests, leading to the incarceration of mostly black residents.

that the Oakland Police Department has already started using the DAC to keep tabs on people engaged in First Amendment activity. “The fact

the background data. Yet again, it is Black Americans who are disproportionately the subject of these surveillance-aggregation sites; one study of RTCCs found that not only were Black people between 1.5 and 2.5 times more likely to be watched than one would expect given their presence in the population being monitored, but that further Black people were disproportionately surveilled for “no obvious reason”, with 68 percent of all surveillance of Blacks being without any discernible cause, compared to only 35 percent of all surveillance of whites.

The *Associated Press* reported in August 2011 that **New York Police Department** cars and license plate tracking equipment purchased with federal **HIDTA** (High Intensity Drug Trafficking Area) funds were used to spy on Muslims at mosques, and to track the license plate numbers of worshipers.<sup>[123]</sup> Police in unmarked cars outfitted with electronic license plate readers would drive down the street and automatically catalog the plates of everyone parked near the mosque, amassing a covert database that would be distributed among officers and used to profile Muslims in public.<sup>[124]</sup>

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## Leave your car at home

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are using automated license plate readers (s) to track protestors. If you can, riding a e or walking to the protest will help you being tracked.



# WELCOME TO THE ZOO



HOW DO THEY KNOW THAT?

YOU ARE HERE

Privacy paranoia

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