




Principles for Data Collection and Use

- The first principle for ethical treatment of personal information is:
 - **Informed consent**
 - Businesses and organizations must inform consumers about
 - **What information they are collecting**
 - **How they will use it**
 - When people are informed about the **data collection and use policies** of a business or organization
 - They can decide whether or not to interact with that business or organization



Principles for Data Collection and Use

- After informing people about what an organization does with personal information
 - The next most simple and most desirable policy is:
 - To give people a choice about whether data collected about them is distributed to other businesses or organizations and is used to send advertisement or
 - not
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- The two most common forms for providing such choice are:
 - o Opt-out and
 - o Opt-in
 - o Under an Opt-out policy one must check a box
 - on a contract or
 - Membership form or
 - Agreement or
 - Call
 - Write to the organization
- request removal from distribution list**
- **If the consumer does not take action, the presumption is that his or her information may be used**



Principles for Data Collection and Use

- Under an opt-in policy:
- Personal information is not distributed to other businesses or organizations unless the consumer has explicitly checked a box or signed a form permitting disclosure



Principles for Data Collection and Use

- The following points summarize the privacy principles for personal data:
 1. Collect only the data needed
 2. Inform people when data about them are being collected
 - o **what is collected and**
 - o **how it will be used** (Do not use invisible information gathering techniques without informing people)
 3. Offer a way for people to opt out from mailing lists and transfer of their data to other parties.



Principles for Data Collection and Use

4. Provide stronger protection for sensitive data.
5. Keep data only as long as needed
6. Maintain accuracy and security of data
7. Provide a way for people to access and correct their stored data



Social Security Numbers

- *The real danger is the gradual erosion of individual liberties through automation, integration and interconnection of many small, separate record-keeping systems, each of which alone may seem innocuous, even benevolent, and wholly justifiable.*
- **U.S. Privacy Protection Study Commission, 1977**



Social Security Numbers

- We use Social Security Number (SSN) for identification of numerous services
- SSN is an identifier in so many databases. Using SSN one can know:
 - o Your name
 - o Your present and permanent address
 - o Telephone number/Cell phone number
 - o Access your work
 - o Working history
 - o Earnings history
 - o Credit and debit record
 - o Driving record
 - o Bank account and other personal data



Social Security Numbers

- Advantages:

- o SSNs appear on public documents and other openly available forms
- o Property deeds
- o SSNs are ID numbers for students and faculty at many universities
- o The state of Virginia included SSNs on published lists of voter registration
- o Some states of USA use SSN as the driver's license numbers
- o Many companies, hospitals and other organizations use SSNs to run a credit check.



National ID System

- National ID card contains (On a Magnetic strip or in smart-card memory):
 - o Person's name
 - o Photo
 - o Social Security Number
 - o Citizenship
 - o Employment and other identifying information
 - o Biometric information such as fingerprints or a retina scan



National ID System

- In a developing country people use ID card. It allows:
 - o Accurate verification of a person's identity
 - o When interaction with government agencies and for transaction
 - o Credit card purchase
 - o Government payment
 - o Medical treatment
 - o Banking transaction and many other purposes



National ID System

- The authentication of identifying help reduce fraud in
 - o Private credit card transaction
 - o Government benefits programs
- Verifying work eligibility
 - o Prevent people from working in the US illegally
 - o Criminals and terrorists would be easier to track and identify