



APPROACHES ON PRIVACY PROTECTION

SYRACUSE UNIVERSITY
School of Information Studies

PRIVACY VS. PROFITS

What factors may restrain companies from engaging in a more aggressive collection of personal data?

- Customer preferences
- Bad publicity
- Potential for lawsuits
- Regulation

PRIVACY APPROACHES

Two types of privacy protections

- Human rights approach
- Contractual approach

UNDERSTANDING THE ISSUE

Two views on privacy

- Gemeinschaft
- Gesellschaft

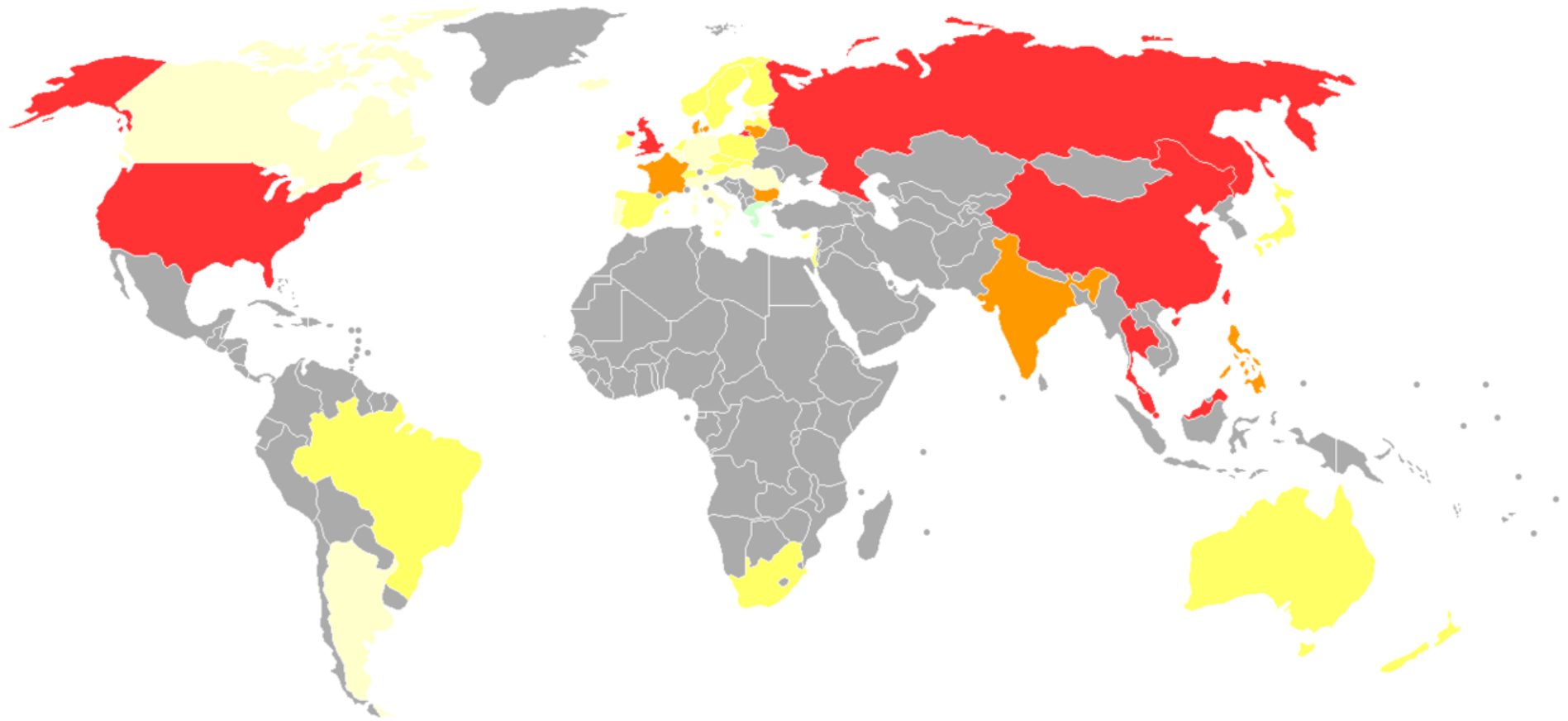
PRIVACY AS A HUMAN RIGHT

Privacy is recognized in the UN Declaration of Human Rights, the International Covenant on Civil and Political Rights, and in many other international and regional treaties.



<https://goo.gl/cd19Su>

PRIVACY INDEX



<https://goo.gl/cgWPnK>

PRIVACY AS A CONTRACT

The Federal Trade Commission (FTC), an independent U.S. law enforcement agency, has the legal authority from Section 5 of the Federal Trade Commission Act, which prohibits unfair or deceptive practices in the marketplace.



<https://goo.gl/CsNv0T>

PROTECTING A BRAND NAME

If customers believe that a company fails to protect its data, it could result in loss of consumer trust, negatively affect customer retention, and damage the company's brand and reputation.



<https://goo.gl/NGiO0f>

PRIVACY PROTECTION BY COMPANIES

Who Has Your Back?

PROTECTING YOUR DATA FROM GOVERNMENT REQUESTS

	Follows industry-accepted best practices	Tells users about government data demands	Discloses policies on data retention	Discloses government content removal requests	Pro-user public policy: opposes backdoors
 Adobe®	★	★	★	★	★
 amazon.com®	★	★	★	★	★
	★	★	★	★	★
 at&t	★	★	★	N/A	★
 COMCAST	★	★	★	N/A	★

Electronic Frontier Foundation. Defending your rights in a digital world.