**Privacy: Its Clearly A Much Bigger Deal Than You Thought It Was**

Picking Up from Last Week…

* Remember, last week we said that privacy was a right
* And, rights that we have online need to be given to us by someone else (Positive Right)

3 Types of Privacy

* Accessibility Privacy
  + Right to physical protection
  + Protects against harm that can be caused through physical access to a person or their possessions
    - Being physically left alone
    - Being free from other types of intrusion that can affect your physical stuff
* Decisional Privacy
  + Right to choice protection
  + Protects against harm that can be caused through preventing access to making one’s own decisions
    - Being left alone to make choices
      * Political
      * Social
      * Religious
      * Economic
      * Personal
      * Health
* Informational Privacy
  + Right to information-protection
  + Protects against harm that can be caused through having your data stolen or being locked out of your data
    - Protects against:
      * Information theft
      * Blocking others from controlling the flow of their own information in any way

An Important Distinction

* Descriptive Privacy
  + Natural Privacy
  + Walk by computer lab and observe someone using a computer
  + Loss of privacy (can’t help it)
* Normative Privacy
  + Violated Privacy
  + Stalk someone and spy on them using a computer at home
  + Violates expectations of privacy

So, How Important Is Privacy?

* Older generations tend to say “very”
* My age and younger tend to say “not so much”
* Rural areas tend to say “yes”
  + Individuals are seen as more important than the whole
  + Tend to be very focused on protecting rights
* Urban areas tend to say “not so much”
  + Broader community is seen more important than individuals
  + Tend to be very focused on sharing for the benefit of all
* Not everyone agrees

Data Gathering and Exchange…

* Data Merging
  + Combining data from multiple sources to identify individuals records or groups of individual records
* Data Matching
  + Comparing data from multiple sources to search for matches or “hits” among those sources
* Data Mining
  + Combining and comparing data, then identifying non-obvious trends from the data