

PRIVACY

Presentation By:
Mark Francis A. Mallari



LIST OF CONTENTS



Privacy Risks and Principles

Expectation of Privacy

Surveillance Technologies

The Business and Social Sectors

Government Systems

Protecting Privacy





What Is Privacy?

- ☐ The state or condition of being free from being observed or disturbed by other people .
- ☐ The state of being free from public attention .
- ☐ Freedom from intrusion —being left alone
- ☐ Control of information about oneself
- ☐ Freedom from surveillance (from being followed, tracked, watched, and eavesdropped upon)





Privacy threats

- ☐ Intentional, institutional uses of personal information .
- ☐ Unauthorized use or release by “insiders,” the people who maintain the information
- ☐ Theft of information
- ☐ Inadvertent leakage of information through negligence or carelessness
- ☐ Our own actions (sometimes intentional trade-offs and sometimes when we are unaware of the risks)



New Technology, New Risks

- ❑ Computers, the Internet, and a whole array of digital devices
- ❑ Today there are thousands of databases, both government and private, containing personal information about us.
- ❑ Large companies that operate video, email, social network, and search services can combine information from a member's use of all of them to obtain a detailed picture of the person's interests, opinions, relationships, habits, and activities .
- ❑ When we communicate by texting, email, social networks, and so on, there is a record of our words that others can copy, forward, distribute .



New Technology, New Risks

- ☐ Combining powerful new tools and applications can have astonishing results .
- ☐ It is possible to snap a photo of someone on the street .
- ☐ Match the photo to one on a social network, and use a trove of publicly accessible information to guess, with high probability of accuracy, the person's name, birth date



Terminology and Principles for Managing Personal Data

- ☐ Personal information
- ☐ Informed consent .
- ☐ Invisible information gathering
- ☐ Secondary use
- ☐ Data mining
- ☐ Profiling
- ☐ opt out and opt in.



The Business and Social Sectors

- ❑ Marketing is an essential task for most businesses and organizations .
- ❑ Marketing includes finding new customers, members, or voters and encouraging old ones to continue . It includes advertising one's products, services, or cause .
- ❑ Businesses store and analyze terabytes of data, including consumer purchases, financial information, online activity, opinions, preferences, government records, and any other useful information to determine who might be a new customer and what new products and services an old customer might buy .



The Business and Social Sectors

- ❑ Online retailers make recommendations to you based on your prior purchases and on those of other people with similar buying patterns .
- ❑ The idea that merchants collect, store, and sell data on their purchasing habits is disturbing .



Our Social and Personal Activity

❑ There are two aspects of social networks to consider :

1. Our own responsibility for what we share (how we risk our privacy and that of our friends)

2. the responsibilities of the companies that host our information .

❑ Many young people post opinions, gossip, and pictures that their friends enjoy .

❑ Facebook regularly introduces new services, new ways to share with friends and stay up-to-date on their activities .



Our Social and Personal Activity

❑ There are two aspects of social networks to consider :

1. Our own responsibility for what we share (how we risk our privacy and that of our friends)

2. the responsibilities of the companies that host our information .

❑ Many young people post opinions, gossip, and pictures that their friends enjoy .

❑ Facebook regularly introduces new services, new ways to share with friends and stay up-to-date on their activities .



Public Records: Access versus Privacy

- ☐ Governments maintain “public records,” that is, records that are available to the general public .
- ☐ Public records include sensitive information such as Social Security numbers, birth dates, and home addresses .
- ☐ Certain sensitive information should be withheld from public -record websites .
- ☐ Requires decisions about exactly what types of data to protect .



Policies for protecting personal data

- ❑ The businesses, organizations, and government agencies that collect and store personal data have an ethical responsibility (and in many cases a legal one) to protect it from misuse.
- ❑ Responsible data holders must anticipate risks and prepare for them. They must continually update security policies to cover new technologies and new potential threats.
- ❑ Republic Act No. 10173, also known as the Data Privacy Act of 2012 (DPA), aims to protect personal data in information and communications systems both in the government and the private sector.





QUESTIONS?

THANK
YOU

