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Privacy

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Technology

Tech firm apologizes after job ad seeks 'preferably Caucasian' candidates

Virginia recruitment company removes discriminatory listing following a backlash on Twitter



Kari Paul and
agencies

Mon 29 Apr 2019
20.32 EDT



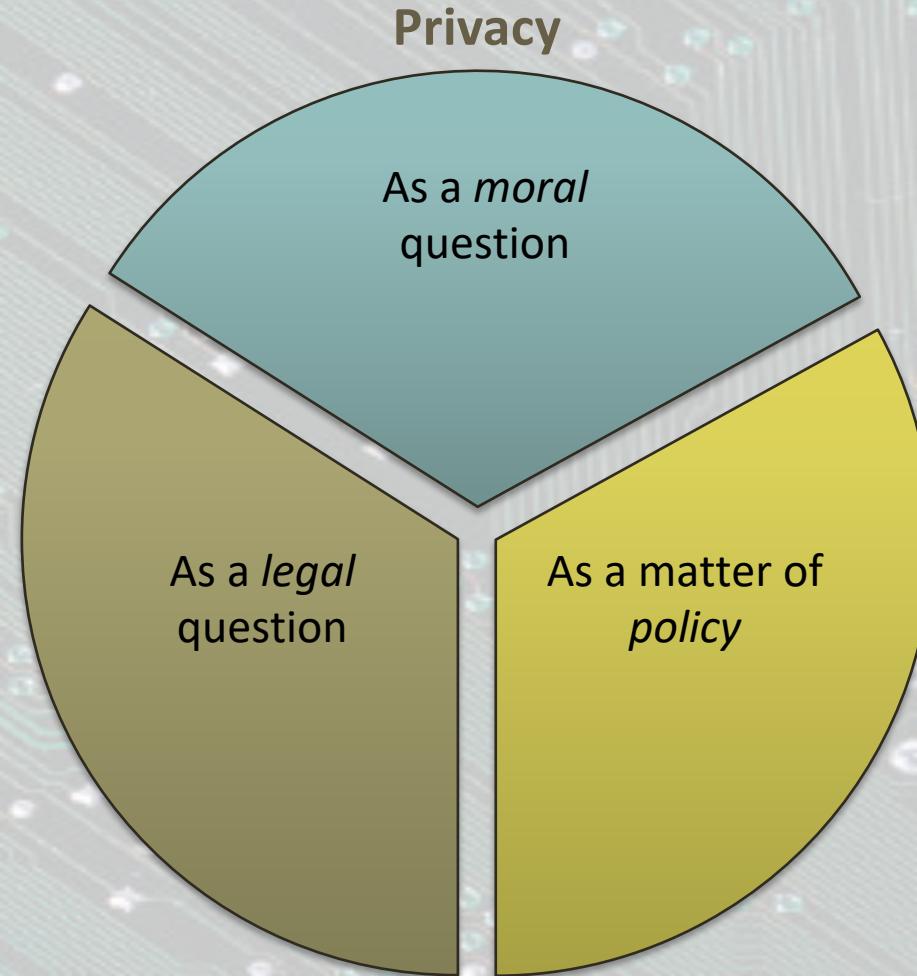
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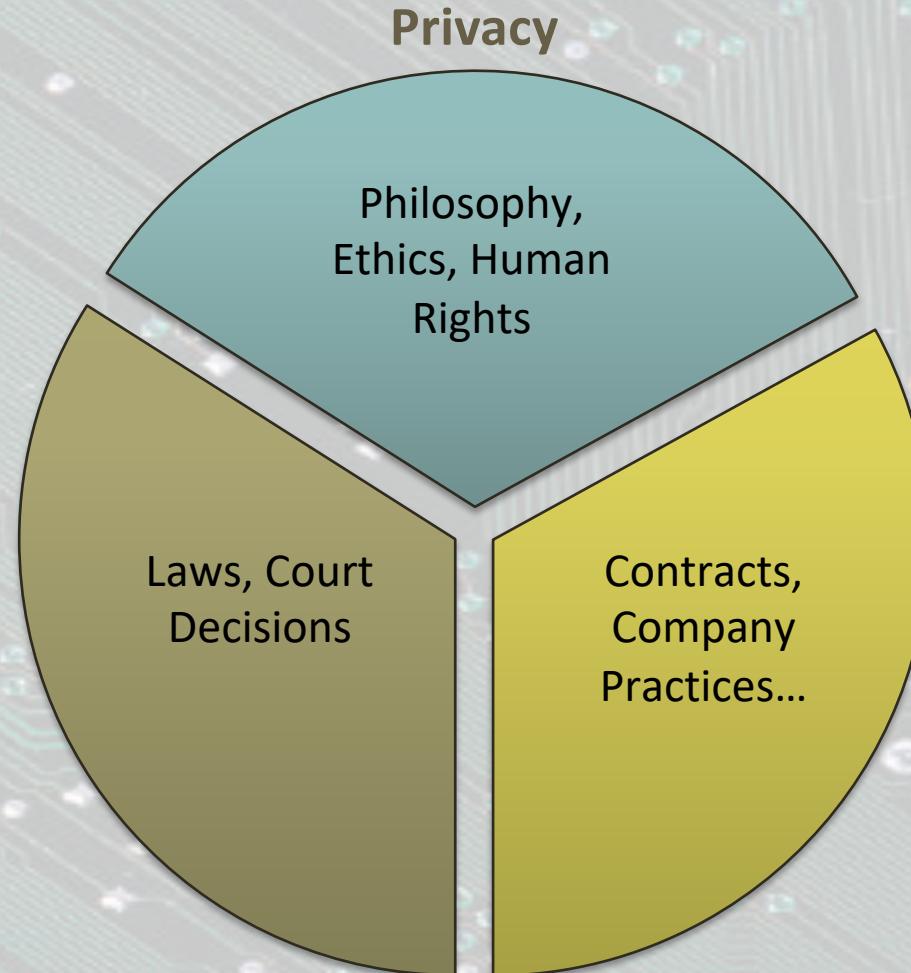
Whale with harness could
be Russian weapon, say
Norwegian experts

PRIVACY

Privacy Dimensions: Moral, Legal, Policy



Privacy Dimension: Moral, Legal, Policy



Law and Policy (an inexact distinction)

Law:

- Federal, State, and Local laws and regulations (e.g. HIPAA – healthcare privacy law)
- Court decisions: US Supreme Court, State Supreme Courts, International Courts
- US Constitution, similar guiding documents in other countries (e.g. European Convention on Human Rights)

Policy:

- Sometimes used to describe law or the making of laws (e.g. “policy making,” “policy maker”)
- More accurately describes *rules* and *contracts* (e.g. a website “terms of service”) or the actual practices of a government agency (e.g. police body-worn camera policy).
- May describe company practices (e.g. human resources *policies and procedures*)

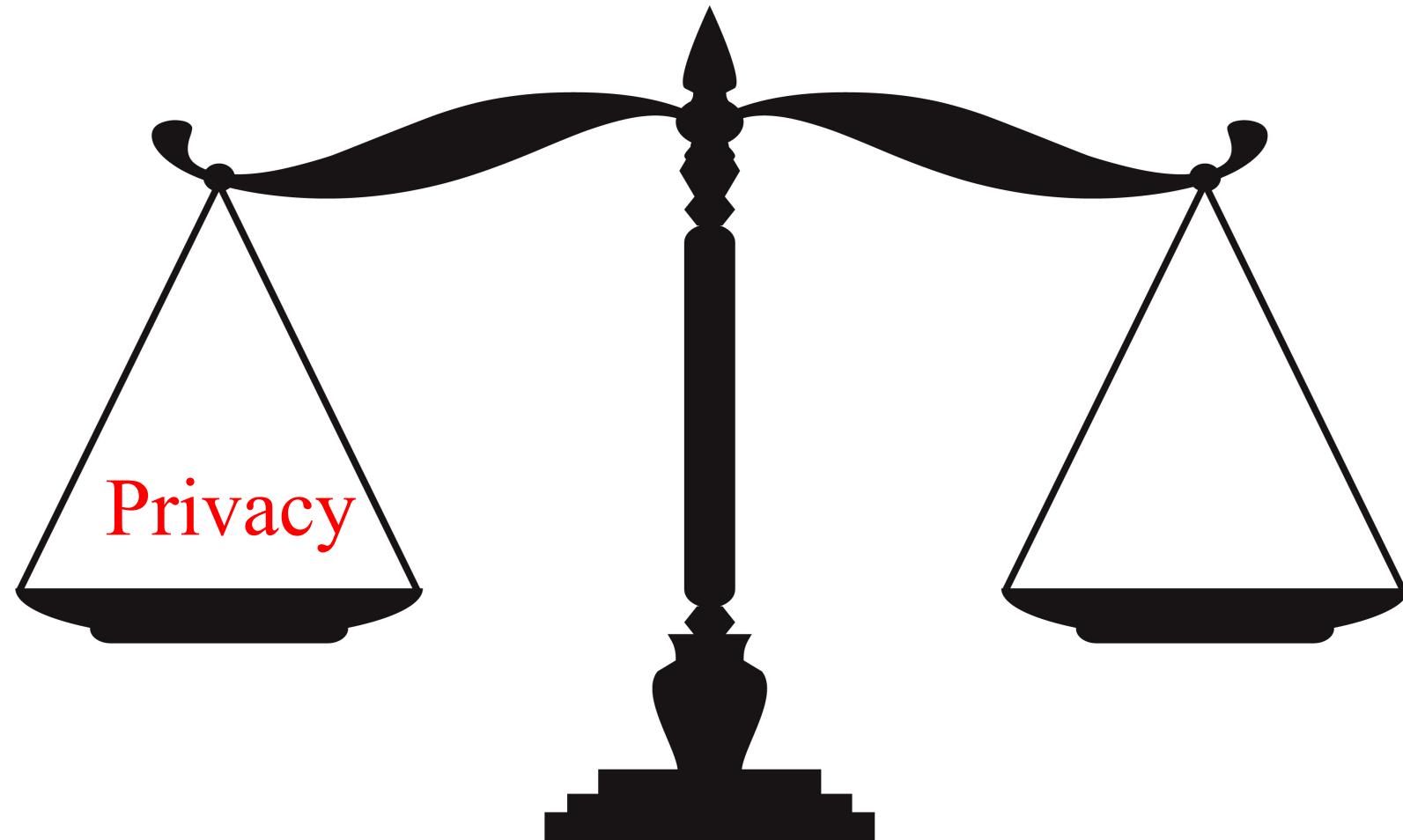
Value Tensions

Competing Interests or Obligations



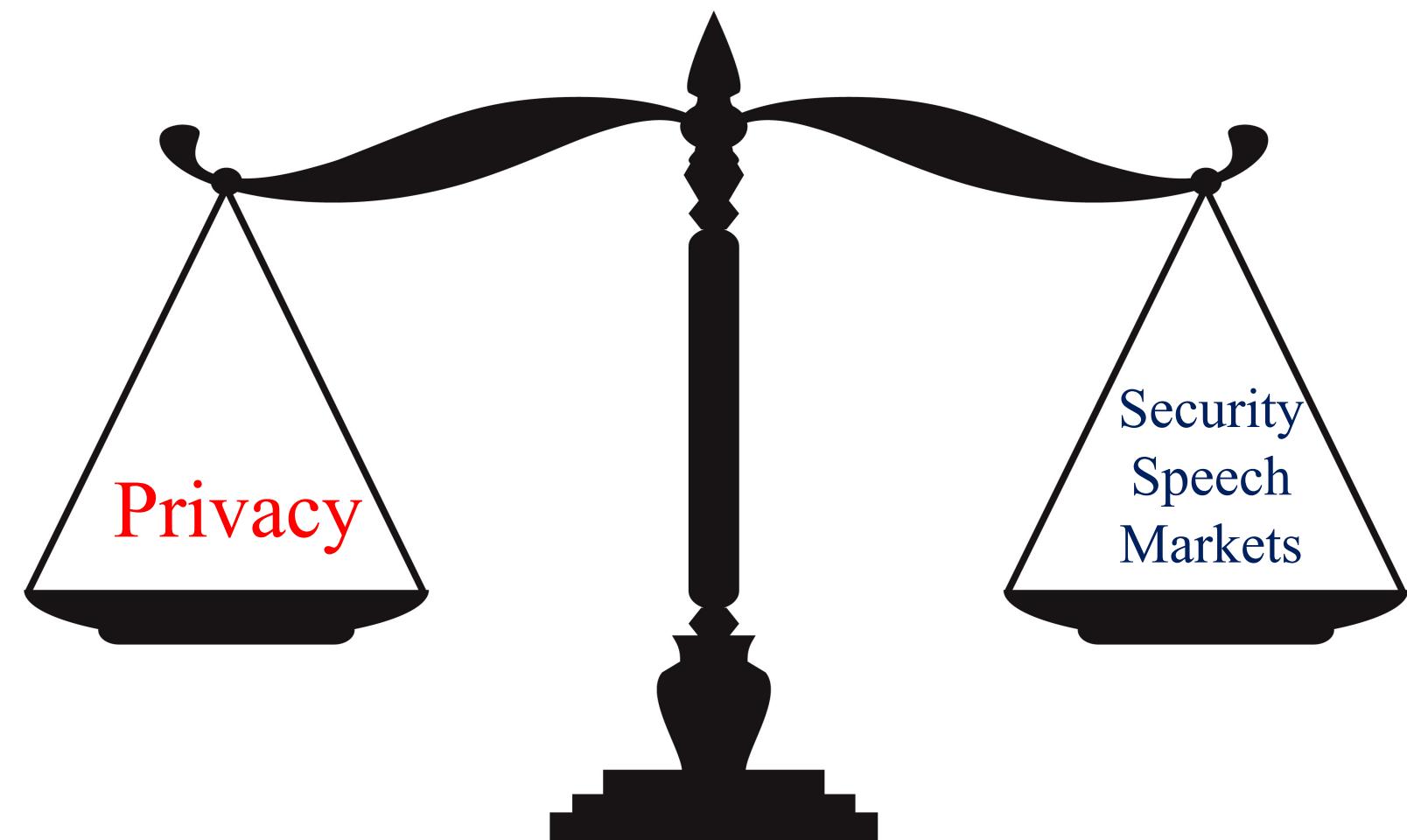
Value Tensions

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Value Tensions

Competing Interests or Obligations



W Informational (aka online) privacy is important to me.

Yes

No

I dunno

W I wish I *could* have more information privacy.

Yes

No

I dunno

W Privacy is important to the well-being of others, whether or not it matters much to me.

Yes

No

W Who might have good reasons to care about privacy?

W Who might have *bad* reasons to care about privacy?

Privacy: Moral and Legal Analysis

- Privacy as a moral question
 - Do people have a *fundamental* right to privacy?
 - Also, what is it good for, or not good for?
 - Do people have *moral obligations* about other's privacy?
- Privacy in the law
 - What privacy laws are there?
 - What does the US Constitution say about privacy?
 - What has the Supreme Court said about privacy?

Definitions of Privacy

- DeCew: “Whatever is not the legitimate concern of others
- Gavison: **Access**: *Secrecy* (no one knows), *Anonymity* (no one pays attention), and *Solitude* (no one can get in)
- Inness: **Intimacy**: control over information about the person, access to the person, and her decisions
- Moore: **Control**: ”a right to control access to, and uses of, places, bodies and, and personal information.”

I do not expect you to memorize these definitions or the philosopher's names

Defining Privacy

- Privacy related to notion of *access* to the person or *control* over information flows
 - Physical proximity/intrusion
 - Knowledge about a person
- Privacy is a “zone of inaccessibility”
- Privacy violations are an affront to human dignity
- ---
- Too much individual privacy can harm society
- Where to draw the line?

Harms of Privacy

- Cover for illegal or immoral activities
- Family isolation (home as castle or desert island?)
- Hidden dysfunctional families
- People on the fringes forgotten and ignored
- Economic harms from “concealment”

Benefits of Privacy

- Individual growth (space for reflection)
- Individual responsibility – signals societal trust to be let alone
- Freedom to be yourself – we change when watched
- Intellectual and spiritual growth
- Development of loving, trusting, caring, **intimate** relationships

Why has privacy become an issue?

New Technology, New Risks:

- Government and private databases
 - Privacy became a much bigger issue with the adoption of computerization ~1960s
- Sophisticated tools for surveillance and data analysis
 - New challenges to privacy – we are observed in more places. We share more. Inferences and predictions are made about us.
 - **Risk of manipulation, unaccountable decision making**
- Vulnerability of data
 - Data about us is increasingly important to our lives.

Privacy risks

- What are some technologies and technological practices that challenge personal and information privacy?

New Technology, New Risks

Smartphones

- Greatest surveillance device ever invented!
- Location apps (which is most apps)
- Phone operating systems (especially Samsung/Android)
- Data ~~sometimes~~ often stored and/or sent to third parties without user's knowledge

Mobile ad technique allows stalkers to follow you around a city for less than \$1000



The online advertising ecosystem is built upon the ability of advertising networks to know properties about users (e.g., their interests or physical locations) In this work, we explore the following question: can third-parties use the purchasing of ads to extract private information about individuals? We find that the answer is yes. For example, in a case study with an archetypal advertising network, **we find that — for \$1000 USD — we can track the location of individuals who are using apps served by that advertising network, as well as infer whether they are using potentially sensitive applications** (e.g., certain religious or sexuality-related apps)

New Technology, New Risks

- Anything we do ~~in cyberspace~~ is recorded.
 - Huge data stores, endless mining opportunities
- People are not aware of collection of data.
 - Wide range of beliefs about its extent
- Software is complex.
 - Example: website operators know little about the ad networks operating on their sites.

New Technology, New Risks:

- Information on the Internet seems to last forever.
- Data collected for one purpose gets used for other purposes
- Government can request sensitive personal data held by businesses or organizations.
- **We cannot directly protect information about ourselves.** We depend upon businesses and organizations (and governments) to protect it.

Natural Rights

Is There a Natural Right to Privacy?

- Privacy rights stem from property rights: “a man’s home is his castle”
- Coercive Acts before American Revolution led to 3rd Amendment to U.S. Constitution
- Samuel Warren and Louis Brandeis: People have “the right to be let alone”
- Judith Jarvis Thomson: “Privacy rights” overlap other rights
- Conclusion: Privacy is not a natural right, but it is a *prudential* right

New Technology, New Risks:

- A collection of small items can provide a detailed picture.
 - “Data doubles” -*Solove*
- Anonymization is a myth
 - Re-identification has become much easier due to the quantity of information and power of data search and analysis tools.
- If information is on a public Web site, it is available to everyone.

Privacy and Trust

- Modern life offers *obscurity*
 - Most people don't live with extended families
 - Automobile allows us to travel alone
 - Television v. public entertainment
- Challenge: trusting people we do not know
- Remedy: establishing reputations
 - Ordeal, such as lie detector test or drug test
 - Credential, such as driver's license, key, ID card, college degree
- Establishing reputation is done at the cost of reducing privacy
- But it's also a big business, and it poses risks...

Risk



Image Credit: Dreamstime

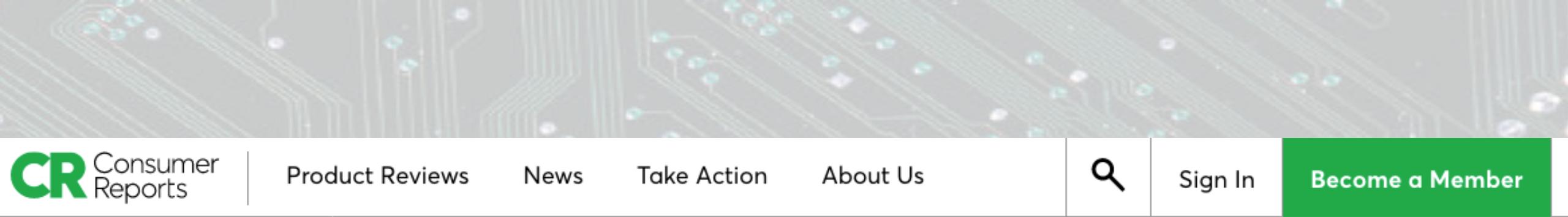
Consent

- Common argument: “But you *consented* to give up that information.”
 - Social media – lots of voluntary sharing (a cultural change in attitudes has happened)
 - Every app or service – you click “Agree” to use them
 - Is that *meaningful* consent? Do you really know what you have consented to?
 - Do you really have a choice whether to use _____ social or other service?
 - Do you really have a choice not to carry a cell phone?

Consent



Image Credit: Dreamstime



Electronics / Phones & Mobile Devices / Cell Phones & Services / How Facebook Tracks You, Even When You're Not On Facebook

How Facebook Tracks You, Even When You're Not on Facebook

Facebook and others use the data to target consumers. Here's what you need to know—and what you can do about it.

By Allen St. John
April 11, 2018

I have nothing to hide

- **Are you sure?**
- **Knowing you're being watched changes what you do.**
 - Conformity to other's standards (real and imagined)
- **Your data is worth money**
 - The economics of free services do not favor *you*
- **The future is uncertain**
 - Many countries that seem “free” are flirting with authoritarianism
 - Nazis used the meticulous records of the Dutch to find and murder Dutch Jews