

Topic 13: Regulations and Online Privacy

MKT 485

Online Privacy

“Online privacy, also known as internet privacy or digital privacy, refers to how much of your personal, financial and browsing information remains private when you’re online. This has become a growing worry, with browsing history and personal data all potentially at risk when online.

What is information privacy?

This is sometimes referred to as data privacy or online privacy.

Information privacy is an element of online security that looks at the following issues:

- data acquired
- how data is collected or stored
- whether or not data is shared with a third party
- regulatory restrictions, such as GDPR”

(Sushko 2020)

The biggest internet privacy issues

“Search engines user tracking

- search history
- cookies
- IP addresses
- click-through history

Social media data harvesting

Cookies/online tracking

- logins
- identification
- preference settings
- ad settings
- language settings

Mobile apps and privacy

Identity theft

- Phishing
- Malware”

(Sushko 2020)

Online Privacy



Online Privacy



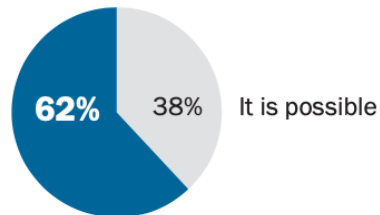
Online Privacy

Roughly six-in-ten Americans believe it is not possible to go through daily life without having their data collected

% of U.S. adults who say ...

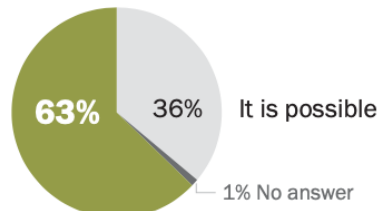
COMPANIES

It is not possible to go through daily life without companies collecting data about them



THE GOVERNMENT

It is not possible to go through daily life without the government collecting data about them



Note: Respondents were randomly assigned to answer a question about whether they think it is possible to go about daily life without having personal information collected from them by “companies” or “the government.”

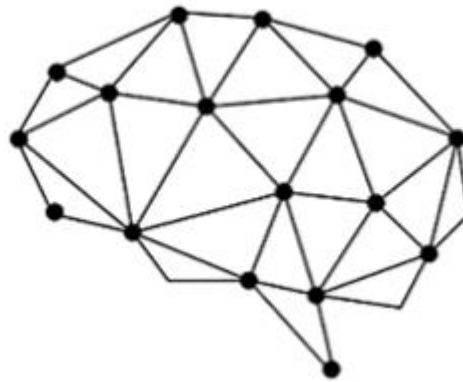
Source: Survey conducted June 3-17, 2019.

“Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information”

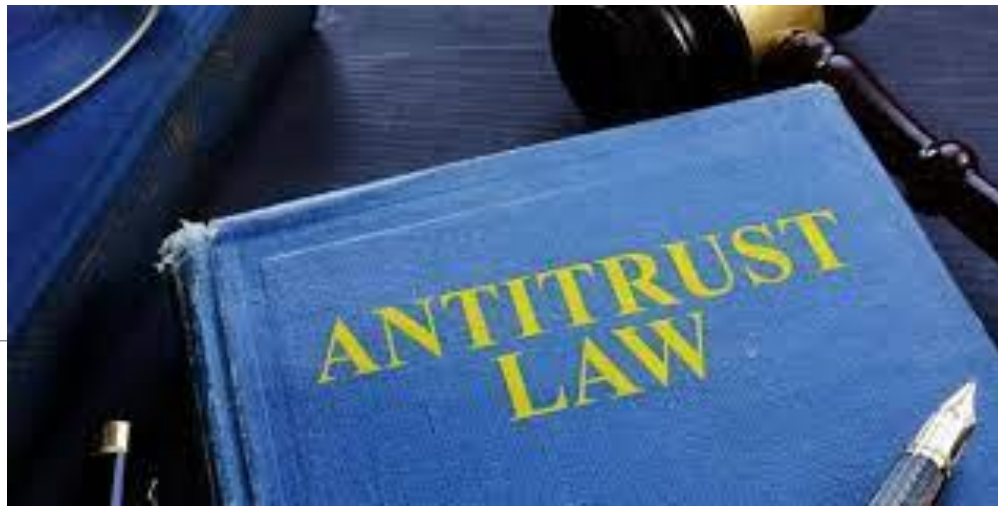
Data Privacy and Consent



Cambridge Analytica Scandal



Cambridge
Analytica



General Data Protection Regulation (GDPR)

“In the EU, concerns like these were addressed with GDPR (General Data Protection Regulation). This set of laws, passed in 2016 and implemented in 2018, was intended to protect the privacy and data of every EU citizen.

There are 99 articles in GDPR. These include:

- the right to know what data a company holds about you
- an opportunity to refuse a company access to browsing history and cookies when you visit their site
- clear responsibility for companies to gain consent for customer information
- stricter regulations regarding contacting customers and sharing contact details with third parties”

(Sushko 2020)

Facebook Vs. Australia (Case Study)



Thanks!