**SECTION: BSIT-4C**

**Privacy Contents:**

1. Personal Information
2. Data Protection Principles
3. Knowledge and consent in the Internet
4. Big brother concept
5. Privacy enhancing and invasive tools/methods

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**What is privacy?**

* The state of being free from public attention.
* Privacy in ethics: shielding one's personal life from unwanted scrutiny (searching something)
* Privacy in computer: the aspect of information technology (IT) that deals with the ability an organization or individual must determine what data in a computer system can be shared with third parties
* Privacy in law: a fundamental right, essential to autonomy and the protection of human dignity, serving as the foundation upon which many other human rights are built.

**Privacy Obstruction**

* Reputational damage
* Embarrassment or humiliation
* Emotional distress
* Identity theft or fraud
* Financial loss
* Physical harm
* Intimidation
* Disruption of government services
* Discrimination
* Feeling of disempowerment

**Importance of Privacy**

* Encourage others to protect personal information.
* HUMAN RIGHT TO PRIVACY.
* Individuals Ability to determine when, what and how their personal information is handled by others.
* Key to determine human dignity, safety of oneself and allows individual to develop their own personality.

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1. **Big Brother Concept**

* This refers to the surveillance of the people using listening devices and cameras. The technology that we have today. Tech giants like Google and Facebook are the example of Big Brother Concept. Also, Internet Service providers and the government are the examples of Big Brother Concept. Smartphones and other IOT (Internet of Things) are involved to this concept. ***Google map and Google earth has various images of places on earth, you can search your home address and other places on earth.***
* Always checking what they do (People).
* Complete control over people.
* Fictional Character.
* Government’s surveillance to the people by using listening devices and cameras.
* Totalitarianism: Total control over the lives of citizen.

**Big Brother Concept Examples**

* Video SURVEILLANCE
* Drones
* Automated license plate readers
* Facial Recognition Software
* CCTV Cameras all around the state or city.
* Text Messages
* Social Media Account
* Internet Data
* Google map and google earth has satellite images of places on earth, you can search the address of your home or any places on earth.
* Social media sites collect data/information on how we browse or what is our interest, also tracking our purchasing habits to display ads that pops to your newsfeed related to that site.
* Internet Providers, Telco providers allow authorities to monitor and track criminals and even ordinary citizens.
* User data and other information that leak has been open publicly and used by another people.

**Scenario 1**

An online shopping platform has offered you a loyalty reward that will give you vouchers and discounts every payday sale or anniversary sale. In exchange to that, the platform will track your shopping habits, recommends you some of the products that you like and sell this data to social media sites to display a pop-up advertisement or displaying it to your wall.

**Scenario 2**

An anti-virus software company offers you to install browser anti blocking protection and you instantly install it. After you read the terms and privacy policy you realize that they will collect your browsing habit and use it for diagnostic and some purposes.

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Linked References:

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