Announcements

Project 3a paper due now
A review session is being scheduled for
Saturday March 15, probably at 1:30

Privacy

No matter how exemplary your life is, there are things you want to keep to yourself.

Dating For Total Dummies

When you buy a book, the transaction creates information … who owns it? Is the information yours or the business’s?

What Is Privacy?

Justices Brandeis & Warren wrote ...
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Portable cameras and faster film … 1890
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Modern devices mean we need a new definition of privacy.

A Definition

What does “privacy” mean in the modern world?

Privacy, the right of people to choose freely under what circumstances and to what extent they will reveal themselves, their attitude, and their behavior to others.

- Privacy is a right
- You control when & how much is revealed

Fair Information Practices

To “protect privacy” in IT, HEW created “fair Info practices”: OECD expanded

- OECD principles are the “gold standard”
- Defined in 1980

<table>
<thead>
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<th>Limited Collection Principle</th>
<th>Security Principle</th>
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<td>Openness Principle</td>
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<td>Purpose Principle</td>
<td>Participation Principle</td>
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<td>Use Limitation Principle</td>
<td>Accountability Principle</td>
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- Business & Government are separate cases

Europe vs America

EU, much of non-EU Europe, NZ, Hong Kong, Australia, Canada use OECD

- US privacy law for government is (has been) strong
- US privacy law for business is “sectoral”, meaning it is limited to sectors and specific business practices
  - Very few industries/practices covered
  - Almost anything goes, e.g. identity theft
- US has no fed law protecting med info

Think About It

EU law says, “Info on EU citizens must comply with OECD on leaving EU”

- US privacy is so bad, EU information cannot come here
- US-EU negotiations

Think About It

EU law says, “Info on EU citizens must comply with OECD on leaving EU”

- US privacy is so bad, EU information cannot come here
- US-EU negotiations stalled over
  - Opt-in/ Opt-out
  - Enforcement

Person decides to “allow” or must “prohibit” use

Who checks compliance and imposes penalties?

[Think about SPAM]
Digital Privacy

How private is your information online?
- Reputable online business post Privacy Stmt
- The statement should understandabkle to
- But, there is little policing & few penalties

Real Networks in 1999 secretly gathered data on
people’s personal music tastes, encrypted the info so
no one would know, didn’t mention it in their privacy
statement, and used TRUSTe auditor – the day after
getting caught, they improved their policy statement
- should we ever trust them???

Cookies

Cookie: a record stored by a Web
server on a client (your computer)
- The cookie is usually a unique ID that allows
the server to remember who you are
- Well known CS idea that improves Web use

Cookies: Good

Cookies are used by many sites and
they make Web usage much better
- Many sites, e.g. Oxford English Dictionary
use cookies
- Banking and credit card applications
cannot be secure enough without cookies
- If there privacy laws met OECD standards,
cookies would be all good and no one but
computer scientists would know about them

Cookies: Bad

Cookies can be stored in your computer
by sites you have not visited: 3rd party
- 3rd Party Cookies come from a site in business
with the site you visit, e.g. for ads
- 3rd party cookies allow info to be correlated

Correlating Cookies

The 3rd party cookie becomes the key
(literally, in DB sense) to join (in DB
sense) the info held by separate co.s

Managing Cookies

You control whether your computer
accepts cookies – look in browser
- If you don’t care about privacy, accept all
cookies
- If you greatly value your privacy, accept
no cookies
- If you want some privacy AND benefit from
the useful stuff on the Web, accept cookies
but reject 3rd party cookies

Managing Companies tell you their cookie policy