

Feedback: Making Privacy Visible

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Cult of Mac

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This Creepy App Isn't Just Stalking Women Without Their Knowledge, It's A Wake-Up Call About Facebook Privacy [Update]

John Browne 13:29 pm PDT, Mar 30



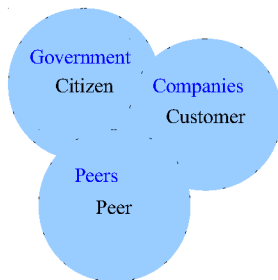
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Image: CultofMac

Privacy *from*, privacy *to*

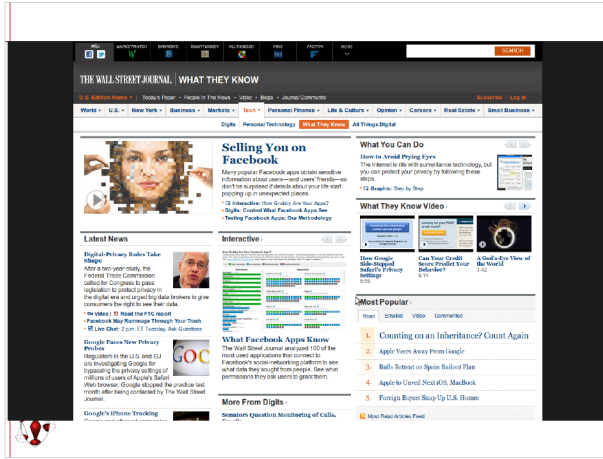
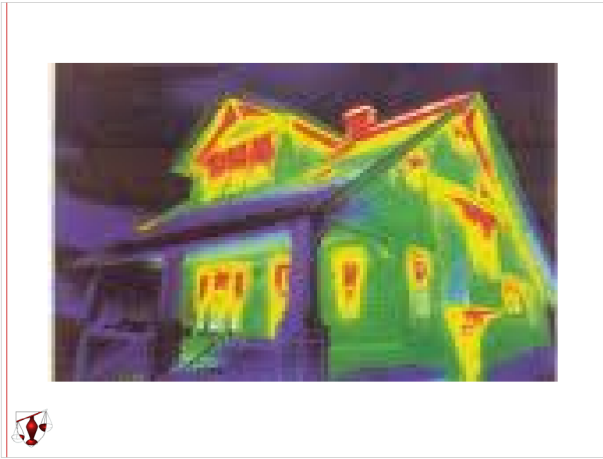


Law protects the "reasonable expectation of privacy"

[T]here is a twofold requirement, first that a person have exhibited an actual (subjective) expectation of privacy and,

second, that the expectation be one that society is prepared to recognize as "reasonable."

Katz v. U.S., Harlan, J. concurring (1967)




 A research project of the **Electronic Frontier Foundation**

PanoptiClick

How Unique — and Trackable — Is Your Browser?

Is your browser configuration rare or unique? If so, web sites may be able to track you, even if you limit or disable cookies.

PanoptiClick tests your browser to see how unique it is based on the information it will share with sites it visits. Click below and you will be given a uniqueness score, telling you how easily identifiable you might be as you get the web.

Only **anonymous** data will be collected by this site.

TEST ME

A paper reporting the statistical results of the experiment is now available: [How Unique is Your Browser?](#), Proceedings of the Privacy Enhancing Technologies Symposium (PETs 2010), Springer Lecture Notes in Computer Science.

[Learn about PanoptiClick and web tracking.](#) [The PanoptiClick Privacy Policy.](#) [Learn about the Electronic Frontier Foundation.](#)

"You have zero privacy anyway.
 Get over it."

--Scott McNealy, Sun Microsystems
 (1999)

BBC NEWS | Technology | Passwords revealed by sweet deal - Mozilla Firefox

http://www.bbc.com/2/technology/08032476.stm

More than 70% of people would reveal their computer password in exchange for a bar of chocolate, a survey has found.


It also showed that 34% of respondents volunteered their password when asked without even a bribe.

A second survey found that 70% of respondents unwittingly gave away information they used to steal their identity when questioned.

Security firms predict that the lax security practices will fuel a British boom in identity theft.

Security shock

The survey on passwords was carried out in Europe and showed that 70% of respondents in London from 27-29 April



WATCH AND LISTEN: The BBC's Quentin Sommerville: "Strangers asking for your mother's maiden name or date of birth should ring alarm bells"

RELATED INTERNET LINKS:



Technological change

- Greater storage (longevity)
- + Faster processing
- + Closer networking
- = Greater Aggregability
 - profiling
 - decontextualization
 - the end of "practical obscurity"
 - attractive targets



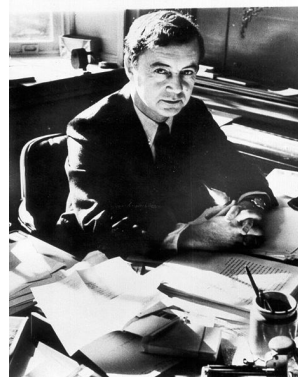
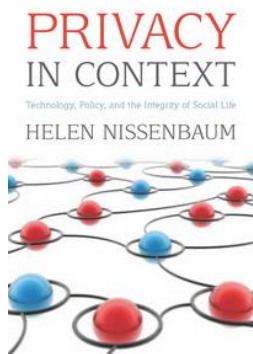
What *is* privacy?

- Right to be let alone?
- Control of information?
- Secrecy?
- Autonomy?
- Anonymity?
- Protection against misunderstanding?
- Misrepresentation?



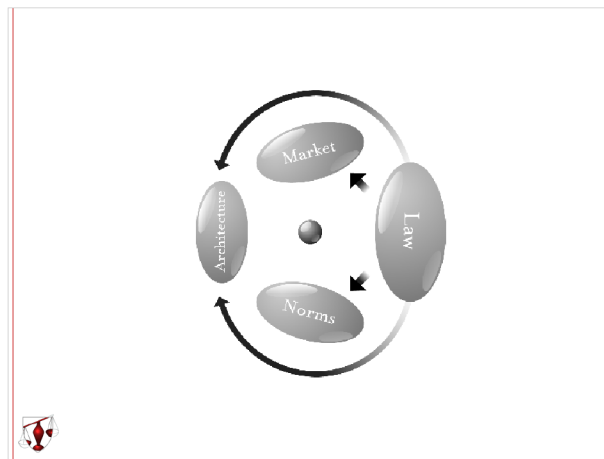
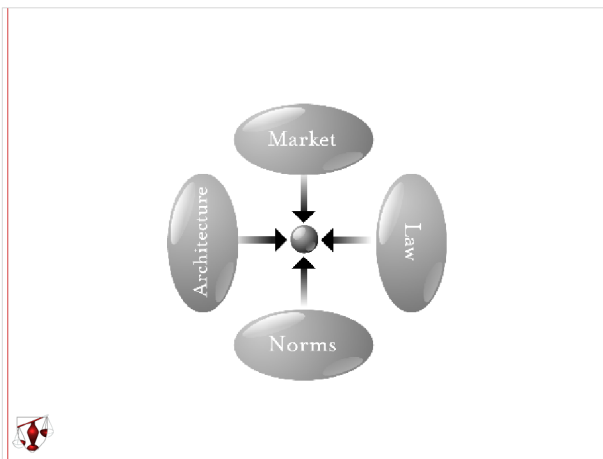
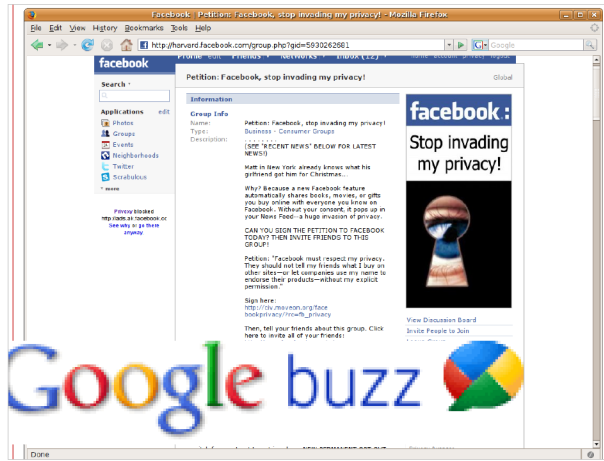
Fair Information Practices / Consumer Privacy Bill of Rights

- Individual Control
- Transparency
- Respect for Context
- Security
- Access and Accuracy
- Focused Collection
- Accountability

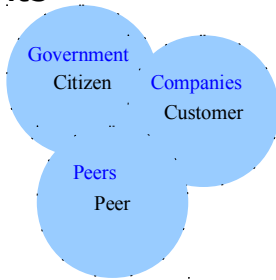


Erving Goffman, *Presentation of Self in Everyday Life*





Overlapping spheres and contexts



Fourth Amendment, U.S. Constitution

The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause....

1920s



Everyday Magic

Aladdin's lamp transported its owner from place to place in the twinkling of an eye. That was thousands of years ago—and the lamp was only a toy. But so wonderful that the story has endured to this day.

The Bell telephone is for more wonder—*and it is a reality.*

It is the dream of the ages, come true. In the office, in the home, in industry, as convenience in appearance as Aladdin's lamp.

By it the human voice—the truest expression of personality, ability, and character.

The Bell Long Distance telephone puts a man in intimate touch with new resources, new possibilities. One Policy, One System, Universal Service—these make every Bell Telephone the Center of the System.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

1928: *Olmstead v. United States*

1960s



1967: *Katz v. United States*

2000s



2012: *Quon v. Ontario*

2012: *United States v. Jones*

2012



United States v. Jones

Photo: Jon Snyder/Wired.com



Judge Bork




Sept. 25-Oct. 1, 1987, Washington City Paper; Michael Dolan.



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psd on flickr



Moments of outrage reflect standing concerns

- Can feedback help?
- Make visible privacy choices and impacts even when its data-collectors don't
- Enable users to self-regulate privacy choice



Thanks!

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