Privacy

- Issues: Transparency
  - Companies not completely disclosing what they do with your data
    e.g. Facebook giving private data to 3rd parties
  - Why do they do this?
    - Money e.g. with user profiles you can do a better job of targeting your ads
  - Data use policies are very difficult to read and we simply click “ok” without thinking or reading them
  - It is hard to know how your data will be used in the future. Database joins can uniquely identify certain individuals if they are unique in their combinations of characteristics

- Ways that companies can misuse your personal data
  - Selling to 3rd parties
  - Identity theft
    - Bank fraud
    - Deep fakes
  - Insurance companies can charge you more without you knowing
  - Location data leaked
    - Swatting – getting physical location from cell phone and sending the SWAT team there
    - Totalitarian governments can use this data to imprison people
  - Blackmail

- Issues: Choice
  - Opt out vs Opt In
    - Default option: is it that you are in by default or out by default
  - Everyone doing it, so we think it is ok
    - Way too far gone – no point in deleting social media once you are already on it
  - You may not actually opt out of everything (only some things are visible)
  - Need to keep up with the updates – exhausting from a user perspective

- What can you do to resolve these privacy concerns?
o Come up with technical solutions
  ▪ Websites that summarize terms of service
  ▪ Extensions that block tracking on your browser
  ▪ Anonymous browsing

o Government laws e.g.
  ▪ Right to be forgotten
  ▪ GDPR – the right to an explanation

o Influence companies with your wallets or public opinion
  ▪ Data tax?
    • How to enforce?
    • Some data does need to be collected for the service to run
    • Tax the negative consequences, not the positive
  ▪ Allow companies to charge to guarantee privacy
    • Discriminates against lower income

o Alexa data collection. Is it ethical?
  ▪ No – invasion of privacy
  ▪ Ignore criminal / illegal activity if recorded