Privacy

• Issues: Transparency
  o Companies not completely disclosing how they are using your data
  o The data use policies are very hard to read
  o It’s hard to predict how the data will be used in the future – database joins can uniquely identify people if enough separate databases are joined together

• Ways to misuse personal data (big concerns)
  o Targeted misinformation campaigns
  o Identity theft
    ▪ Selling genetic data
  o Insurance companies can increase your rate without you knowing

• Issues: Choice
  o Opt out vs Opt In
    ▪ Once you opt in, you can’t necessarily opt in
  o Everyone is doing it, so we think it’s ok
    ▪ Way too far gone – no point in deleting social media once you are already on it

• What can you do about it?
  o Government is looking at this e.g. GDPR
    ▪ Can “lobby” government
  o Create fake data to disrupt data collection (thispersondoesnotexist.com)

• Is Alexa data collection ethical?
  o If they disclose it?
    ▪ Do they disclose that they listening without you knowing it?