

CS 100: Privacy

Chris Kauffman

Week 13-1

Logistics

HW 6 due tonight

- ▶ 2 Security Upgrades
- ▶ Term Paper Proposal
- ▶ Any Questions?

Mini-Exam 4

- ▶ Thursday after break

Reading

- ▶ Pattern: Ch 8 (Machines that Learn)
- ▶ Zyante: Ch 7 (Privacy)

Today

- ▶ Privacy online

Online Privacy in The Past



Peter Steiner, from page 61 of July 5, 1993 issue of The New Yorker,
(Vol.69 (LXIX) no. 20)

Reflect

Participation: What is private?

- ▶ List things which you consider private information
- ▶ Meta-data: "I have a credit card" vs "My CC number is. . ."
- ▶ Create **2 lists**
 - ▶ Digital private (stored on some computing device)
 - ▶ Non-digital private (pretty sure it's not stored)
- ▶ 5 min to think/write
- ▶ Share as group

Watch

Hot on Your Trail: Privacy, Your Data, and Who Has Access to It

As you watch, alter anything on your list that isn't as private as you thought

Online Privacy in The Present



It May Help

Find interesting people, learn things, get deals, ease your life

Information will be gathered on you continuously for the rest of your life. Examples

- ▶ Web Visits
- ▶ Purchases/Finances
- ▶ Personal Identifiers
- ▶ Physical Location

It will be mined for interesting patterns: **Beer and diapers**

It May Hurt

Loans denied, jobs lost, relationships ruined, court cases lost

The Target

"My daughter got this in the mail!" he said. "She's still in high school, and you're sending her coupons for baby clothes and cribs? Are you trying to encourage her to get pregnant?"

Sure enough, [the mailer] was addressed to the man's daughter and contained advertisements for maternity clothing, nursery furniture and pictures of smiling infants. The manager apologized and then called a few days later to apologize again.

On the phone, though, the father was somewhat abashed. "I had a talk with my daughter," he said. "It turns out there's been some activities in my house I haven't been completely aware of. She's due in August. I owe you an apology."

...

Mathematicians are suddenly sexy. . . "We'll be sending you coupons for things you want before you even know you want them."

[NYT: How Companies Learn Your Secrets](#), By Charles Duhigg,
February 16, 2012

Choice Examples from Zyante

- ▶ Burger King employee (GPS embedded in photo)
- ▶ Anonymous Hacker busted via racy photo (GPS again)
- ▶ Store clerk must pay \$404K over libelous postings (IP address)



A cutting question

If people value privacy so much why do they put so much personal information online?¹

http://www.youtube.com/watch?v=juQcZO_WnsI

Questions

- ▶ Should employers have access to your Facebook/Social Network profile?
- ▶ Would you *friend* a potential employer if asked to do so for an interview?
- ▶ Is everything that shows up on an internet search of your name public information about your qualities?
- ▶ The internet has a long memory: Do you have a [right to be forgotten?](#)
- ▶ True or False: "If you share something with anyone on the Web, it's liable to be shared with everyone on the Web"²

¹Michael Quinn, *Ethics for the Information Age*, pg 254

²<http://www.cnn.com/2013/04/24/tech/web/sorority-email-rant/>

Tougher Questions

- ▶ What information should the **government** have to do its job?
- ▶ What is the difference between Government and Target?

Example³

Police in Sanata Cruz, CA created a database of information about ... burglaries then used datamining to produce 15 hotspots. ... Officers make a point of passing through the hotspot areas when not handling other calls. ... Over 6 months burglaries declined 19 percent. ...

³Michael Quinn, *Ethics for the Information Age* section 6.8.4

When the Government Comes Knocking

CEO

If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place.

- ▶ Eric Schmidt, Google CEO, [CNBC Interview on disclosing info to the government, 2009](#)

Senator

Why are the telephone companies not protecting their customers? They have a social responsibility to people who do business with them to protect our privacy as long as there isn't some suspicion that we're terrorist or a criminal or something.

- ▶ Sen. Chuck Grassley of Iowa, [2006 senate debates](#)

Activist

Asking "Why should I worry if I have nothing to hide?" is the wrong formulation. The question should be "Since I have done nothing wrong, why should the government be investigating me?"

- ▶ Jerry Berman, Center for Democracy and Technology (Quinn, Ch 6 Interview).

Frontline (20 min)

Frontline Link

Context

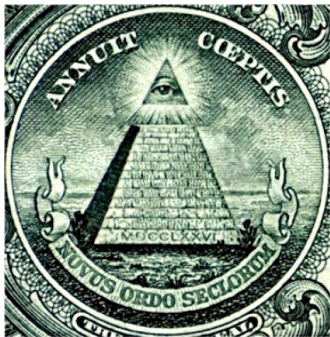
- ▶ 09/11/2001: Terrorists attack New York City/Washington DC
- ▶ ??/??/2002: Pres. Bush authorizes domestic wiretapping
- ▶ 12/25/2002: Suspected terrorist plot, New Years, Las Vegas
- ▶ ??/??/2003: NSA builds AT&T wiretapping room + others
 - ▶ Begin monitoring 10% of domestic internet traffic
- ▶ 12/16/2005: NYT reports on domestic wiretapping
- ▶ 01/31/2006: EFF Files suit to stop NSA/AT&T Collaboration
- ▶ 05/15/2007: **Frontline Episode**
- ▶ 01/??/2013: Snowden Contacts Guardian Reporters
- ▶ 05/XX/2013: Guardian Prints first NSA story based on leaks

All-Seeing Eyes

Documents leaked by Edward Snowden imply

- ▶ TIA went forward
- ▶ Wide-spread NSA surveillance
- ▶ Gov't has accessed large swaths of digital data

The Bad?



The Ugly?

