



Lecture 16

Privacy

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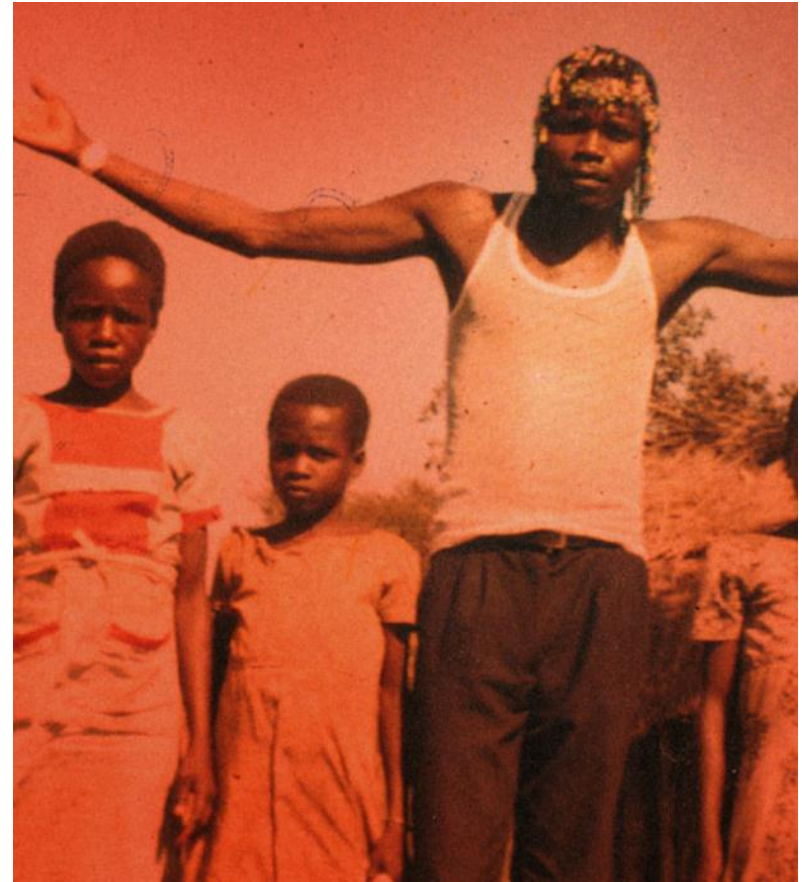
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Participation Quiz

The main thing the world needs to know about Joseph Kony is:

- A. That he's the world's worst war criminal
- B. Why we're all suddenly talking about him
- C. That he stopped posing a major threat in 2006, the same year he left Uganda
- D. I have no idea what you're talking about



Data Mining

- Data mining
 - Searching for patterns or relationships in one or more databases
 - This info typically provided by the customer for another purpose
- Many internet services are essentially provided as an opportunity to gather valuable data
 - Google
 - Facebook
 - Free online courses
- Also performed by the government
 - Efforts to detect terrorism via phone, bank, travel records
 - Tax audits
- *Questions:*
 - *Ownership: do you have any rights over information arising from transactions in which you participated?*
 - *Ethics: what data mining activities are unethical? Which are ethical?*
 - *Quality: will we end up in a “personalization bubble”?*

Identity Theft

- Identity theft: misuse of another person's identity to take actions permitted the owner
 - Credit card fraud #1 type of identity theft
 - About 10 million U.S. victims in 2008
 - Typical for a victim to spend 100s of hours cleaning up problem
- How does it happen?
 - 43% of cases involve stolen wallet, other physical document
 - 13% of cases are “friendly thefts” (friend/family member)
 - Dumpster diving, shoulder surfing, 19% skimmers
 - Phishing: gather personal information via fraudulent email
 - Pharming: fraudulent but authentic-looking Web site
 - Steal info in bulk from a large organization

Government-Issued ID

- Government-issued ID is needed for many activities
 - Getting into a bar
 - Flying on a plane
 - Renting a car
 - Opening a bank account
- Advantages:
 - reduce illegal activities
 - Hard for people to change identities
- Disadvantages:
 - Facilitates fraud (easier to assume my identity)
 - Facilitates data mining (provides a unique key)
- *Questions: Should everyone be required to have a government ID card? Should there be rules about what I'm allowed to do without showing government ID?*