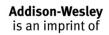
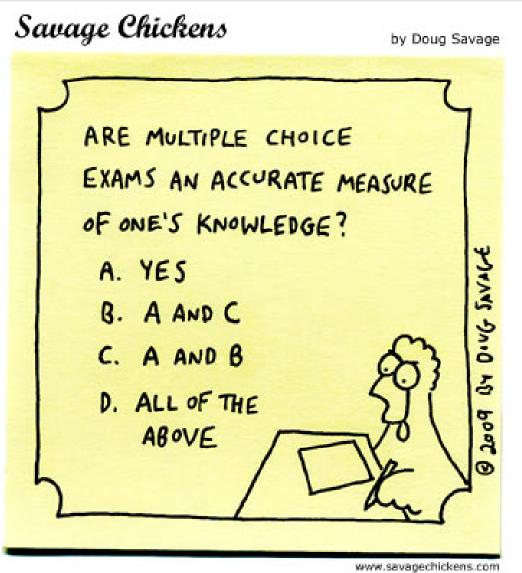


Lecture 5-2 Privacy





Participation Quiz



Privacy and Trust

- Modern life more private
- Challenge: living among strangers
- Remedy: establishing reputations
 - Ordeal, such as lie detector test or drug test
 - Credential, such as driver's license, key, ID card, college degree
- Establishing reputation is done at the cost of reducing privacy

Ways Information Becomes Public

- Rewards or loyalty programs
- Body scanners
- Digital video recorders
- Automobile "black boxes"
- Enhanced 911 service
- RFIDs
- Implanted chips
- Cookies
- Spyware

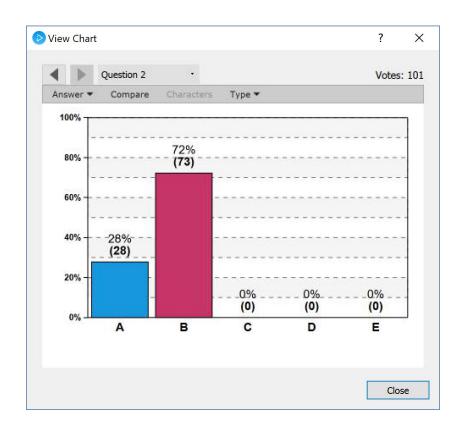
...can you think of others?





Information Privacy

"It should be illegal for shopping malls to install cameras for tracking customer behavior."



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?
 - Does it make a difference whether DM is opt-in or opt-out?
 - At what point does DM become "creepy"?
 - Should we worry about ending up in a "personalization bubble"?