



Lecture 5-2

Privacy

Addison-Wesley
is an imprint of

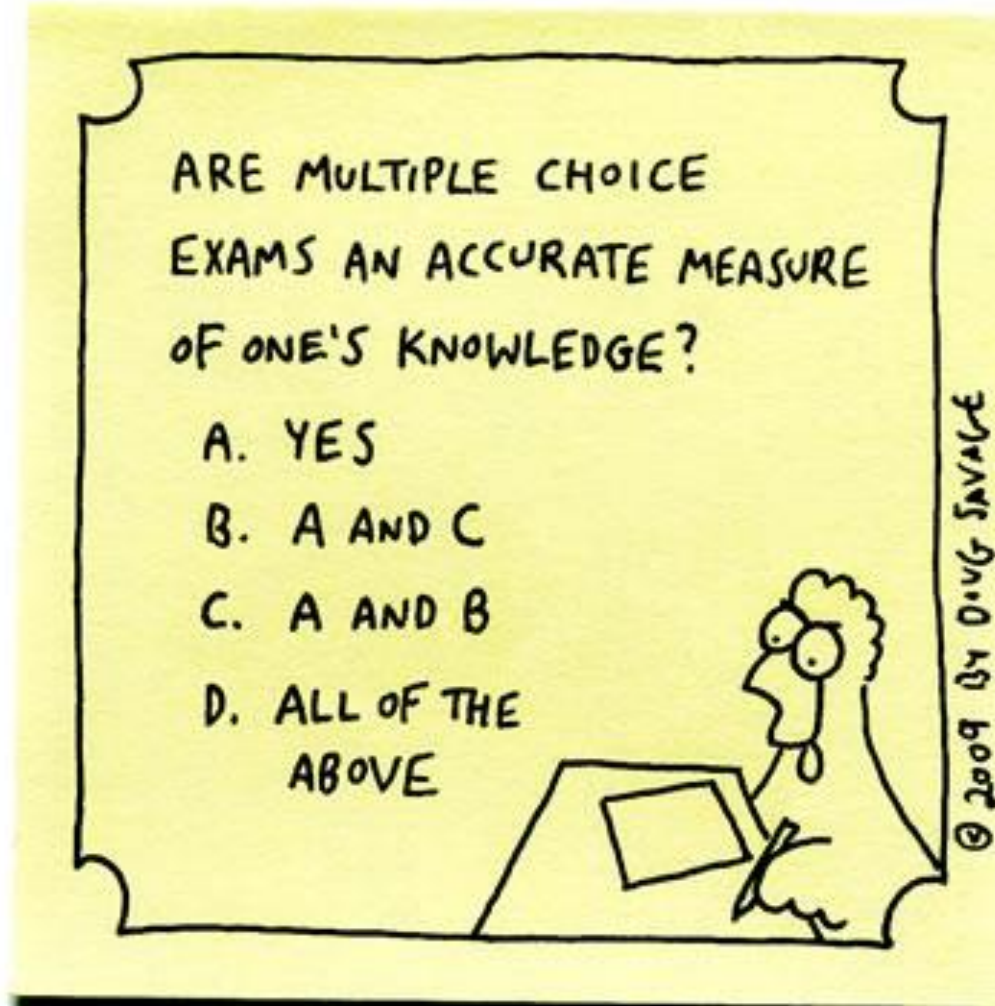
PEARSON

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Participation Quiz

Savage Chickens

by Doug Savage



www.savagechickens.com

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

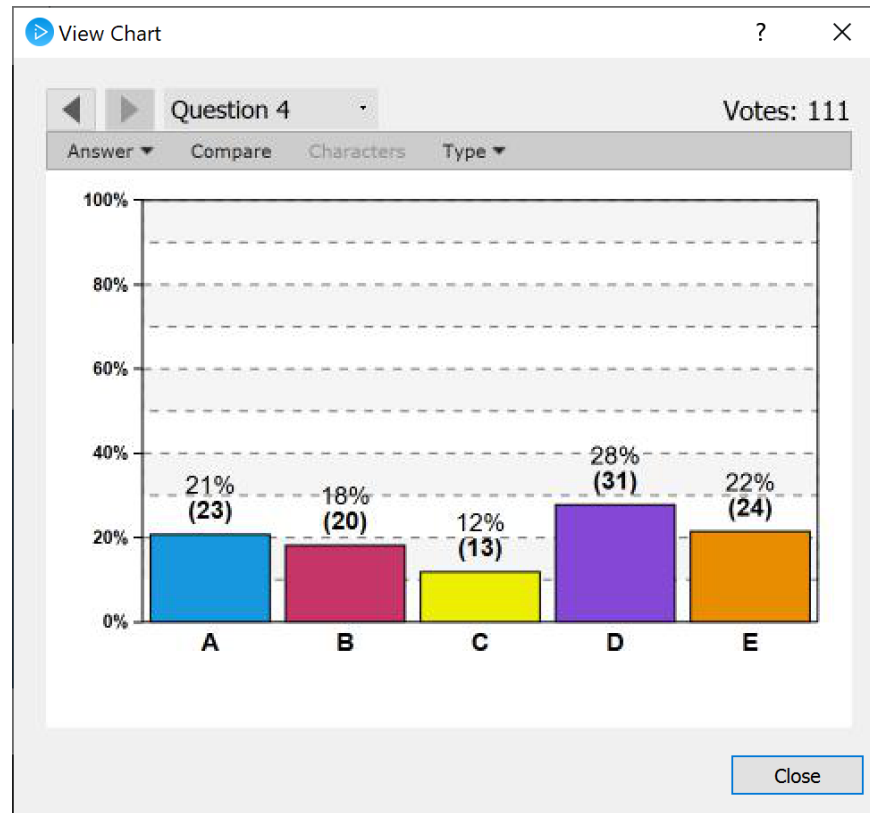
- Rewards or loyalty programs
- Body scanners
- Digital video recorders
- Automobile “black boxes”
- Enhanced 911 service
- RFIDs
- Implanted chips
- Cookies
- Spyware

...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”?*