



I agree to the
following terms
and conditions.



what do we mean by privacy?

In the context of libraries:

"The right to privacy is the right to open inquiry without having the subject of one's interest examined or scrutinized by others ("Privacy," 2014)."





why we click agree

74% of people surveyed didn't read the privacy policy

- Too long
- Confusing
- Too many to read all of them

(Obar and Oeldorf-Hirsch, 2016)





do we care about privacy?

- 93% of people think it is important to be in control of who can collect information about them
 - 90% of people think it is important to be in control of what information can be collected
- (Madden and Rainie, 2015)



an instrumental good

PERSONAL

“possessing privacy is necessary if we are to flourish in respect of health, knowledge, creativity, work, leisure, family, friendship, religion, peace of mind, and practical thinking” (Ramsay 294)

SOCIETAL

Privacy provides the necessary conditions for free speech, free thought, and free association, all of which are important to the functioning of a democratic society



privacy in libraries

- PATRIOT Act - Library records provision
- RFID
- FERPA and academic libraries
- Policies and advocacy

THE CONVERSATION SO FAR...

library bill of rights

- I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.
- II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.
- III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.
- IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.
- V. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.
- VI. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

IL Framework - Information has value

- understand how the commodification of their personal information and online interaction affects the information they receive and the information they produce and disseminate online
- make informed choices regarding their online actions in full awareness of issues related to privacy and the commodification of personal information



how to keep a secret from the internet

JANET VERTESI

Abstain from social media

Stay away from certain companies and websites

Use Tor browser

Shop with cash

Cooperation from friends and family

**OPTING OUT REQUIRES EFFORT AND
KNOWLEDGE**



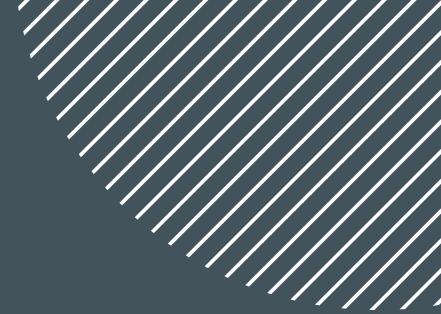
data can perpetuate injustices

Facebook can categorize people into increasingly specific categories

Allows advertisers to target certain groups and exclude others

- Housing - exclude race
- Jobs - exclude age
- Politics - target hate





seemingly trivial data can be used in significant ways

Targeted advertising has implications
for manipulating our society

FACEBOOK AND CAMBRIDGE ANALYTICA SCANDAL

protection in legislation

GDPR

- Applies outside of EU
- Stronger conditions of consent
- Increased transparency
- Penalties are steep

PRIVACY BY DESIGN

- Data protection is part of the design
- Only required to share data necessary for the service to work





tools

MANAGING

Limit tracking by choosing browsers and search engines that don't track, utilize programs that encrypt data, and set up network to limit tracking

UNDERSTANDING

Read privacy policies, look for options that let you control what you share, download your data if possible

list of tools

- Search engines - Duck Duck Go
- Browsers - Tor
- Browser extensions - Ghostery
- VPNs - Private Internet Access, Nord VPN
- Propublica Facebook tool
- Political ads tool
- Download data

QUESTIONS?

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