



**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

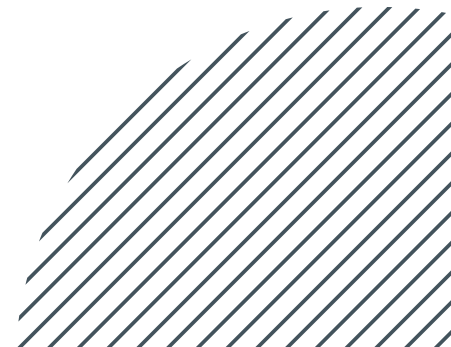
- I.** Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.
- II.** Libraries should 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?

SARAH SLAUGHTER

REFERENCE AND INSTRUCTION LIBRARIAN

UNIVERSITY OF DUBUQUE

SSLAUGHTER@DBQ.EDU



# references



- ACRL Board. (2016). Framework for information literacy for higher education. Retrieved from [http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/infolit/Framework\\_ILHE.pdf](http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/infolit/Framework_ILHE.pdf).
- American Library Association. (1996). Library bill of rights. Retrieved from <http://www.ala.org/advocacy/intfreedom/librarybill>.
- ALA Council. (2014). Privacy: An interpretation of the library bill of rights. Retrieved from <http://www.ala.org/advocacy/intfreedom/librarybill/interpretations/privacy>.
- Angwin, J., & Parris, T. (2016, October 28). Facebook lets advertisers exclude users by race. Propublica. Retrieved from <https://www.propublica.org/article/facebook-lets-advertisers-exclude-users-by-race>.
- Angwin, J., Tobin, A., & Scheiber, N. (2017, December 20). Dozens of companies are using Facebook to exclude older workers from job ads. Propublica. Retrieved from <https://www.propublica.org/article/facebook-ads-age-discrimination-targeting>.
- Angwin, J., Tobin, A., & Varner, M. (2017, November 21). Facebook (still) letting housing advertisers exclude users by race. Propublica. Retrieved from <https://www.propublica.org/article/facebook-advertising-discrimination-housing-race-sex-national-origin>.
- Angwin, J., Tobin, A., & Varner, M. (2017, September 14). Facebook enabled advertisers to reach 'Jew haters.' Propublica. Retrieved from <https://www.propublica.org/article/facebook-enabled-advertisers-to-reach-jew-haters>.
- Burgess, M. (2018, May 24). How Apple, Facebook and Google are changing to comply with GDPR. Wired. Retrieved from <http://www.wired.co.uk/article/gdpr-facebook-google-analytics-apple-amazon-twitter>.
- Collins, K., & Buchanan, L. (2018, April 11). How Facebook lets brands and politicians target you. New York Times. Retrieved from <https://www.nytimes.com/interactive/2018/04/11/technology/facebook-sells-ads-life-details.html>.
- Constine, J. (2014, April 28). Facebook is shutting down its API for giving your friends' data to apps. TechCrunch. Retrieved from <https://techcrunch.com/2015/04/28/facebook-api-shut-down/>.
- "GDPR key changes." EUGDPR.org. Retrieved from <https://www.eugdpr.org/the-regulation.html>.





# references



- Kahn, C., & Ingram, D. (2018, May 6). Three-quarters Facebook users as active or more since privacy scandal: Reuters/Ipsos poll. Reuters. Retrieved from <https://www.reuters.com/article/us-facebook-privacy-poll/three-quarters-facebook-users-as-active-or-more-since-privacy-scandal-reuters-ipsos-poll-idUSKBN117081>.
- Madden, M., & Rainie, L. (2015). Americans' attitudes about privacy, security and surveillance. Pew Research Center. Retrieved from <http://pewrsr.ch/1R3e0m6>.
- Nissenbaum, H. (2010). *Privacy in Context: Technology, Policy, and the Integrity of Social Life*. Stanford, CA: Stanford University Press.
- noyb.eu. (2018, May 25). GDPR: Noyb.eu filed four complaints over 'forced consent' against Google, Instagram, WhatsApp and Facebook. Retrieved from [https://noyb.eu/wp-content/uploads/2018/05/pa\\_forcedconsent\\_en.pdf](https://noyb.eu/wp-content/uploads/2018/05/pa_forcedconsent_en.pdf).
- Obar, J.A., & Oeldorf-Hirsch, A. (2016). The biggest lie on the internet: Ignoring the privacy policies and terms of service policies of social networking services. Retrieved from <https://doi.org/http://dx.doi.org/10.2139/ssrn.2757465>.
- Pedersen, D.M. (1997). Psychological functions of privacy. *Journal of Environmental Psychology*, 17, 147-56.
- Ramsay, H. (2010). Privacy, privacies and basic needs. *The Heythrop Journal*, 51, 288-97.
- Roose, K. (2018, March 19). How Facebook's data sharing went from feature to bug. *New York Times*. Retrieved from <https://www.nytimes.com/2018/03/19/technology/facebook-data-sharing.html>.
- Rosenberg, M., Confessore, N., & Cadwalladr, C. (2018, March 27). How Trump consultants exploited the Facebook data of millions. *New York Times*. Retrieved from <https://www.nytimes.com/2018/03/17/us/politics/cambridge-analytica-trump-campaign.html>.
- Sweeney, L. (2013). Discrimination in online ad delivery. *Communications of the ACM* 56, 2013(5), 44-54.
- U.S. Department of Education. (2018) Family educational rights and privacy act (FERPA). Retrieved from <https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>.
- Vertesi, J. (2014, May 1). My experiment opting out of big data made me look like a criminal. *Time*. Retrieved from <http://time.com/83200/privacy-internet-big-data-opt-out/>.