

MIS 111: Online Privacy

CLASS 16: JUNE 29, 2017

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ACKNOWLEDGMENT: VICTOR BENJAMIN

Before We Get Started...

- This lecture will be highly **intensive in discussion**.
 - Due to the nature of the online privacy topic
- If possible, please take a seat in the **first four rows** of the classroom.
 - Easier for us to hear each other
- I will take the attendance now.
 - I might be calling your names to ask for your opinion. Be prepared!
 - This lecture will be video-recorded for academic review purposes.

Agenda

- Administrivia
- News Reports
- Yesterday's Review Questions
- Today's Learning Objectives
- Review Questions

Administrivia

- Exam tomorrow, Friday, June 30.
- Work on Assignment 4.
- News Reports.
 - Two lectures left on next Monday and Wednesday.
- TCE.
 - Currently 45%

News Reports?



W I R E D

The New York Times



THE WALL STREET JOURNAL.

Yesterday's Review Questions

- What is the difference between partial E-Commerce and pure E-Commerce?
- What is Search Engine Optimization? List two methods of it.
- What is conversion rate? What is bounce rate?

Today's Learning Objectives

- Define what privacy is, and critically think about privacy as a right.
- Exemplify the situations that we are willing to share our private information.
- Recognize the techniques that can be used to protect ourselves on online privacy.

Privacy

- Privacy

- The right to be **left alone** and to be **free of** unreasonable personal intrusions.

- Information privacy

- The right to determine when, and to what extent, **information** about you can be **gathered** and/or **communicated** to others.

Think about Privacy as a Right

- According to US case law:
- The right of privacy is **not absolute**. Privacy must be **balanced** against the **needs of society**.
- The public's right to know **supersedes** the individual's right of privacy.

- What do you think?

Apple Refused to Help FBI

- <https://www.youtube.com/watch?v=KeXMXadUpGM>
- Apple vows to resist FBI demand to crack iPhone linked to San Bernardino terrorist attacks
 - Dec. 2, 2016 shooting rampage
 - 14 people killed, 22 injured.
 - FBI asked Apple to build a backdoor to the iPhone owned by a shooter
- What do you think?

Think from Another Perspective

- In what situation(s) might you **trade** your “right” to privacy in exchange for **something else**?
 - How much is your privacy worth?

- How much has technology affected your privacy?

Cookies

- Little **text files** stored on **your computer** that allow a website to recognize you.
- Do you think companies should be allowed to collect this kind of data?

A screenshot of a login form on a dark blue background. It features two input fields: 'Email or Phone' containing 'victor@gmail.com' and 'Password' with masked characters. A 'Log In' button is to the right. Below the email field is a checked checkbox labeled 'Keep me logged in', which is circled in red. A 'Can't log in?' link is located below the password field.

Email or Phone
victor@gmail.com

Password
●●●●●●●●

Keep me logged in

Log In

Can't log in?

When We Do It Willingly

- We sometimes share our private information on purpose.
 - Online Purchases
 - Name
 - Address
 - Credit card
 - Facebook
 - Name
 - Gender
 - Search Engine
 - Location



Reasons to Disclose

- Convenience
- Monetary incentive (discounts)
- Connection
- Irrationality



Fine, But...

- Girls Around Me
 - Uses Foursquare
 - Location-based mobile service
 - Scans for girls in the area who have recently checked-in
 - Choose and connect via Facebook
 - See full names, photos, etc.
- Whose fault?
 - App developer? Foursquare? Facebook? Apple? The girls?

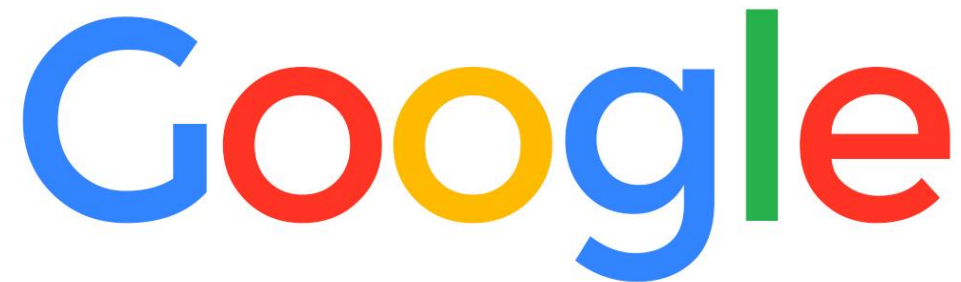
Girls Around Me: An App Takes Creepy to a New Level

By NICK BILTON MARCH 30, 2012 4:43 PM 17



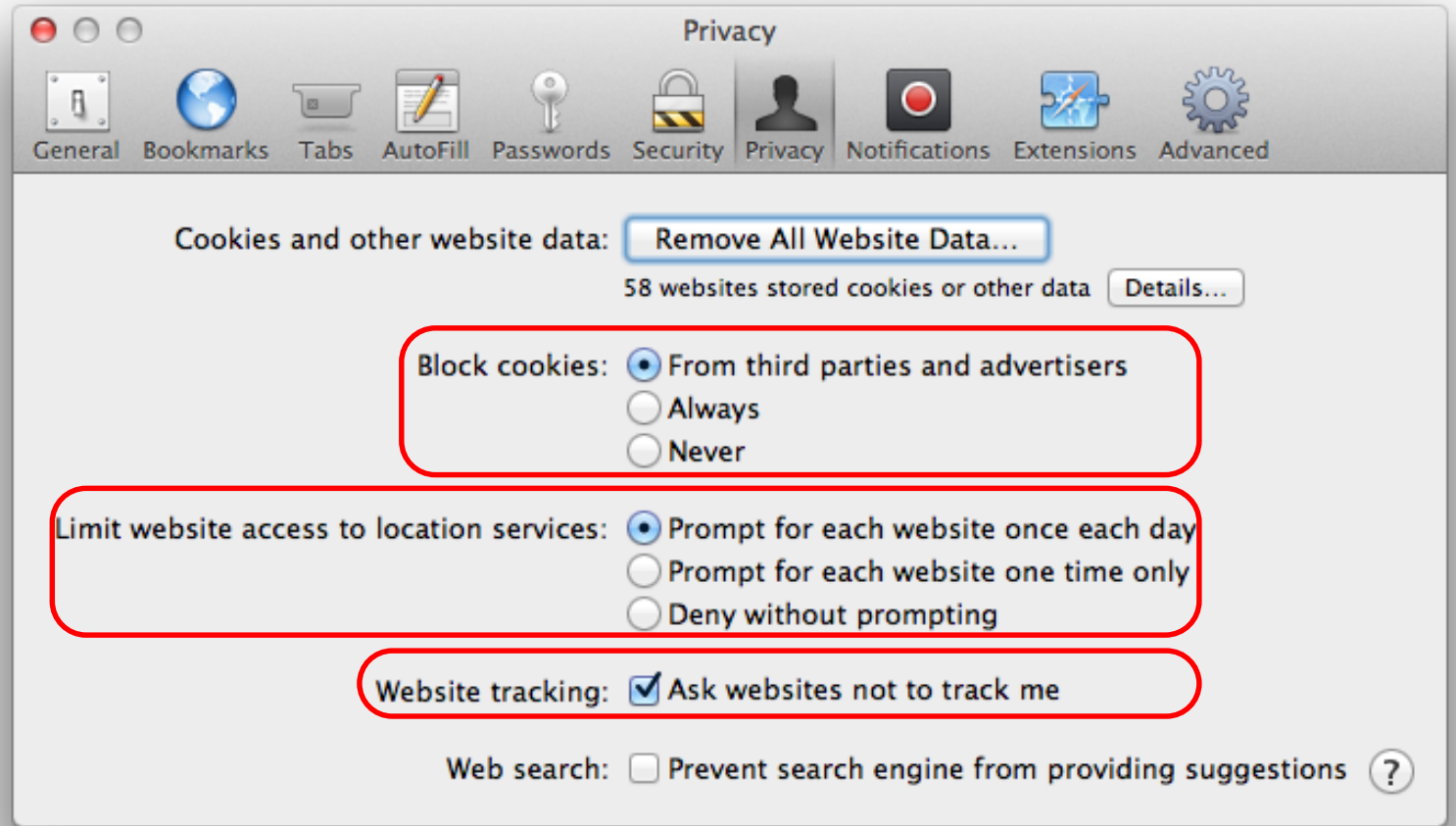
screenshot via Girls Around Me
Girls Around Me shows where women who have checked-in on Foursquare are on a map.

The Frightful Five



What Can We Do?

- A possible future...
- Opting Out



Protect Ourselves

- Turn on cookie notices in your Web browser
- Keep a “clean” email address
- Do not reveal personal details to strangers or just-met “friends”
- Beware sites that offer some reward in exchange for your personal information

- Remember that YOU decide what information about yourself to reveal, when, why, and to whom

Review Questions

- What are some of the potential reasons for you to disclose your personal information?
- What are some of the techniques you might use to protect yourself regarding online privacy?

For Tomorrow

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