

PRIVACY AND YOU

The facts and the myths

Bill Bowman and Katrina Prohaszka
Clarkston Independence District Library

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OVERVIEW

- What is privacy?
- Why should you care?
- Privacy laws, regulations, and protections
- Privacy and libraries
- How to protect your privacy → need-to-know settings

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WHAT IS PRIVACY?

“[Privacy is] the right to be let alone”

- Warren & Brandeis, 1890

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WHAT IS PRIVACY CONT'D

- Alan Westin (1967) on privacy:
 - “[privacy is] the right of individuals to control, edit, manage, and delete information about themselves, and to decide when, how, and to what extent information is communicated to others.”
- Privacy provides a space for discussion, growth, and learning
- Privacy is the ability to control your information and maintain boundaries

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DEMO → GHOSTORY

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WHAT PRIVACY IS NOT - COMMON MYTHS

Myth: Privacy and secrecy are the same

- **Privacy** is about being unobserved
- **Secrecy** is about intentionally hiding something

Myth: Privacy and security are the same

- **Privacy** is about safeguarding a user's identity
- **Security** is about protecting a user's information & data

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EVOLVING CONCERNS

- Persistence of cameras and microphones
 - Think *1984* by George Orwell - “big brother” is always watching, and “it’s okay”
- Social media culture
 - “Tagging” people without knowledge
 - Sharing photos without asking
- Data as currency
 - 23andMe, Ancestry.com, Google, etc.

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WHY SHOULD YOU CARE?

Why does privacy matter?

“Arguing that you don’t care about privacy because you have nothing to hide is no different than saying you don’t care about free speech because you have nothing to say.”

- Edward Snowden, 2015

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WHY DOES PRIVACY MATTER?

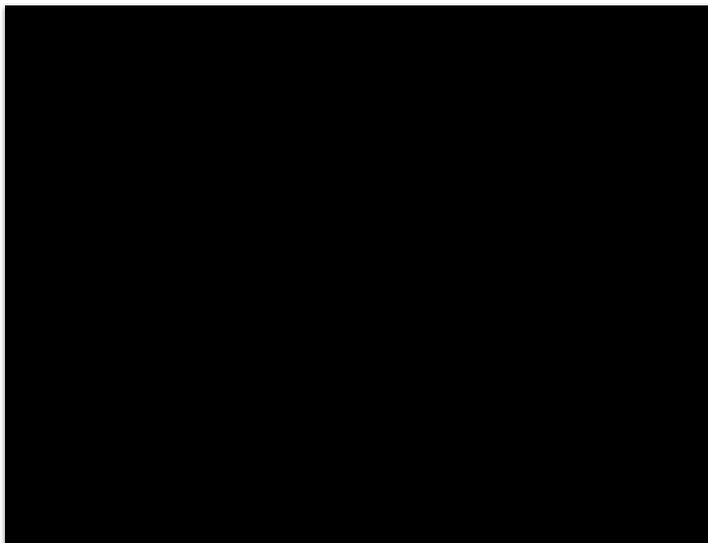
Privacy creates:

- Intimacy
- Identity
- Autonomy

Privacy gives you:

- Freedom of thought and speech
- Freedom of social/political activities
- Control over your life
- Respect for individuals
- Social boundaries
- Ability to change
- Personal preference

FACEBOOK'S DATA POLICY



WHEN PRIVACY IS VIOLATED

Major information breaches & privacy violations

- 2018 - Cambridge Analytica / Facebook Scandal
- 2017 - Equifax Credit Disaster
- 2015 - Ashley Madison Data Breach

PRIVACY LAWS,
REGULATIONS, AND
PROTECTIONS

EXISTING LAWS, REGULATIONS, AND PROTECTIONS

International Level

- GDPR

Federal Level

- HIPAA (health)
- FERPA (education)
- FTC's Privacy Shield
- COPPA
- Informant & Source Protection

Federal Cont'd

- Privacy Act of 1974
- Whistleblower Protection Act of 1989

State Level

- CCPA & CalOPPA(California)
- Senate Bill 220 (Nevada) (2019)
- Maine Privacy law

LIBRARIES & PRIVACY

MICHIGAN LIBRARY PRIVACY ACT OF 1982 - AN EXCERPT

THE LIBRARY PRIVACY ACT (EXCERPT) Act 455 of 1982

397.603 Library record not subject to disclosure requirements; release or disclosure of library record without consent prohibited; exception; procedure and form of written consent; hearing.

Sec. 3.

(1) Except as provided in subsection (2), a library record is not subject to the disclosure requirements of the freedom of information act, Act No. 442 of the Public Acts of 1976, being sections 15.231 to 15.246 of the Michigan Compiled Laws.

(2) Unless ordered by a court after giving the affected library notice of the request and an opportunity to be heard on the request, a library or an employee or agent of a library shall not release or disclose a library record or portion of a library record to a person without the written consent of the person liable for payment for or return of the materials identified in that library record.

(3) The procedure and form of giving written consent described in subsection (2) may be determined by the library.

(4) A library may appear and be represented by counsel at a hearing described in subsection (2).

LIBRARIES ARE DEFENDERS OF PRIVACY

- American Library Association's Code of Ethics:
 - "We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted."

- Libraries are a place of privacy & respect

*** See the handout for links and details on this section!***

TOOLS & RESOURCES

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WEB BROWSERS

Privacy-focused

- Firefox
- Brave browser (Chrome-based)
- Tor browser



Not-so-private

- Chrome (Google)
- Microsoft Edge (Chrome-based)



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SEARCH ENGINES

Privacy-focused

- DuckDuckGo
- Qwant
- Swisscows



Qwant

Not-so-private

- Google (algorithm-based)
 - Can use incognito mode to turn off tracking



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ANTIVIRUS / ANTIMALWARE

- Malwarebytes (free, \$\$)
- Symantec
- CCleaner (free)
- ESET
- Sophos
- Windows Defender



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PASSWORD MANAGERS ,2-FACTOR AUTH, & VPNs

Password Managers

- Lastpass (free, \$\$)
- KeePass/KeeWeb (free)
- Dashlane (free, \$\$)

Two-Factor Authentication

Virtual Private Networks (VPNs)

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GENERAL PROGRAM SETTINGS

*** See the handout for details on how to make these changes!***

Browsers

- Private browsing mode
- Set “Do Not Track” options
- Extensions for “ad-block”

Windows 10

- Location tracking
- Privacy settings
- Camera & Microphone settings

Smartphones & Tablets

- App permissions
 - Camera & microphone settings
 - Location tracking
 - Privacy settings

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GENERAL PROGRAM SETTINGS

Email

- Gmail/Yahoo

Social Media

- Private profiles
- Turn off tracking for advertising

Facebook

- Privacy, security, location settings
- Can use Facebook Messenger as standalone



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ADDITIONAL RESOURCES

- TED Talk: Glenn Greenwald: Why Privacy Matters - <https://www.youtube.com/watch?v=pcSlowAhvUK>
- Freedom of the Press Foundation
- Electronic Freedom Foundation (EFF)
- Cybersecurity & Infrastructure Security Agency (CISA)

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REFERENCES

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<https://teachprivacy.com/10-reasons-privacy-matters>

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https://en.wikipedia.org/wiki/Ashley_Madison_data_breach

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https://www.michigan.gov/libraryofmichigan/0,9327,7-381-88855_89735_89755-54466--,00.html#:~:text=Michigan's%20Library%20Privacy%20Act%20was,library%20materials%20by%20library%20employees.

QUESTIONS?