

Group 9 Scribing Notes: Privacy and Surveillance

- Look at terms of service of some online services that we all scroll past to find ‘Accept’ button at the bottom
- Team 15 which looks at Terms of Service
 - Privacy and Surveillance
 - User license agreements
 - End User License Agreement: legal contract; essentially means user agrees to everything and wishes to use the software - “I agree to this because I want to use your product”
 - EULAs generally collect user info, agree to not infringe copyrights, +13 years of age and not responsible for damages caused (if there’s a virus/issue, not your fault)
 - Regardless of anything is broken, they will pay \$100. Snapchat only pays \$1. You agree to future changes that can be made without notice
 - Keeping account private and not using accounts for spam
 - ULA
 - South Park video:
 - Criticized users’ lack of concern over actually reading these agreements (Apple iTunes’ Terms and Conditions)
 - “How do you know if you agree to something if you don’t read it?”
 - Threat that company can put anything in the Terms and Condition because users never read it. They just agree.
 - Simply by using Google, they’ll collect your data to tailor your experience
 - Opt-out video - satire
 - Difficult to escape from companies collecting data about you
 - Facebook: Statement of Rights and Responsibilities
 - 3rd parties are given all access by service providers
 - Some information remains regardless of whether account is active/deactivated; logged for up to 90 days
 - Data collection: Timelines, likes, shares, etc.
 - Self-censorship: preventing oneself from speaking but FB can track info that users don’t give out
 - Ello
 - Launched March of this year
 - Privacy policy: Anti-Facebook platform. FB tries to share info to advertisers to tailor ads to your profile
 - Ello wants to claim that user is not a product and they will never share or sell info
 - Ad-free experience that people want
 - PBC (Public Benefit Corporation): benefit society as a whole

- Charter forbids them from using ads or selling user's info and if another company buys Ello, they have to comply to these policies
- With other social networking sites, we are the product that is being bought and sold - Ello counters this
- Tumblr
 - Reserves right to make modifications to agreements
 - Retain financial info if user purchases something from Tumblr, as well as the content s/he posts
 - Captures data about content (EXIF data)
 - When agreeing to terms, user is allowing Tumblr to watch him/her
 - Mobile, browser data and IP address (converted into geolocation)
 - Entire identity is being exposed to the internet to "better their services"
- Snapchat
 - Gives illusion of more privacy (pictures automatically deleted)
 - False sense of security; posting illegal/legal, private images, etc.
 - They can sell user content to 3rd parties including pictures, videos, audio, chat msg
 - "...we cannot guarantee that deletion of any message always occurs within a particular timeframe"
 - Deleted items can be recovered with the right forensic tools. Some companies sell services to retrieve them
 - Snaps can be retrieved for law enforcement with a warrant
 - Not actually private
- Tracking
 - Behavioral tracking - web activity can be tracked without user's consent
 - Advertising networks monitor for their purposes
 - Tracked via cookies, super cookies and social networks
 - Lightbeam - track your trackage (info from 3rd parties that are tracking you)
 - Add-on on Firefox
- Takeaway: Nothing you do online is "private."
- Privacy issue cases/examples - how are they similar/different from each other?
 - Buying groceries with credit card
 - Wearing the jersey of your favorite football team
 - Discussing your day with your partner
 - Sharing your credit report with prospective employer
 - Sharing college transcript with employer
 - Credit report with date
 - posting criminal record online
 - Uploading your credit card details to dropbox
 - Posting party photographs on Facebook
- Think about who's tracking you, how and why. What are the consequences?
- Privacy and security has been an issue in IT as long as we've had it

- Conundrum in some ways; why is it that these problems in privacy are so consistent, despite 50-60 years of experience?
 - If you start with the word 'privacy,' it doesn't go very far.
 - Key Models:
 - First Model: Privacy is something you have, but if you have it, you can lose it, have more or less of it, you can possess it, have it stolen from you
 - Second Model: It's something that you do. Privacy is a way we have of being and interacting with each other; manifested in things that we do
 - Privacy is actually about action rather than possession
- Economic Model of Privacy Regulation
 - The fundamental understanding of what we have of privacy as a thing as an economic model of exchange
 - Logic that operates: it's a trade-off
 - How much privacy is the user willing to share for services?
 - Example: If you choose to give your location to FourSquare, they will give you nearby restaurants, etc.
 - It fails in a number of cases
 - We don't know what the information content and value content are
 - We engage in informational exchange for reasons other than value (conversational). Instead, these are ways we have of being a culture/group
- Privacy is something you do - a way of being with people
 - Privacy is being enacted by never even asking the question
 - It is being marked by the avoidance of asking
 - It's not a question of privacy or an access control issue; it gets marked by the fact that we don't even ask. That's how we show that we know how to behave - Ex. Don't ask where people get their mushroom from.
 - Way we mark boundaries
 - Learned practice; not innate knowledge
 - What you know about someone that they might not want others to know
 - One has to learn what are secrets and what you must do with secrets
 - Who are you allowed to tell what?
 - Presence and participation are being marked and indicated
 - Different from economic model in that in any exchange of this information, social work is being done
 - Notion of what is appropriate in the context
 - Problem is that we don't have an understanding of where the information is going
 - We don't know what is appropriate
 - Threats of privacy not in terms of value to be delivered. Appropriateness of the flow of information and what kind of control we have
- Takeaway: Idea of distinctive ways we talk about privacy
 - We can have and give away privacy
 - Model that suggests that privacy is actually something we do and a way we have of marking social boundaries
 - Which of these two models reflect back on Terms of Service issues?
 - What makes those things uncomfortable is the way they interfere with our ability to engage with each other

- Shopping Privacy
 - CurrentC is a new app that processes transactions. They save retailers 2%-3% on each transaction made vs credit card and apple pay.
 - The retailers save money at the cost of customer's privacy. CurrentC tracks customer's spending habits, recent locations, bank accounts and other information.
 - ApplePay on the other hand does not track customer information when transactions are processed