Privacy Lost
How Technology is Endangering Your Privacy

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Introduction

- **Privacy Invasion Hurts**
  - The Seven Sins Against Privacy
  - Collateral Damage: The Harm to Society

- **Why Technology Is Key**
  - Technology Affects Privacy: How and Why
  - New Tech, New Crimes: Fresh Wounds

- **Privacy in Context**
  - Privacy and the Law: A Right Ahead or Left Behind?
  - Privacy and Identity: The Cult of Me
  - Privacy and Culture in a Technological Word: Shoji Screens
● **The Technology**
  ○ Voyeurism: Surveillance Technology
  ○ Stalking: Networks, Tags and Locators

● **The Watchers**
  ○ Marketing Invasion: Garbos and Greed
  ○ Government Invasions for Security: Mugwumps and Momists

● **What Can Be Done?**
  ○ Fighting Back: Gandhis, Curmudgeons and Vigilantes
  ○ The Panopticon: See the Bars, Rattle the Cage
Seven Sins Against Privacy

- **Intrusion**
  - Uninvited encroachment on a person’s physical or virtual space
  - Commandment: *Don’t spy on me just because you can*

- **Latency**
  - Excessive hoarding of personal information
  - Commandment: *Thou shall erase my data*

- **Deception**
  - Using personal information in a way that is not authorized by the person
  - Commandment: *Keep my information to thyself*
- **Profiling**
  - Misusing derived information
  - Commandment: *Don’t judge me by your data*

- **Identity Theft**
  - Fraudulent acquisition and use of a person's private identifying information
  - Commandment: *Protect my data as if it were your own*

- **Outing**
  - Revealing information that a person would rather remain hidden
  - Commandment: *I am who I say I am*

- **Lost Dignity**
  - Harm inflicted on self respect
  - Commandment: *Don’t humiliate me with my private information*
Collateral Damage

- Why the Loss of Privacy Affects Society
  - People are more creative and productive when they’re not looking over their shoulders
  - It’s hard to be creative when you’re afraid that what you create may be misinterpreted at some future date and come back to bite you
  - Never knowing when you’re being watched is unnerving

- How the Loss of Privacy Harms Society
  - Labeling
  - Conformity
Technology Affects Privacy

- Electronic data never go away
- The world is a single computer
- Smart-Search Programs
- The Double-Edged Sword
New Techs, New Crimes

- Avatar Abuse
- Puppetry
- Spreading Disinformation
- Profiling Discrimination
Privacy and the Law

- Privacy in Civil Law: The Four Torts
  - Appropriation
  - Intrusion
  - Private Facts
  - False Lights
- Protections in the Constitution and Federal Laws
- Contractual Protections and Privacy Policies
- Privacy law needs updating
Privacy and Identity

- Virtual Identity needs Virtual Privacy
- Anonymity vs Authentication
  - Financial transactions need Authentication
  - Browsing Should be Anonymous
- Pseudonymity is necessary for Cyberspace
Privacy and Culture in a Technological World

- Urban vs Rural ideas about Privacy
  - Urbanites value their ability to be faceless
  - For Rural dwellers privacy is about protecting what is important to you
- Generational ideas about Privacy
  - Seniors expect privacy
  - Baby boomers don’t trust government
  - Gen X has no expectations of privacy
Voyeurism: Surveillance Technology

Chapter is essentially an extended analogy on how technology is used to spy on people

- **The Brain**
  - Computers are self-thinking, can take input and come to appropriate answers

- **The Eye**
  - Cameras are used to surveil the public and are virtually everywhere

- **The Ear**
  - Microphones can be exploited on cell phones to record audio, government wiretaps

- **The Nose**
  - Atmospheric sensors can detect if chemicals are introduced

- **The Future**
  - Sensor technology will advance and we will be naked to computers
Stalking: Networks, Tags and Locators

- Computers are able to communicate with each other
- RFID tags can be embedded in nearly anything
- Tracking via RFID will be the future for targeted advertising
- GPS and location technology used for ads
Marketing Invasion: Garbos and Greed

- Tech is used for segmentation
- Make advertisements more appealing to customer
- Databases collect and store information indefinitely
- Companies sell this info
- Customers should be able to opt-in for data collection
Government Invasions for Security: Mugwumps and Momists

- Privacy v. Security
- Citizens give up privacy for national security
- 9/11 shifted focus to security
- Government violations of privacy
- No-Fly lists, TSA CAPPS
- The Patriot Act
- Legislation allowing government to invade privacy to prevent another 9/11
Fighting Back: Gandhis, Curmudgeons and Vigilantes

There are 5 ways of dealing with privacy issues

- **The Ignorer**
  - Pretends privacy is safe and companies will do right

- **The Avoider**
  - Avoids giving up privacy and will try to duck from tracking and media

- **The Deceiver**
  - The deceiver lies to companies when they request personal info

- **The Curmudgeon**
  - Refuses to give up privacy and will challenge requests to do so

- **The Vigilante**
  - Tracks privacy violations and reports them or attacks spammers and etc.
The Panopticon: See the Bars, Rattle the Cage

- Technology has changed our definition of privacy
- Panopticon like society
- Technology sees everything and we are all vulnerable
- It is up to us protect our privacy
Conclusion

● The book is highly in agreement with our discussions in class that definition of privacy has changed
● Privacy has been heavily violated by the government since attacks of 9/11
● The author believes that technology will only make privacy violation worse and steps need to be taken to safeguard privacy
● We can only preserve our privacy by fighting for it
Thank you for listening!