Privacy: from Individual to International
Privacy Defined

• Control of information about self

• Being left alone
Privacy Issues

• Ease of access
• Ease of communication
• Proliferation of personal information
  – Be it correct or error
• Identity theft
• Crime & terrorism
**Background Check**

Locate people anywhere in the US. The Background Check report is our best value and saves you time by simultaneously searching 12 different databases, including our premium data, combining the results into a single report. Most reports are returned to the screen in less than one minute.

**Report May Include:**
- Age
- Address(es) and phone
- Real Property Ownership
-Aliases / maiden names
- Possible Relatives
- Neighbors
- Current and previous occupants
- Death Index
- FAA aircraft ownership and airmen
- Marriages and divorces
- National criminal records

View Sample Report>>
Privacy Problems

• Different laws
  – owner
    • Person owns information about self
    • Collector owns information
  – Countries / cultures
    • Individual rights & protections
    • Government needs
  – Internet
    • does not recognize judicial boundaries
Why Privacy is Important

• Avoid misuse of information

• Avoid misinterpretation of information

Here is the interesting online video on Privacy
http://www.aclu.org/pizza/
Privacy Issues of the Internet

- Cookies
- Phishing
- Spam
- Spyware
- Info collected without knowledge or consent
- Opt-in rather than opt-out
  - Burdon is on the consumer
Privacy Disclosure & Consent

• Privacy Policies
  – What it states & what it does NOT state.

• Benefit to disclose personal information
  – Trust
Implementation

• Government laws & regulations
  — Problem: across judicial boundaries
  — Problem: laws lag behind technology

• Industry/Corporation self-regulation
  — Problem: enforcement

• Technology for the corporation & individual
  — Problem: cost & learning to use
The Inefficiency of Legislation and Global Standards on Information Privacy: A Proposed Solution

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Introduction

- Computer technology has created a global community via the Internet
- Global information infrastructures IGNORE jurisdictions and government boundaries
- NO immigration or customs checks
Threats to Privacy

- Internet NOT anonymous
  - IP source address; cookies

- Lack of Web site privacy policies

- Laws, especially international laws, were never written to deal with such new technologies
U.S. Legislation

- Consumer Online Privacy and Disclosure Act (H.R. 347)
  - Only apply to Web sites in U.S.A.

- FTC enforcement of laws
  - Only in the U.S.A.

- Privacy definition different in other countries
Effects of Different Cultures

- Protection of personal data varies from nation to nation
  - Due to cultural and political differences
  - Definition of Privacy differs between nations
- Democratic vs authoritarian governments
Effects of Different Cultures

- Europeans have stricter protections than U.S.A.
- No global standard to ensure privacy with e-commerce and the Internet
- “One size does NOT fit all”
Resolve differences between nations

- Privacy conflicts will be resolved by finding compatibility points, or by bringing together enacted legislation from the different countries (Reidenberg, 2000)

  – Probably never happen since cultural values on privacy are different
Resolve differences between nations

- Companies adopt standards of strictest privacy regime
  - Can only be voluntary since laws vary across nations and such strictness could limit company operations
Solution: Burden on Users

- User active in protecting his/her privacy
  - Control cookies via Web Browser
  - Read/check for privacy policy on web page

- User vigilance
Solution: Burden on Users

- Users use privacy-protecting technology/software
  - Requires time, skills, knowledge that many users lack
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Conclusion

- *Legislation*, national or international, will never establish a common, global standard to ensure privacy. Cultures and values are too different.
Both *users* and international *companies* must carry this burden of privacy

- Client software and web browsers must ensure user has control over his/her privacy.
**Conclusion**

- *Users*
  - Vigilant
  - Skilled
  - Knowledgeable
Hypothesis #1

International *companies* will implement different company policies that meet the privacy regulations of different countries and expectations of those citizens.
Hypothesis #2

*Users* will become more educated and skilled with regard to computer privacy technology and issues.