This is a Test!

- What is privacy?
- Are you concerned about privacy?
- Are you concerned about the amount of data that companies have about you?
- Are you concerned about government surveillance?
- Do you currently do anything to protect your privacy?
Privacy Issues

What I’m going to talk about
What is Privacy

• "right to be let alone" Cooley (1888), Warren and Brandeis (1890)
• “the claim of individuals...to determine for themselves when, how and to what extent information about them is communicated,” Westin, 1976
• “Privacy involves the control, use, and disclosure of personal information. It involves issues such as surveillance, online gossip, identity theft, data security, online behavioral advertising, Big Data, access to records, use of cloud computing services, and much more.” - Solove, 2015
Right to Privacy

“In a library (physical or virtual), the right to privacy is the right to open inquiry without having the subject of one’s interest examined or scrutinized by others.” ALA, 2002
“‘intellectual privacy,’ protection from surveillance or interference when we are engaged in the processes of generating ideas - thinking, reading, and speaking with confidantes before our ideas are ready for public consumption. - Richards, 2015
Do you?

- Smartphone?
- Fitness Device?
- Social media account(s)?
- List your phone number in the directory?
- When a store clerk asks for your phone number, do you provide it?
Do you use?

- a search engine that doesn’t keep track of search history
- privacy-enhancing browser plugin like DoNotTrackMe or Privacy Badger
- anonymity software such as Tor
- Email encryption
- complex passwords
- different passwords for different sites
Why It Matters
Surveillance is not equal

Minorities and the poor are subjected to more unwarranted surveillance

Photo CC by Ben Fruen
Privacy only for the tech savvy & well to-do?

- Apple vs Andriod phone
- Onion Browser
- Leisure time
- Money
Health & Wellness Data
Identity Theft

"An estimated 17.6 million persons, or about 7 percent of U.S. residents age 16 or older, were victims of at least one incident of identity theft in 2014”

Bureau of Justice
“A postgraduate student of counter-terrorism was falsely accused of being a terrorist after an official at Staffordshire University had spotted him reading a textbook entitled *Terrorism Studies* in the college library.”

Connecticut Four

- George Christian,
- Peter Chase
- Barbara Baile
- Jan Nocek

Adobe Digital Editions

Excessive data collection transmitted over unsecure connection
Dear Patron,

We would like to inform you about an important change pertaining to our eBook and digital audiobook collection. Effective October 1, 2016, the Miami-Dade Public Library System will no longer use OverDrive. Axis 360 will become our primary one-stop shop for eBooks and digital audiobooks.

Protecting Your Privacy
Our decision also takes into consideration the protection of our patrons’ privacy from third party data mining. MDPLS’s Axis 360 service does not require you to create a separate account with a third party. The app is essentially an interface that allows you to access the MDPLS eBook and audiobook collection. You simply download the app, authenticate...
Let’s Talk About The Public
People want privacy

- 91% of adults agree that consumers have lost control of how personal information is collected and used by companies.
- 74% say it is “very important” to them that they be in control of who can get information about them.
- 65% say it is “very important” to them to control what information is collected about them.
- 61% say they feel they “would like to do more,” to protect the privacy of their personal information online.

Need for education & resources

- 54% believe it would be difficult to find tools and strategies that would help them be more private online and using their cell phones
- 5% Added a privacy-enhancing browser plugin like DoNotTrackMe or Privacy Badger
- 2% Used anonymity software such as Tor
- 25% Used more complex passwords

Pew, 2015 Americans’ Privacy Strategies Post-Snowden
libraries should teach patrons about privacy & security online - 76%

Resources
ALA’s extensive First Amendment, liberty and privacy principles guide the association’s work in the federal legislative and policy arenas as well as at the state and local levels in order to protect personal privacy based upon a long standing commitment to patron privacy. Advancing the library community’s principles to protect patron confidentiality requires major grassroots work from the library community to promote library priorities in these environments. There are several parts of ALA that work on these important issues.
During 2015-2016, the Intellectual Freedom Committee approved several new privacy guidelines intended to assist librarians, libraries, schools and vendors to develop best practices for online privacy and data management and security. These include:

- [Library Privacy Guidelines for E-book Lending and Digital Content Vendors](http://www.ala.org/advocacy/privacyconfidentiality)
- [Library Privacy Guidelines for Data Exchange Between Networked Devices and Services](http://www.ala.org/advocacy/privacyconfidentiality)
- [Library Privacy Guidelines for Public Access Computers and Networks](http://www.ala.org/advocacy/privacyconfidentiality)
- [Library Privacy Guidelines for Library Websites, OPACs, and Discovery Services](http://www.ala.org/advocacy/privacyconfidentiality)
- [Library Privacy Guidelines for Library Management Systems](http://www.ala.org/advocacy/privacyconfidentiality)
- [Library Privacy Guidelines for Students in K-12 Schools](http://www.ala.org/advocacy/privacyconfidentiality)
Checklists for the Library Privacy Guidelines
Coming soon from OIF & LITA
Privacy Tool Kit

Privacy is essential to the exercise of free speech, free thought, and free association. Lack of privacy and confidentiality chills users' choices, thereby suppressing access to ideas. The possibility of surveillance, whether direct or through access to records of speech, research and exploration, undermines a democratic society.—Privacy: An Interpretation of the Library Bill of Rights

Table of Contents

Revised by the IFC Privacy Subcommittee and approved by the Intellectual Freedom Committee January 2014

Introduction

Privacy and Confidentiality: Library Core Values

- Privacy and the Law
- Standard Privacy Principles
- PII: Personally Identifiable Information

Developing or Revising a Privacy Policy

Privacy Tool kit, ALA
www.ala.org/advocacy/privacyconfidentiality/toolkitsprivacy/privacy
NISO Consensus Principles on User’s Digital Privacy in Library, Publisher, and Software-Provider Systems (NISO Privacy Principles)
Privacy Toolkit for Librarians, LFP

https://libraryfreedomproject.org/resources/privacytoolkit/
Learn about privacy topics and generate a custom privacy toolkit geared towards your online needs. Toolkits include links, tips, and resources that empower you to customize your online identity. Email or print your privacy toolkit for future use.

- Overview: What is Online Privacy?
- Data Sharing & Data Mining
- Security: How the Internet Works
- State of Online Privacy
- Social Media & Online Sharing
- Your Information Footprint
- Anonymity & Tracking
What Every Librarian Needs to Know About HTTPS

Librarians have long understood that to provide access to knowledge it is crucial to protect their patrons' privacy. Books can provide information that is deeply unpopular. As a result, local communities and governments sometimes try to ban the most objectionable ones. Librarians rightly see it as their duty to preserve access to books, especially banned ones. In the US this defense of expression is an integral part of our First Amendment rights.
THE LIBRARY DIGITAL PRIVACY PLEDGE

The First Library Digital Privacy Pledge

The Library Freedom Project is inviting the library community – libraries, vendors that serve libraries, and membership organizations – to sign the “First Library Digital Privacy Pledge”. For this first pledge, we’re focusing on the use of HTTPS to deliver library services and the information resources offered by libraries. It’s just a first step: HTTPS is a privacy prerequisite, not a privacy solution. Building a culture of library digital privacy will not end with this pledge, but committing to this first modest step together will begin a process that won’t turn back. We aim to gather momentum and raise awareness with this pledge; and will develop similar pledges in the future as appropriate to advance digital privacy practices for library patrons.

We focus on HTTPS as a first step because of its timeliness. The Let’s Encrypt initiative of the Electronic Frontier Foundation is launching a new certificate infrastructure that will remove much of the cost and technical difficulty involved in the implementation of HTTPS; a public beta launched in December of 2015. Due to a heightened concern about digital surveillance, many prominent internet companies, such as Google, Twitter, and Facebook, have moved their services exclusively to HTTPS rather than relying on unencrypted HTTP connections. The White House has issued a directive that all government websites must move their services to HTTPS by the end of 2016. We believe that libraries must also make this change, lest they be viewed as technology and privacy laggards, and dishonor their proud history of protecting reader privacy.
Surveillance Self-Defense

Want a security starter pack?
Start from the beginning with a selection of simple steps.

https://ssd.eff.org/en
Privacy in Libraries in the Digital Age

http://libraryprivacy.tumblr.com/
References

- Shelton, Martin, Lee Rainie; Mary Madden. Pew Research Center, March 15. “Americans’ Privacy Strategies Post-Snowden.” Available at: http://www.pewinternet.org/2015/03/16/Americans-Privacy-Strategies-Post-Snowden/