

Privacy

Lecture 5-1

Computers & Society (CPSC 430)

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Is There a Natural Right to Privacy?

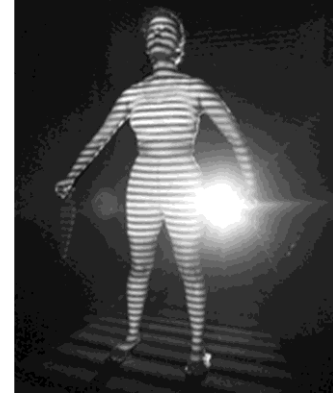
- Morton Levine: Privacy rights stem from property rights
 - “a man’s home is his castle”
- Warren and Brandeis: An explicit “right to be let alone”
 - Noted that libel and slander laws don’t prevent people from saying mean, true things about you
- Thomson: violations of “Privacy rights” are also violations of other rights
 - So, we don’t need to treat privacy separately
- Benn and Reiman: Some amount of privacy is necessary for people to be autonomous, moral agents, to develop healthy relationships, and to act as free citizens.
- *Is privacy a right?*
- *Is it a “prudential right”?*
 - *worth recognizing for the good of society, though not a natural right*
- *Or do we have no such right at all?*

Privacy and Trust

- Modern life more private
- Challenge: living among strangers
- Remedy: establishing reputations
 - Ordeal, such as lie detector test or drug test
 - Credential, such as driver's license, key, ID card, college degree
- Establishing reputation is done at the cost of reducing privacy

Ways Information Becomes Public

- Rewards or loyalty programs
- Body scanners
- Digital video recorders
- Automobile “black boxes”
- Enhanced 911 service
- RFIDs
- Implanted chips
- Cookies
- Spyware

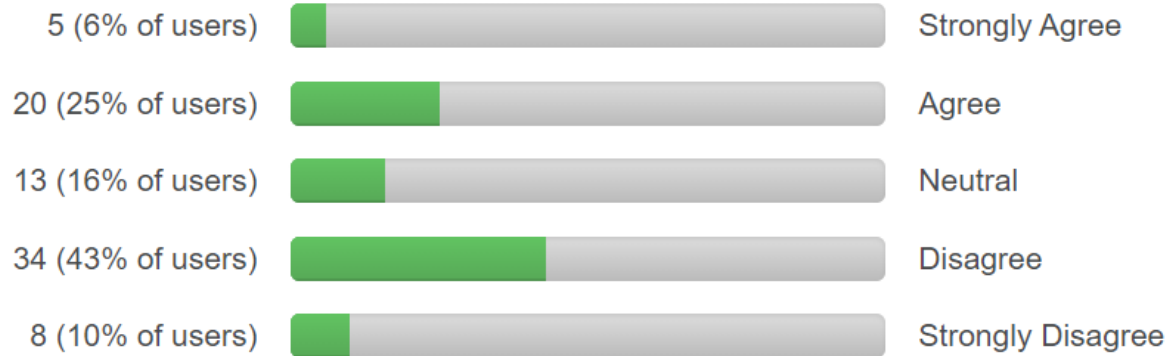


...can you think of others?

Information Privacy

“It should be illegal for shopping malls to install cameras for tracking customer behavior.”

A total of **80** vote(s) in **74** hours



Data Mining

- **Data mining**
 - Searching for patterns or relationships in one or more databases
 - This info typically provided by the customer for another purpose
- **Many internet services provided as an opportunity to gather valuable data**
 - Google; Facebook; free online courses
- **Also performed by the government**
 - Efforts to detect terrorism via phone, bank, travel records
 - Tax audits
- **Questions:**
 - *Ownership: do you have any rights over info about transactions in which you participated?*
 - *Ethics: what data mining activities are unethical? Which are ethical?*
 - *Does it make a difference whether DM is opt-in or opt-out?*
 - *At what point does DM become “creepy”?*
 - *Should we worry about ending up in a “personalization bubble”?*