Lesson Title:
Privacy Overview

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Privacy

• In 1890, a judge defined privacy as “the right to be let alone” in response to the “new” technology of photography.

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What is Privacy?

Privacy includes the right to make decisions about one’s own life, to keep personal secrets, and to keep secrets about where we come and go.

It is the right to make decisions without interference from the government or economic pressures from commercial entities.

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What Privacy is Not!

• Privacy does NOT apply to an organization. It only applies to data about an individual, which is called personally identifiable information (PII).

• Privacy is NOT security.
  – Security is important to privacy.
  – Security is only part of the story.

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Examples of PII

- Social Security Number
- Passport Number
- Credit card numbers
- Date of birth
- Mother’s maiden name
Is there no privacy?

• Some argue that there is not or will not be privacy
  – *The Transparent Society* by David Brin
  – “You have zero privacy anyway, get over it.”, quote from Scott McNealy at Sun
Code of Fair Information Practices

• The Fair Information Practices (FIPs) principles were established in 1973 in response to the movement of the government to create centralized databases.

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5 Principles of Privacy

• **Notice.** There must be no personal-data, record-keeping systems whose very existence is a secret.

• **Access.** There must be a way for a person to find out what information about the person is in a record and how it is used.

• **Choice.** There must be a way to prevent personal information that was obtained for one purpose from being used or made available for other purposes without the person’s consent.

• **Recourse.** There must be a way for a person to correct or amend a record of identifiable information about the person.

• **Security.** Any organization creating, maintaining, using, or disseminating records of identifiable personal data must assure the reliability of the data for their intended use and must take reasonable precautions to prevent misuse of the data.

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EPCglobal Guidelines on EPC for Consumer Products
EPCglobal Guidelines on EPC for Consumer Products

• 1) **Consumer Notice.** Consumers will be given clear notice of the presence of EPC on products or their packaging and will be informed of the use of EPC technology. This notice will be given through the use of an EPC logo or identifier on the products or packaging.
EPCglobal Guidelines on EPC for Consumer Products

2) **Consumer Choice.** Consumers will be informed of the choices that are available to discard or remove or in the future disable EPC tags from the products they acquire. It is anticipated that for most products, the EPC tags would be part of disposable packaging or would be otherwise discardable. EPCglobal, among other supporters of the technology, is committed to finding additional efficient, cost effective and reliable alternatives to further enable customer choice.
EPCglobal Guidelines on EPC for Consumer Products

• 3) **Consumer Education.** Consumers will have the opportunity easily to obtain accurate information about EPC and its applications, as well as information about advances in the technology. Companies using EPC tags at the consumer level will cooperate in appropriate ways to familiarise consumers with the EPC logo and to help consumers understand the technology and its benefits. EPCglobal would also act as a forum for both companies and consumers to learn of and address any uses of EPC technology in a manner inconsistent with these Guidelines.
EPCglobal Guidelines on EPC for Consumer Products

- 4) Record Use, Retention and Security. The Electronic Product Code does not contain, collect or store any personally identifiable information. As with conventional barcode technology, data which is associated with EPC will be collected, used, maintained, stored and protected by the EPCglobal member companies in compliance with applicable laws. Companies will publish, in compliance with all applicable laws, information on their policies regarding the retention, use and protection of any personally identifiable information associated with EPC use.
Alan F. Westin’s Privacy Classifications

• Privacy Fundamentalist (11%)
  – Very concerned
  – Unwilling to provide data

• Privacy Unconcerned (13%)
  – Mild concern
  – Willing to provide data

• Privacy Pragmatists (75%)
  – Somewhat concerned
  – Willing to provide data if they are notified and get a benefit

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