

SHOULD SOCIAL NETWORK COMPANIES CARE ABOUT USERS' PRIVACY?

Raúl Pardo

pardo@chalmers.se

twitter  - @raparuldo

OUTLINE

- “Define” privacy
- Look at privacy issues in Social Network Sites (SNS)
 - Ethically
 - Theoretically (Informational privacy)

WHAT IS PRIVACY?

- Privacy is a basic human need
- Unfortunately there is no concrete description of “privacy”

CONCEPTUALISATION OF PRIVACY - POSITIVELY

- Individual's control over his/her intimacy in four dimensions:
 - Physical dimension – Personal space
 - Personal integrity – Psychological dimension
 - Social dimension – Interactions with other
 - Information dimension – Personal data

CONCEPTUALISATION OF PRIVACY - NEGATIVELY

- Four privacy problems (Solove 2008)
 - Information collection
 - Information processing
 - Information dissemination
 - Invasion of one's private sphere

PRIVACY PROTECTION

- Legal protection
 - Basic Human Right (Art. 12 in UN Human Rights Declaration)
 - Cumbersome and inconsistent
- Ethical self-regulation
 - No legal consequences
 - Context-dependent (contextual framework)
 - Ethic codes, professional norms, ...
- Privacy Enhancing-Technologies (PET)
 - Hardware and software tools for access control
 - These tools can be bypassed or hacked

CONTEXTUAL FRAMEWORK

- Privacy invasion happens if
 - Expectations in the established context are breached
 - Moving information from a new flow to a “morally superior” context of norms

ETHICAL JUSTIFICATION OF PRIVACY - POSITIVE

- Privacy is regarded as:
 - Inherent value
 - Interrelated with other values
 - Freedom, equality, justice, self-fulfilment, trust and variety in relationships.
- Self-determination as an intrinsic value
 - And so is *informational* self-determination
 - “guards the borders among different societal contexts”

ETHICAL JUSTIFICATION OF PRIVACY - NEGATIVE

- Breaking privacy harm others
 - No harm principle
- Cost-benefit analysis (contextual framework)
 - Media-ethics
 - If no other means are available for obtaining the needed information
 - The existence of an overriding public interest

THE CONTEXTUAL FRAMEWORK

- Two minor flaws:
 - Preference for existing norms
 - “Tyranny of the normal”
 - Restricted autonomy for individuals
- Possible remedy
 - Informed consent
 - Proactive *opt-in* against retroactive *opt-out*

OPTOUT ADS IN FACEBOOK

Adverts Based on Your Use of Websites or Apps Outside of Facebook

Ads Based On Your Use Of Websites Or Apps Off Facebook

One of the ways ads reach you is when a business or organization asks Facebook to show their ads to people who have used their websites and apps off Facebook. For example, you might visit a company's website that uses cookies to record visitors to it. The company then asks Facebook to show their ad to this list of visitors, and you might see these ads both on and off Facebook. This is a type of interest-based advertising.

If you don't want Facebook or other participating companies to collect or use information based on your activity on websites, devices, or apps off Facebook for the purpose of showing you ads, you can opt out through the [Digital Advertising Alliance](#) in the USA, [Digital Advertising Alliance of Canada](#) in Canada or the [European Digital Advertising Alliance](#) in Europe. You can also opt out using your mobile device settings.

You only need to opt out once. If you opt out of interest-based advertising from Facebook on one phone or computer, we'll apply that choice everywhere you use Facebook.

MORAL PRINCIPLES OF PRIVACY PROTECTION

- The positive right to **self-determination** and the negative duty to **minimise harm** require a **fair distribution of costs and benefits**, determined by the comparison of the existing and the intended flow of information.
- Individuals must have access to informed and positive consent (opt-in) when their context appropriate flow of personal information is in danger of being breached.
- An overriding interest in **privacy invasion is justified** only under special circumstances, such as a **threat to public security or the individual**, and only when no other, less invasive procedures would reach the same goal.

PRIVACY PROTECTION IN ONLINE SOCIAL NETWORKS

- Potential risks
 - Company
 - Unauthorised used of information (e.g. government, third party companies, ...)
 - Other users
 - Cyber-stalking
 - Harassment
 - Reputation damage
 - ...

PRIVACY PROTECTION IN ONLINE SOCIAL NETWORKS

- Potential risks
 - Vertical axis – Systematic collection, aggregation and use of data by the networking company.
 - Horizontal axis – Social interactions among users.

PRIVACY PROTECTION IN ONLINE SOCIAL NETWORKS

- Insufficient and misleading privacy practices
 - “Friends only” setting can be easily bypassed.
- Default privacy settings at the lowest, most open level and opt-out procedures.
 - Careless users

PRIVACY PROTECTION IN ONLINE SOCIAL NETWORKS

- Two cases of violation of privacy which had some effect
 - News Feed
 - Beacon broadcast of shopping activities

ETHICS OF SELF-RESTRAINT

- Network owners and third parties are expected to follow principles of fair information practices.
- Users have a responsibility to be sufficiently educated about their choices and actions in social media.
 - Privacy-literate users
- Ethicists, educators, system developers and system developers are responsible for creating an environment that fosters privacy literacy among the users of social media and society as a whole.

INFORMATIONAL PRIVACY

- Westin
 - States that people aim to achieve a situational balance between private and open behaviour
- Altman
 - Emphasizes that privacy is inherently a social and dynamic process of optimization between disclosure and withdrawal
- Autonomous control and limited access to an individual's self

INFORMATIONAL PRIVACY

- Definition.
 - What information will be made available in which way, to whom, when and to what extend.
- Concerns:
 - Autonomy
 - User's control
 - Restriction of access to private information

INFORMATIONAL PRIVACY IN SOCIAL NETWORKS

- Privacy issues may occur when the user misinterprets the communication service
 - Autonomy
 - Loss of control

SNS PROVIDER VIEW OF PRIVACY

- Maximise the amount of information users provide and the public visibility
 - Economy
 - Network
- Privacy may be seen as an obstacle for SNS providers


SNS USER VIEW OF PRIVACY

- Factors of informational privacy that could be affected
 - Individual autonomy
 - Privacy paradox
 - Access restriction
 - User awareness of the consequences of his/her actions (Autonomy issue)
 - Control
 - Need for a fine-grained mechanism to create online identities (Loss of control issue)

SHOULD SOCIAL NETWORK COMPANIES CARE ABOUT USERS' PRIVACY?

Raúl Pardo

pardo@chalmers.se


twitter  - @raparulo

SHOULD SOCIAL NETWORK COMPANIES CARE ABOUT USERS' PRIVACY?



Raúl Pardo

pardo@chalmers.se

twitter  - @raparaldo

**THANK YOU VERY MUCH FOR
YOUR ATTENTION**