Privacy

• Privacy is the ability of an individual or group to seclude themselves or information about themselves and thereby reveal themselves selectively (Wikipedia)

• An individual’s expectation of privacy differs based on their cultural environment

Information Privacy

• Privacy concerns exist wherever uniquely identifiable data relating to a person or persons are collected and stored, in digital form or otherwise. (Wikipedia)

• People may be willing to trade privacy for other advantages such as security or lower prices

Cultural Value

Universal Declaration of Human Rights

• Article 12 of the United Nation’s Universal Declaration of Human Rights states

• No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks.
Constitutional Right

- The United States constitution does not explicitly define a right to privacy
- The Supreme Court has ruled that the constitution implicitly grants a right to privacy against government intrusion

Types of Private Information

- There is a wide variety of information that a person may wish to keep private
  - Financial
  - Medical
  - Political
  - Internet
- People may feel the need to keep this private to avoid discrimination or embarrassment

Identity Theft

- Through various methods, thieves can obtain personal information that allows them to masquerade as someone else.
- Identity thieves usually use this information to obtain credit under someone else’s name

Privacy Laws

- U.S. Privacy Act of 1974 established rules for information gathered by the government
- U.S. Electronic Communications ACT of 1986 protects against wiretapping
  - Requires ISP and phone companies to provide data with a court order
- USA Patriot Act of 2001 relaxes requirements for wiretaps
  - Sets penalties for damaging computer systems
## Organizational Privacy

- Companies and other organizations may need to keep private information about their operation.
- Employees may have little privacy from their employer while they work.

## Trade Secrets

- A trade secret is something a company knows that gives them a competitive advantage.
- Can often be protected with patents and trademarks. These require the company to reveal their secrets.
- The Uniform Trade Secrets Act is a model for state laws.
- Provides for civil penalties.

## Technology and Privacy

This ad for telephone service in 1912 promoted dial phones instead of operator assisted connections as a privacy advantage.