INVESTIGESTIONS ON PRIVACY IN POPULAR ONLINE SYSTEMS

Christof Höll 0455401
Sabine Weiss 0456241

Overview

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- Online Privacy
- Types of personal information
- Dimensions of Online Privacy
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Introduction

- in 1999
  - 92,8% of websites gather at least one type of identifying
- in 2003
  - 57% of U.S. adults believe that when a website has a privacy policy will not share their personal information

Online Privacy

- Many definitions

  - *„right to determine what (personal) information is communicated"*(F. Schoeman)

  - *„right to be let alone"*(W. Chung)

  - Privacy can be seen as a kind of information privacy *„which is an individuals right to control his or her own personal information"*(T. Shaw)

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Types of personal information

- <u>Personal data</u>: user name, marital status, email address, financial information, etc.

- <u>Digital data</u>: web activities (visited sites, frequency and duration of visits, online shopping habits, etc.)

- <u>Communication</u>: electronic messages, postings to electronic boards, etc.

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Dimensions of Online Privacy

- <u>Information collection</u>: How does the system get the information about the users?

- <u>Information usage</u>: Defines what is done with the information the user submits.

- <u>Information disclosure</u>: Describes if and to whom the company can give collected user information.

- <u>Information security</u>: Describes the security policies and mechanisms to secure the user data.

- <u>Policy changes</u>: Describes what happens if the privacy is changed.

Car with Google's Streetcams for Google Maps

Google (1)

- Most popular search engine
- Use of Services
  - A user accepts the terms by clicking to accept them or just uses the services
  - Certain services require a registration
  - The user agrees that his data is accurate, correct and always up-to-date

Google (2)

□ Content provided by the user

   □ "By submitting, posting or displaying the content you give Google a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive licence to reproduce, adapt, modify, translate, publish, publicly perform, publicly display and distribute any Content which you submit, post or display on or through, the Services."

□ Personal Data

   □ If Google wants to give away the user's personal data it needs the consent of the user

   □ Except: „We have a good faith belief that access, use . . . is reasonably"

Google (3)

□ Online DEMO Google Analytics

Facebook (1)

- Very popular social network
  - Financial background comes from a company which is owned by the CIA
- Terms of Service (ToS)
  - If a user visits Facebook, he agrees to the ToS
- Where they get information?
  - At registration Facebook collects personal data.
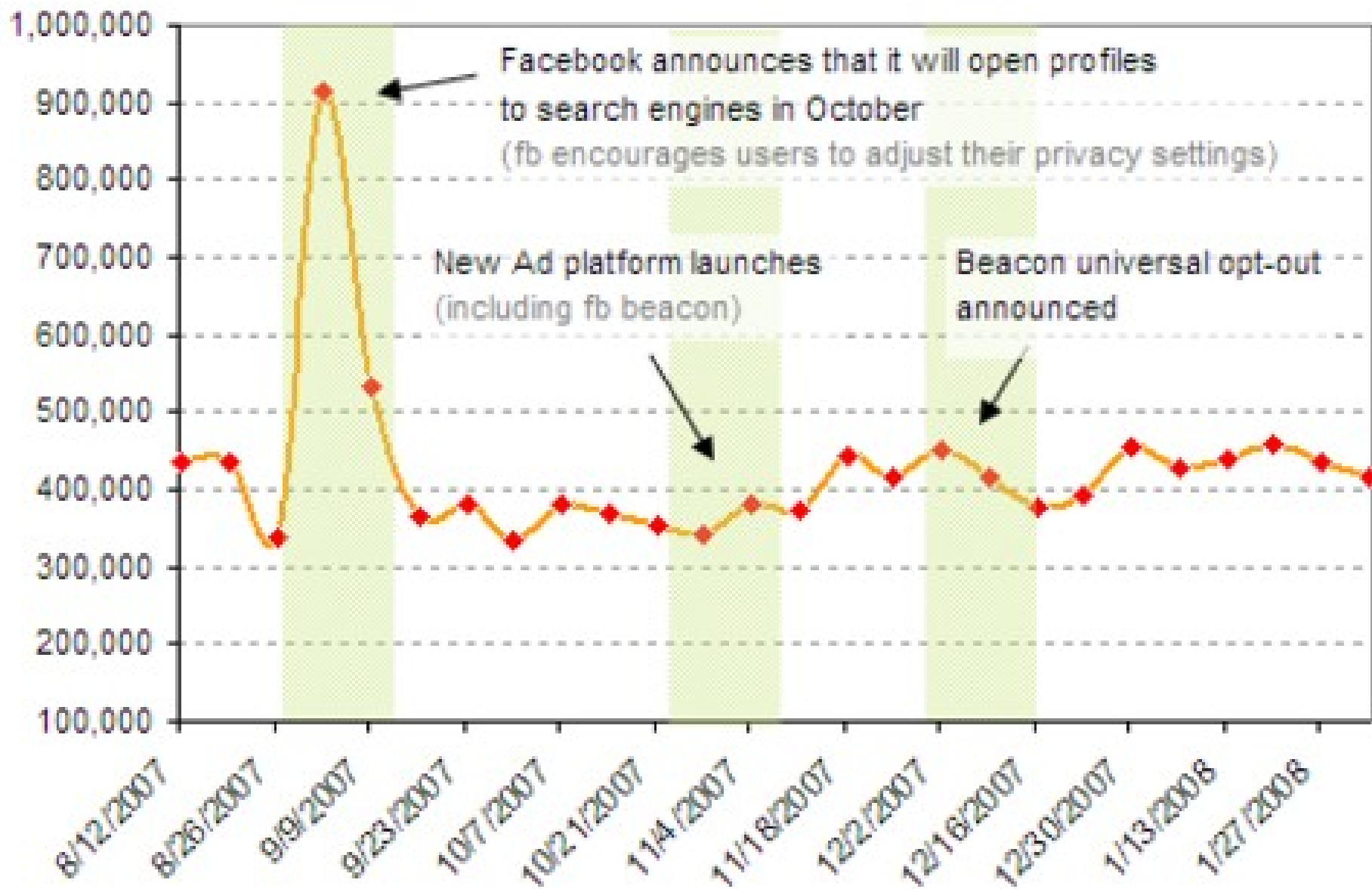 - At each visit of the website it saves information about the visitor

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Facebook (2)

- Beacon
  - receives data from other websites (e.g. Amazon)
  - show the user's friends what he has bought (e.g. if a user bought a book about aids, all his friends would know this)
- Change of Terms:
  - Users are not told
  - The user has 30 day to discover it before it will take effect.

Traffic to Facebook's "Privacy" Settings page

(Weekly Unique Visitors)

compete.com

Facebook announces that it will open profiles to search engines in October
(fb encourages users to adjust their privacy settings)

New Ad platform launches
(including fb beacon)

Beacon universal opt-out announced

Y-axis: 1,000,000 / 900,000 / 800,000 / 700,000 / 600,000 / 500,000 / 400,000 / 300,000 / 200,000 / 100,000

X-axis: 8/12/2007, 8/26/2007, 9/9/2007, 9/23/2007, 10/7/2007, 10/21/2007, 11/4/2007, 11/18/2007, 12/2/2007, 12/16/2007, 12/30/2007, 1/13/2008, 1/27/2008

Amazon.com (1)

- America's largest e-commerce company
- It has its Conditions of Use (CoU) and its Privacy Notice (PN)
- If a user visits Amazon.com, he accepts the CoU
- Ways to get information:
  - At registration the user offers his data voluntarily.
  - Amazon.com saves information about the user's IP-address, browser type, etc.
- Amazon.com uses data to provide special offers.

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Amazon.com (2)

- Types of data sharing:
  - User will be informed when his data is given to third parties (can allow or reject these transactions)
  - To third parties, if the user allows it
  - To the new company, if Amazon.com is sold
  - To court, etc., if there is risk of violation
- For the security of the data:
  - Amazon.com uses the Secure Socket Layer (SSL)
  - It participates in the Safe Harbor Program
- If CoU or PN change, users will be informed by email.

eBay.com (1)

- Online auction and shopping website
- eBay.com manages its pracitces in the User Agreement (UA) and Privacy Policy (PP).
- Whenever a user visits eBay.com, he agrees to the UA.
- Ways to get information:
  - At registration the user submits data like physical contact information
  - eBay.com save information about the user's internet connection, the purchases and sales of products
- eBay.com uses data to offer special features, identify customers and kepp them signed-in.

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eBay.com (2)

- Types of data sharing:
  - To members of the eBay Inc. corporate family
  - To third parties if the user allows it.
  - To governmental officials if there is risk of crime
  - To VeRO Program participants to prevent fraud, etc.
  - To the new company, if eBay.com is sold
- For the security of the data:
  - eBay.com uses tools like encryption, passwords and physical security.
  - It participates in the TRUSTe program
- If there are changes in the PP or in the UA, the user will be notified through the Message Center.

Conclusion

☐ Online privacy is very important to all of us!

☐ *„Violation of privacy occurs when an organization collects, stores, manipulates, or transmits personal information unbeknowst to the individual."* (I. Hann)

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Thank you
for your attention!

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