

Privacy as Instrumental Good

- Avoid discrimination based on, e.g., HIV status.
- Allow anonymous political speech.
- Protect personal security, e.g., against stalkers.
- Restrain exercise of state power, e.g., require warrants.
- Prevent spread of incorrect information.

Privacy as Intrinsic Good

- Different public selves in different contexts.
- "Right to be left alone."
- Part of human dignity.
- Avoid "creepy" repurposing of information.

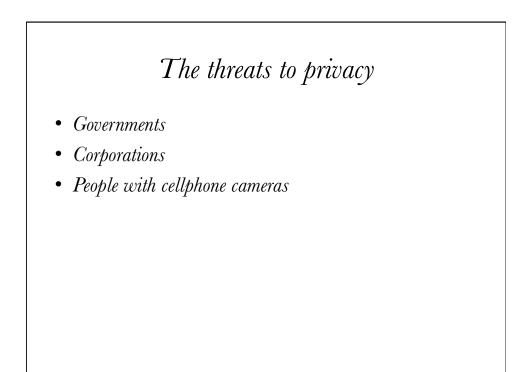
Brian according to Acxiom

Gender		Male
Ethnicity Based on Surname		American
Education		Completed Graduate School
Marital Status		Married
Presence of Children		Children Present
Number of Children		1 Child
Children's Age		11 Years old
Children's Gender by Age		Unknown Gender 11 - 15
Political Party		Voter - Democratic

		ording to Acxiom
1	f '	
Estimated Household Income Rang 2	ges f ا	\$200,000 - \$249,999
Active Investing		True
Presence of Credit Card	f	Bank Card Holder,Credit Card Holder - Unknown Type
Presence of Bank Card		Presence of a Bank Card
Number of Lines of Credit	f	1 Line of Credit
Amount of New Credit	f	\$5,001 - \$9,999
Frequency of Purchase 24+ Month	s f	1 Purchase
Credit Card Use-VISA	f I	Regular

	ctails
Total Dollars Spent	1591
Total Number of Purchases	
Average Dollars Spent Per Offli Purchase	
Total Offline Dollars Spent	11
Mail Order Purchase Categorie	Apparel - Male Apparel ,Art & Crafts,Beauty,Electronic ,Gift ,Health ,Merchandise - High Ticket Merchandise ,Outdo / Gardening
Retail Purchases Categories	Standard Retail, Standard Retail, Finance Company, Financial Services - Install Credit
Crafts/Hobbies Products	True
	Company, Financial Services - Install Credit

Beauty/Cosmetics		True
Financially Support Community Causes		Donate to Charitable Causes, Political
Computers		True
PC Internet / Online Service User		True
Consumer Electronics		True
PC Software Buyer		PC Software Buyer
Arts		True
Crafts		True
Collectible Antiques	1	True



The Case Against Privacy

- You gain convenience from tailored ads, location services.
- People today care more about online friendship.
- Governments need to protect us against bad guys.
- Businesses must verify eligibility for, e.g., credit.
- If I'm doing nothing wrong, I have nothing to hide.