

Privacy



Social Implications of Computers

*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

Brian according to Acxiom

1	f	
Estimated Household Income Ranges	f	\$200,000 - \$249,999
2	f	
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+ Months	f	1 Purchase
Credit Card Use-VISA	f	Regular
Number of Purchases - Credit Card		1

Brian according to Acxiom

Element	Details
Total Dollars Spent	1591
Total Number of Purchases	6
Average Dollars Spent Per Offline Purchase	11
Total Offline Dollars Spent	11
Mail Order Purchase Categories	Apparel - Male Apparel ,Art & Crafts,Beauty,Electronic ,Gift ,Health ,Merchandise - High Ticket Merchandise ,Outdoor / Gardening
Retail Purchases Categories	Standard Retail, Standard Retail,Finance Company, Financial Services - Install Credit
Crafts/Hobbies Products	True
Travel	
Art	True

Brian according to Acxiom

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		True

The threats to privacy

- *Governments*
- *Corporations*
- *People with cellphone cameras*

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.*