

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

# Brian according to Acxiom

|                                   |   |  |   |
|-----------------------------------|---|--|---|
| 1                                 | f |  |   |
| Estimated Household Income Ranges |   |  | <b>\$200,000 - \$249,999</b>                              |
| 2                                 | f |  |   |
| Active Investing                  |   |  | <b>True</b>   |
| Presence of Credit Card           | f |  | <b>Bank Card Holder,Credit Card Holder - Unknown Type</b> |
| Presence of Bank Card             |   |  | <b>Presence of a Bank Card</b>                            |
| Number of Lines of Credit         | f |  | <b>1 Line of Credit</b>                                   |
| Amount of New Credit              | f |  | <b>\$5,001 - \$9,999</b>                                  |
| Frequency of Purchase 24+ Months  | f |  | <b>1 Purchase</b>   |
| Credit Card Use-VISA              | f |  | <b>Regular</b>  |
| Number of Purchases - Credit Card |   |  | <b>1</b>  |

# Brian according to Review

| 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                     |  | <b>True</b>                                  |
| Financially Support Community Causes |  | <b>Donate to Charitable Causes,Political</b> |
| Computers                            |  | <b>True</b>                                  |
| PC Internet / Online Service User    |  | <b>True</b>                                  |
| Consumer Electronics                 |  | <b>True</b>                                  |
| PC Software Buyer                    |  | <b>PC Software Buyer</b>                     |
| Arts                                 |  | <b>True</b>                                  |
| Crafts                               |  | <b>True</b>                                  |
| Collectible Antiques                 |  | <b>True</b>                                  |

# *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.*