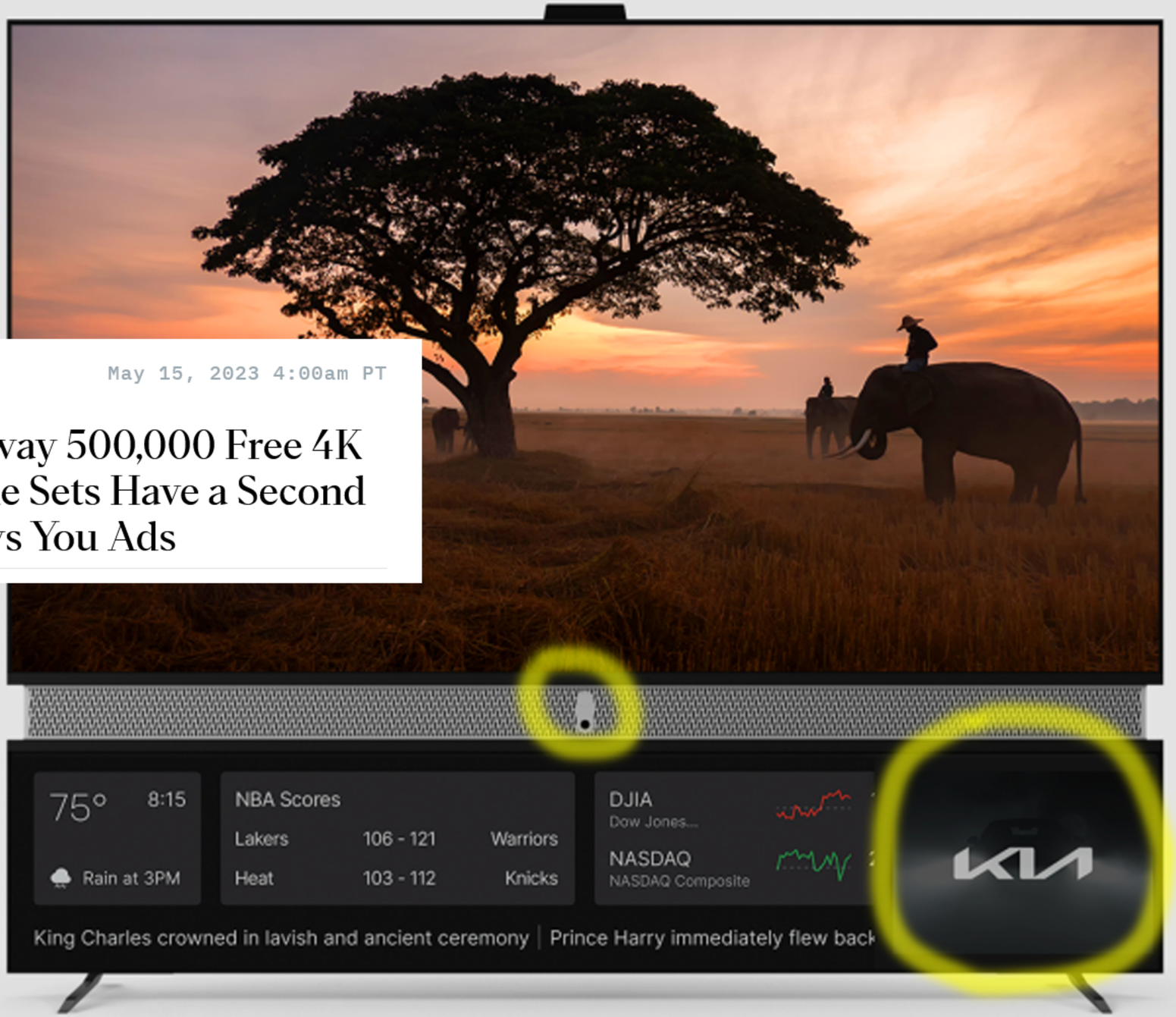
Privacy case

HOME > DIGITAL > NEWS

May 15, 2023 4:00am PT

Startup Telly Plans to Give Away 500,000 Free 4K TVs This Year. The Catch? The Sets Have a Second Screen That Constantly Shows You Ads



Besides the second screen there is also a camera.

Accept the TV? Why?

Privacy case

Elvis and Priscilla married impulsively in Las Vegas, in the company of many people they had never met.



Is their moment *private*?

Privacy case



What is the *value* of privacy?
Why do we want it?

How can it be described,
or measured?

Outline

Experience of privacy: Free TV / Elvis wedding / Target

What is privacy?

Cases: Neighbors, Surveillance Camera Man, “Homeland Security”

Why do we want (and not want) privacy?

Case: FB and the end of privacy?

Protecting privacy today

Privacy, autonomy, and explore/exploit dilemma, descriptive privacy

Definition privacy

1. Westin “Control” definition

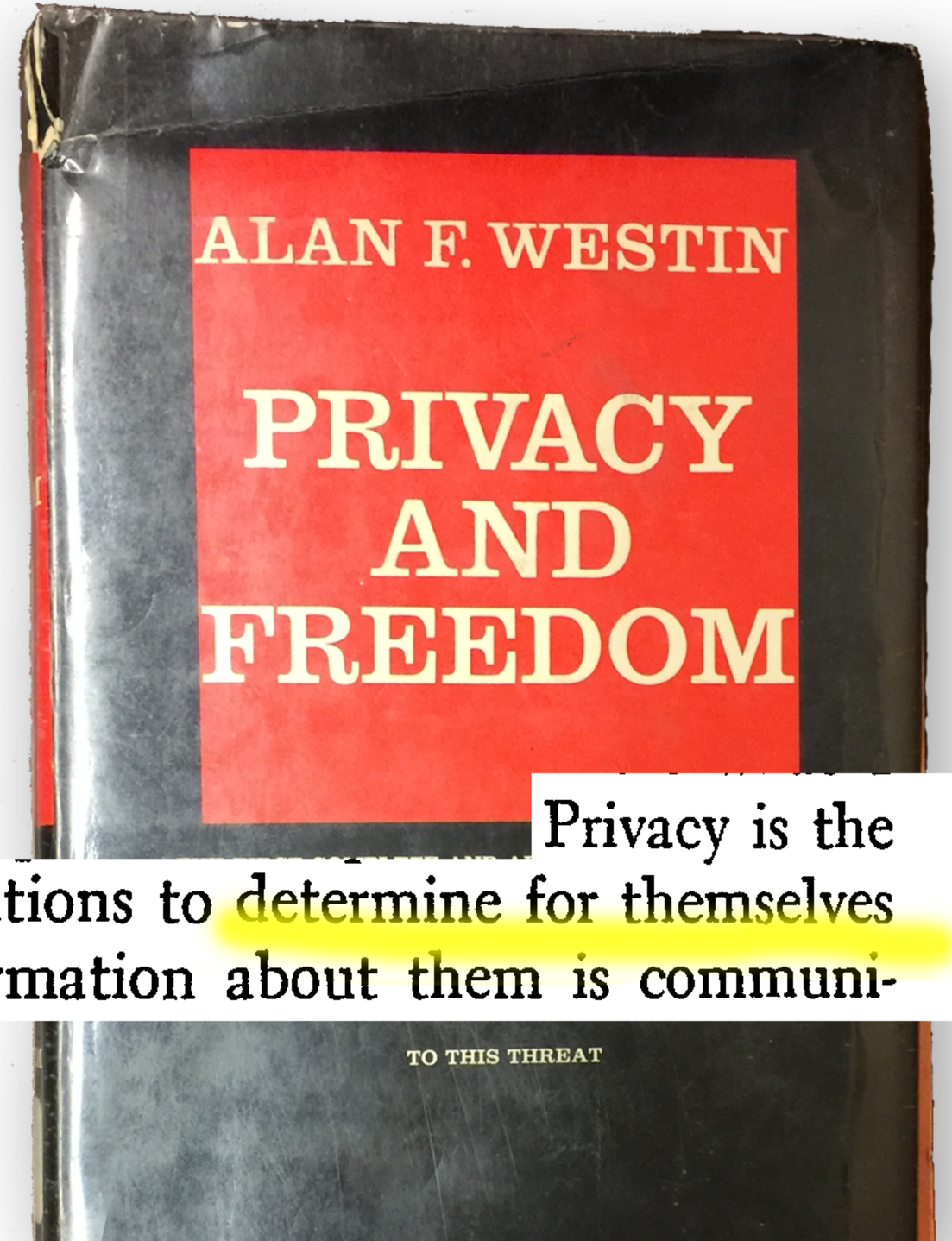
2. Privacy as a verb



Chat GPT Depiction “Privacy in AI”

Definition privacy

Control over access to your personal information



Privacy is the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.

Definition privacy as control over personal information

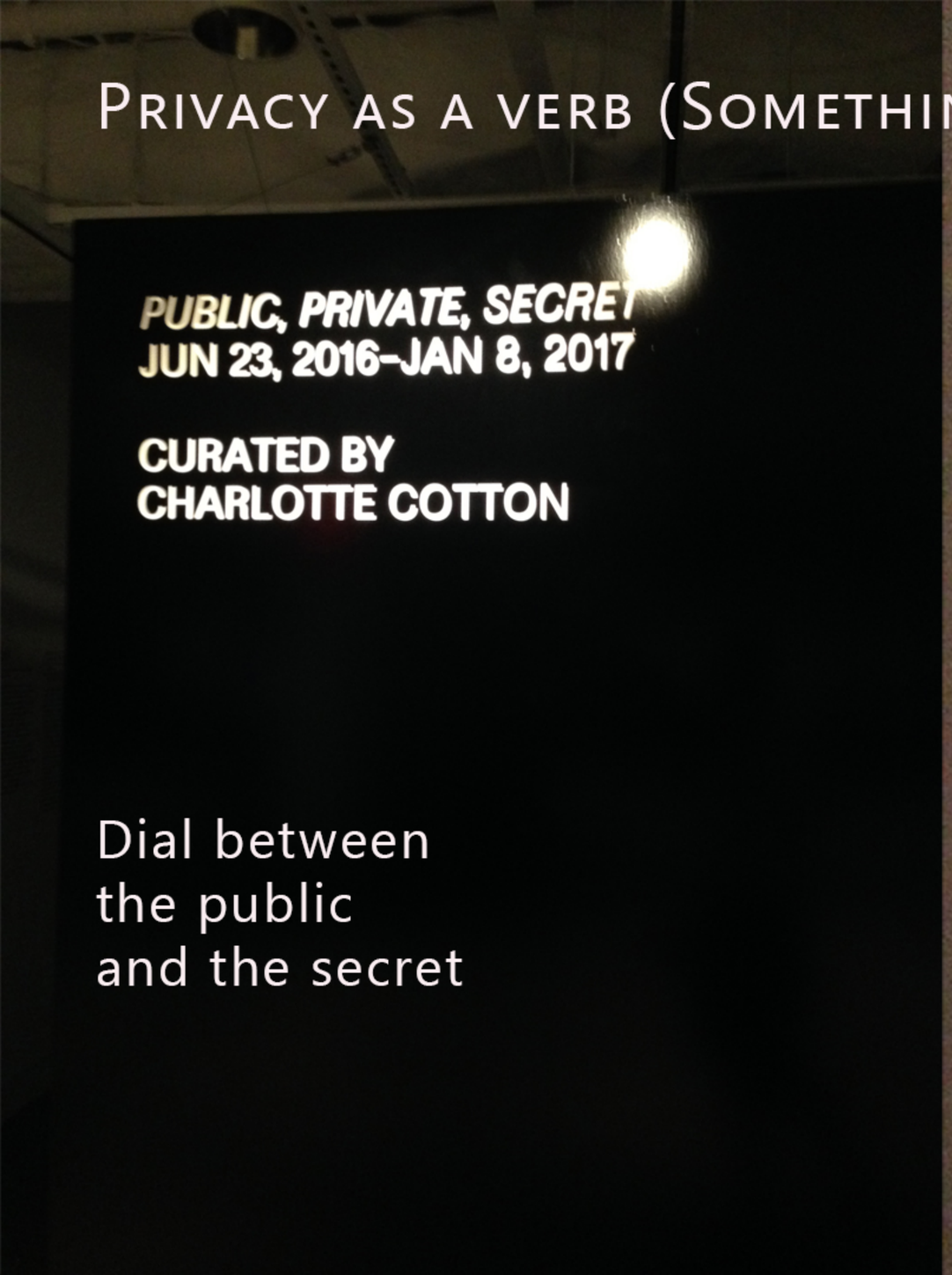
What is personal information? Personal *identifying* information (PI/PII)

Identifying?

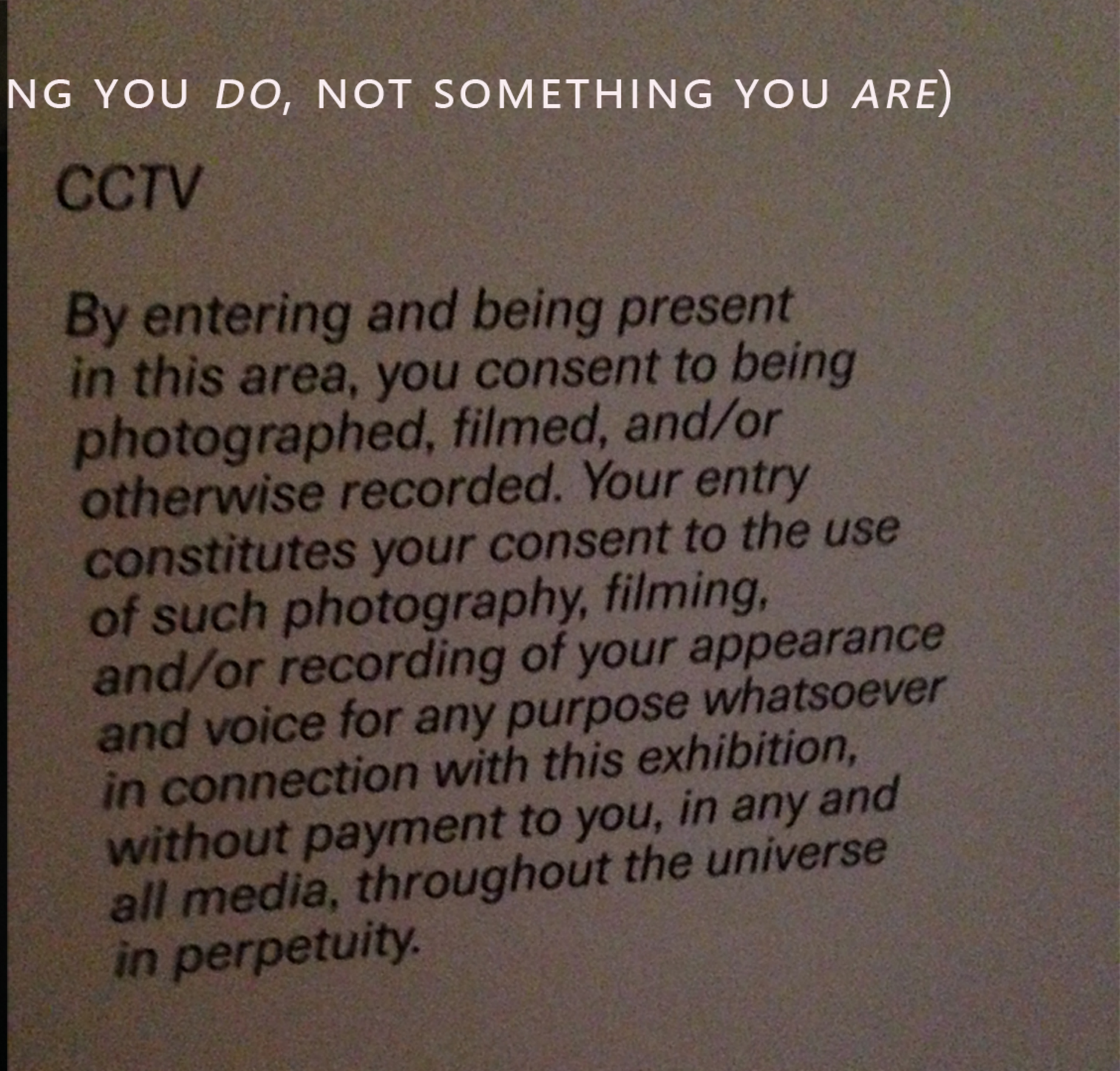
James Brusseau has a height
James Brusseau is 1m 95cm

James Brusseau eats
James Brusseau ate a pizza in 1994
(*Data tools sufficiently powerful to produce knowledge about James Brusseau? Could they be?)

Privacy as a verb (Something you *do*, not something you *are*)



Dial between
the public
and the secret



Privacy extreme case: Kim Kardashian



Why is Kim Kardashian the most private person in the world?

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Free TV / Elvis wedding / Target

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Privacy case #1: The neighbors...



Privacy case #1: The neighbors...



Privacy case #1: The neighbors...



Privacy case #1: Is *The Neighbors* a privacy violation?



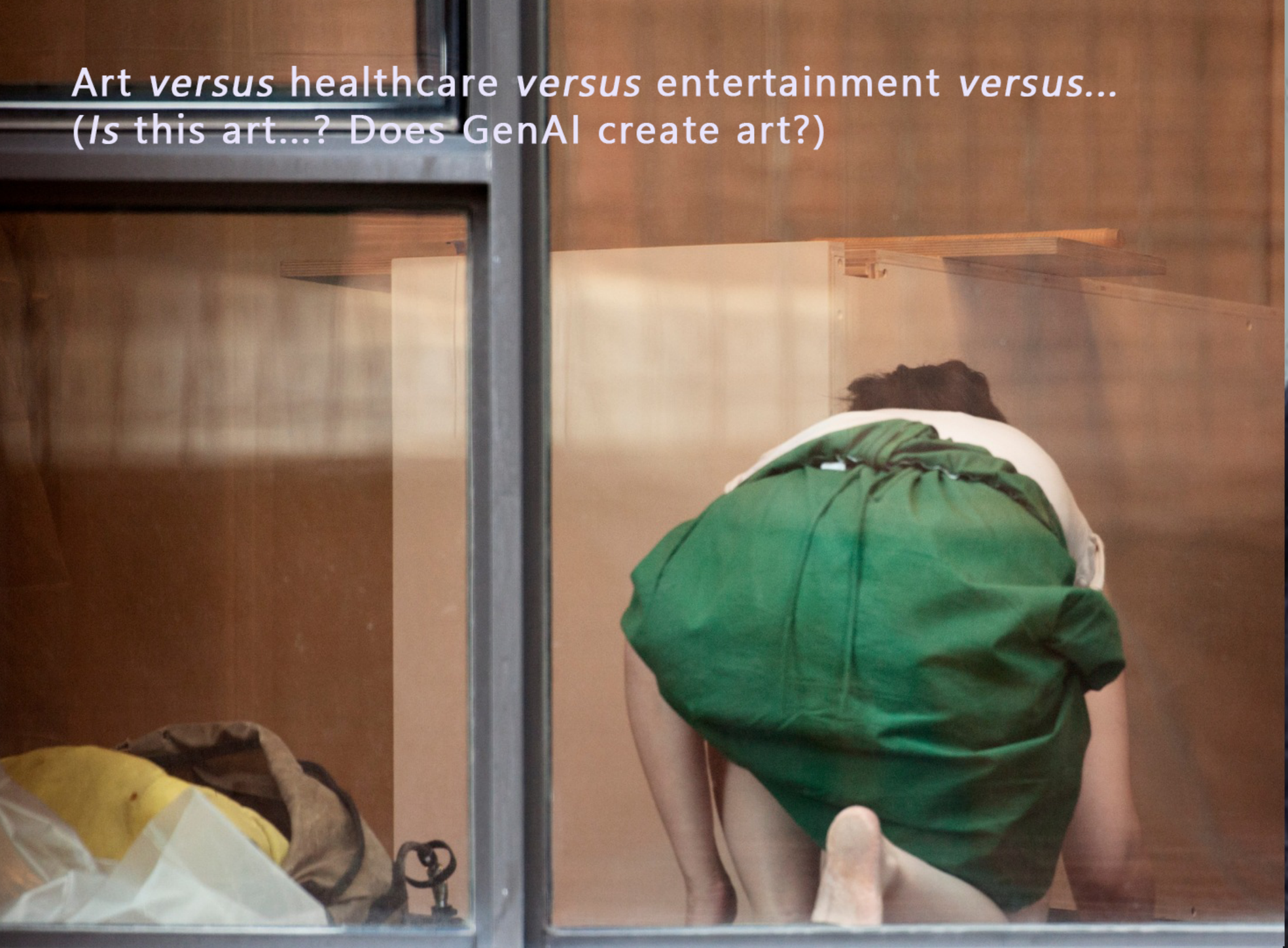
Privacy case #1: Is *The Neighbors* a privacy violation?



Context complication:

In NYC everyone has a camera and constantly photographs everything…

Art *versus* healthcare *versus* entertainment *versus*...
(*Is* this art...? Does GenAI create art?)





Privacy case #2: Surveillance Camera Man





(Italian version https://www.youtube.com/watch?v=Azi0Hmttxms
Original: https://youtu.be/NN9FPHIgBlY?t=219)

Are security cameras a special case...?

Privacy case #3: National Security Agency



Is your privacy violated if you do not know?

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Free TV / Elvis wedding / Target

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Why do we want (and not want) privacy?

To be some *one*

To be *someone else*

Intrinsic versus mediated value



Why do we want privacy?
To be some *one*

Practical:

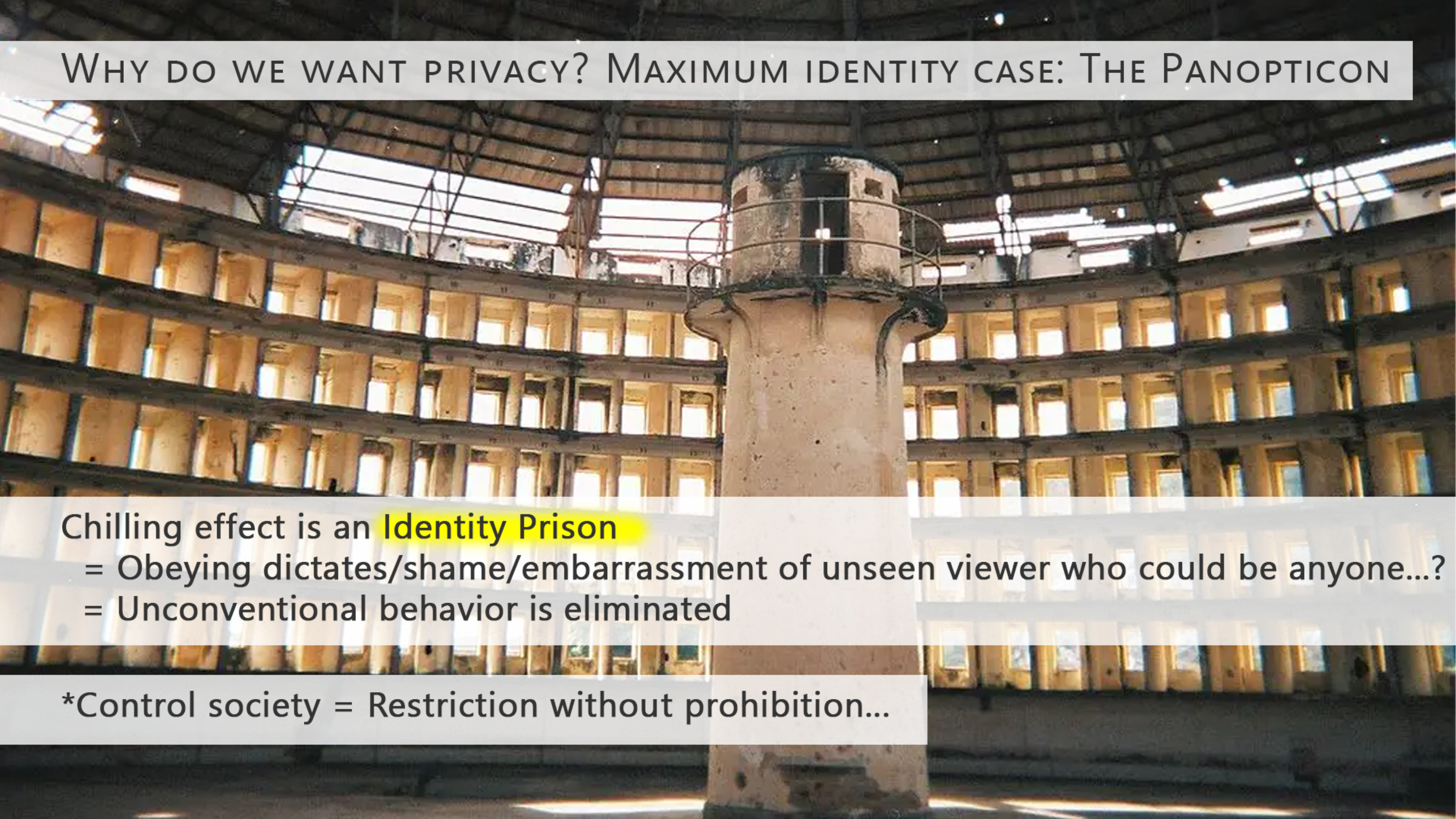
Chilling effect of anyone potentially watching…

Act conventionally instead of as yourself: *Would she do this if she knew her students were watching?*

Case: Ashley Payne vacation pictures from FB page set to private, but circulated among students.

Fired from job as elementary school teacher

Why do we want privacy? Maximum identity case: The Panopticon



Chilling effect is an Identity Prison
= Obeying dictates/shame/embarrassment of unseen viewer who could be anyone...?
= Unconventional behavior is eliminated

*Control society = Restriction without prohibition...

Why do we want privacy?
To be some *one*

Practical:

Chilling effect of anyone potentially watching…

Theoretical

Reveal = Conceal

If no control over your personal information, you cannot project yourself ***as*** anyone

(Think of me lecturing while a video behind displays me drinking too much….)



Why do we want privacy?
To be some *one*



(Case: Ashley Payne)

Did the school make the right decision to fire?

Can refusing to hire someone be justified by discovered FB pages?

(Is privacy a *responsibility* as well as a right?)

Why do we want privacy?
To be someone else

Practical requirement

Case: What is the ethical status of false avatars - is it ok to lie to become someone else?

Why Do People Seek Anonymity on the Internet? Informing Policy and Design

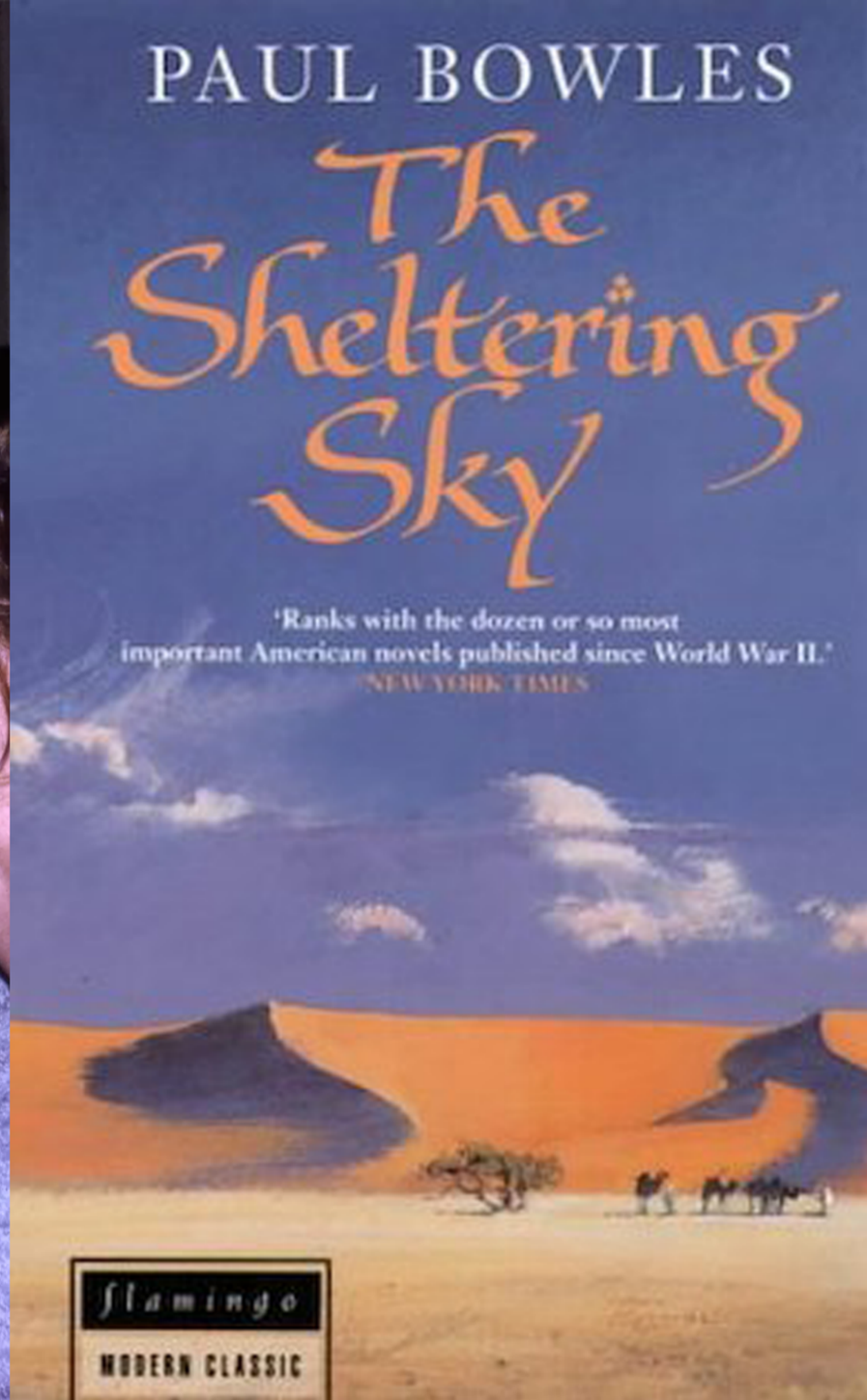
Ruogu Kang[1], Stephanie Brown[2], Sara Kiesler[1]
Human Computer Interaction Institute[1]
Department of Psychology[2]
Carnegie Mellon University
5000 Forbes Ave., Pittsburgh, PA 15213
ruoguk@cs.cmu.edu, smb1@andrew.cmu.edu, kiesler@cs.cmu.edu

Although social networking generally requires using one's real identity, half of our interviewees reported using fictitious profiles to go on social networking or dating sites, or used false personal information when chatting online. Some interviewees used different social network profiles to separate the information they shared with different groups of people. A teacher (#17) was very active in a fandom group, and often posted fan fiction online. She wanted to keep in touch with other members of that community, but she was afraid that she might be criticized if her family or her boss found out about her writing because it was not "real" fiction. She therefore maintained two Facebook accounts, one under her real name for family and co-workers and one under a fictitious name for fandom friends.

Why do we want privacy?
To be someone else

Theoretical requirement
Being someone else
= new PI = new control



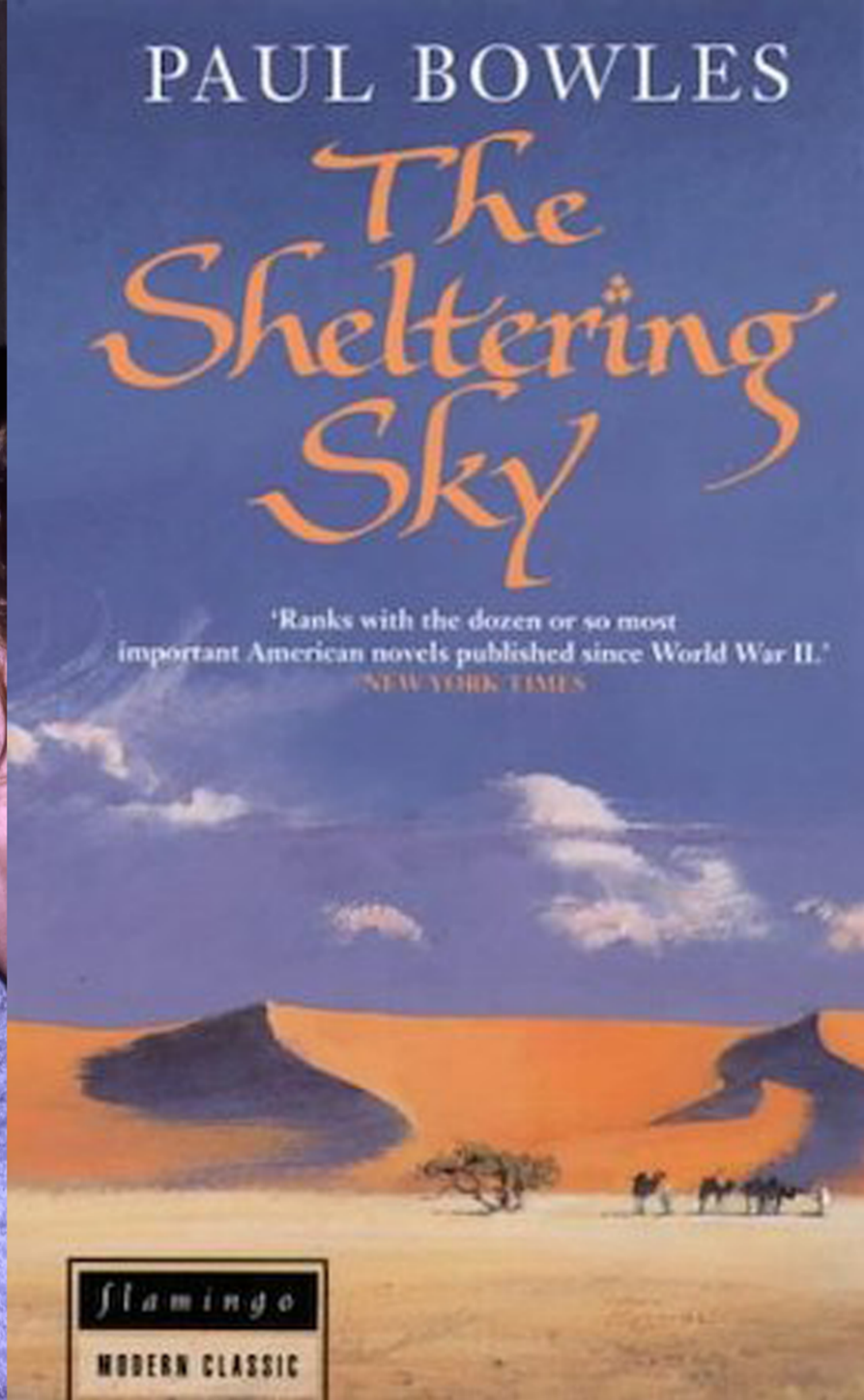


Why do we want privacy?
To be someone else

Genhumanism
Right to discontinuity

Once it was so easy to become someone else...





Why do we want privacy?

Intrinsic value

Mediated value

- Freedom to determine and to change our own identity for others and for ourselves

Do we NOT want privacy?

Cross-referencing habits, motion detection, body temperature, heartbeat, and similar, Apple watch can determine when playing golf, playing tennis, taking shower...

Is there a condition/time/age when radical loss of privacy (just sending all info indiscriminately to Apple) is worth it?



NEW YORK POST

LOG IN

LIVING

Apple Watch saved a grandma's life by catching heart condition

By Lauren Steussy

November 23, 2019 | 11:36pm

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Case: FB & the ethics of privacy degree = 0 = Good

"You have one identity. The days of you **having a different image for your co-workers, and for the other people you know, are coming to an end**. Having two identities for yourself is a lack of integrity."



3 Claims: Empirical/Psychological/Ethical

Empirical:

Privacy ending (Facebook knows about you/your personal data)
360⁰ exposure (Facebook knows *all* about you/you data:
data-image for working self, friend-self, family-self, etc.)

Panopticon reality

The loss of control over our personal information
is complete.

Case: FB & the ethics of privacy degree = 0 = Good

"You have one identity. The days of you **having a different image for your co-workers, and for the other people you know, are coming to an end**. Having two identities for yourself is a lack of integrity."



3 Claims: Empirical/Psychological/Ethical

Psychological:

- Multiple identity diminishes vertically
  - Through FB wall + analogous social media people from every side of your life know every other side (Ashley Payne)
- Multiple identity diminishes horizontally (across time)
  - No escape from past, children know parents' pasts, etc.

Integration/integrity: Cross sectionally and longitudinally

Privacy degree = 0

What would it be like to live this way?

Authenticity?

Does integration = authenticity?

What is the relation between your true (complete) data self, and your true self? (If I know every you, do I know you, or is the "everything you" just another you…like Theseus's ship?)

Is identity *change* possible - is authenticity worth it?

(Would you *want* to change?)

Case: FB & the ethics of privacy degree = 0 = Good

"You have one identity. The days of you **having a different image for your co-workers, and for the other people you know, are coming to an end**. Having two identities for yourself is a lack of integrity."

- Mark Zuckerberg (*The Facebook Effect*, 2010)

3 Claims: Empirical/Psychological/Ethical

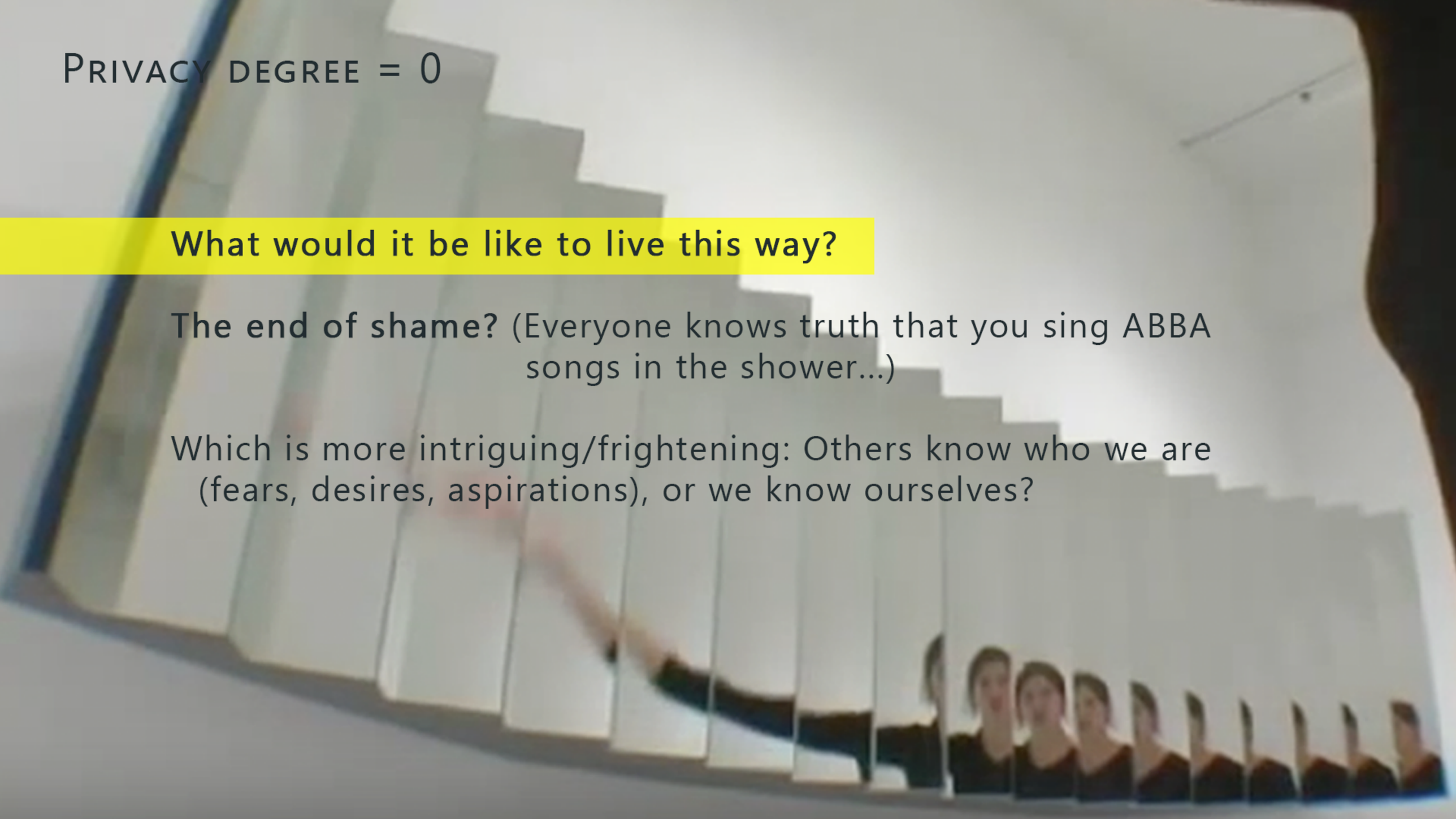


Privacy degree = 0

What would it be like to live this way?

The end of shame? (Everyone knows truth that you sing ABBA songs in the shower…)

Which is more intriguing/frightening: Others know who we are (fears, desires, aspirations), or we know ourselves?



Case: FB & the ethics of privacy degree = 0

"You have one identity. The days of you having a different image for your co-workers, and for the other people you know, are coming to an end. **Having two identities for yourself is a lack of integrity.**"



3 Claims: Empirical/Psychological/Ethical

Ethical:

Empirical + psychological facts are good

You have one identity and ought to be true to it
= integrity, authenticity

Facebook

https://transparency.fb.com › community-standards

Account Integrity and Authentic Identity - Transparency Center

We believe that **authenticity** helps create a community where people are accountable to each other, and to **Facebook**, in meaningful ways.

You must be who you are. Good or bad?







[Brief history of authenticity + multiplicity]

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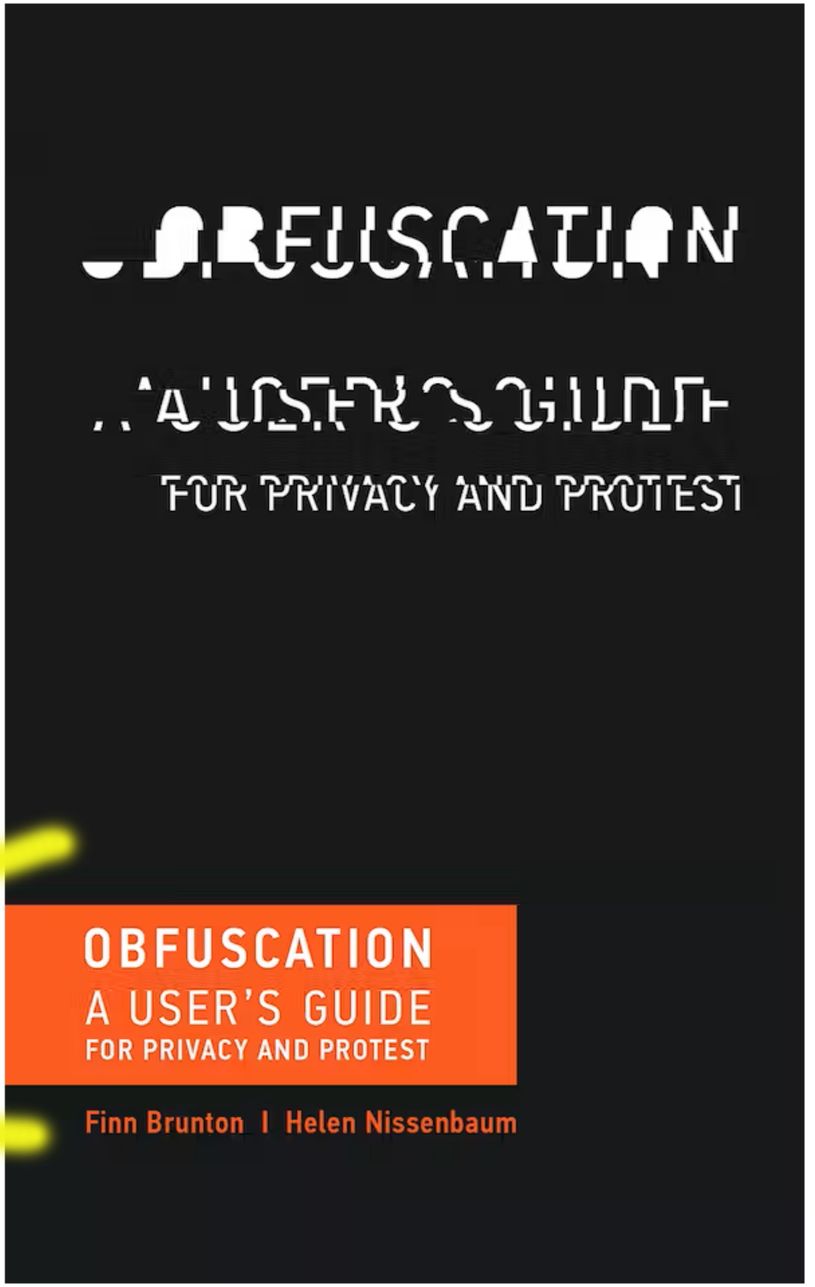
Protecting privacy: 2 strategies
Privacy-by-design, ownership

1. Privacy-by-design strategies

Data minimization

Differential privacy (Application centered, Trade-off)

Obfuscation (User-centered)



Protecting privacy: 2 strategies
Privacy-by-design, ownership

2. Data ownership strategy

Give users tools to implement
buy/sell their personal information
= privacy via economic tools

Questions

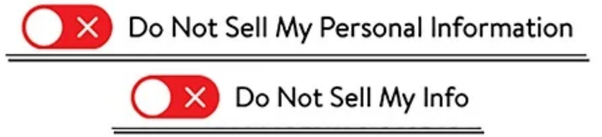
Lockean model
or
Intellectual/creative property
as better model?
(Is PII like art?)

(f) Opt-Out Button

(1) The following opt-out button may be used in addition to posting the notice of right to opt-out, but not in lieu of any posting of the notice of right to opt-out.



(2) When the opt-out button is used, it shall appear to the left of the "Do Not Sell My Personal Information" or "Do Not Sell My Info" link as illustrated below, and shall be approximately the same size as other buttons on the business's webpage.



Protecting privacy: 2 strategies
Privacy-by-design, ownership

Note:

Individual *versus* society
as owners of PI



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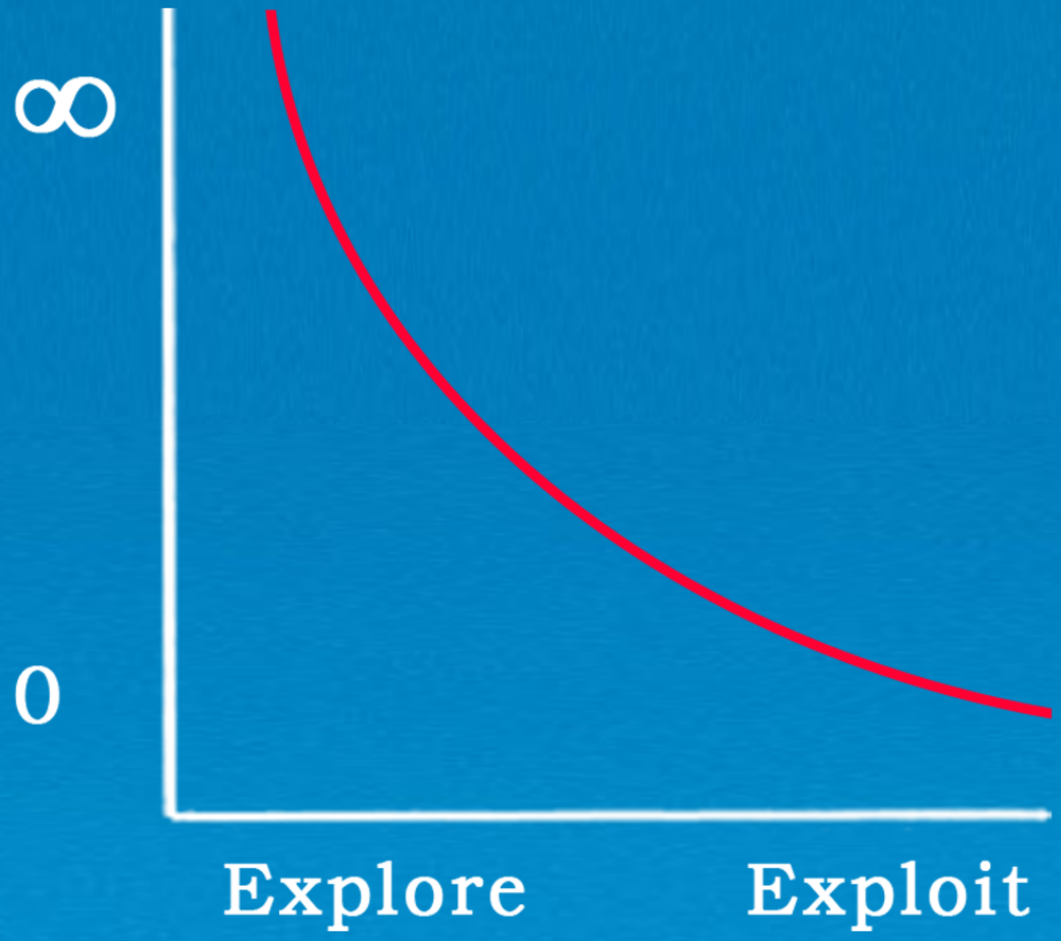
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Mapped onto Explore/Exploit...

Privacy/Freedom/Autonomy (Radical)

divided by

Authenticity



Descriptive privacy
http://pi.ethicsworkshop.org