

# Online Privacy

T-110.5220 Usability and Security

# First, the topics situation

Today (8.2.2011) is the deadline to send your topic to me at [kristiina.karvonen@hiit.fi](mailto:kristiina.karvonen@hiit.fi)

Here's some Q/A related to the essay and the course:

Q: can I combine given topics into one?

A: yes, this becomes "your own topic", e.g. "privacy and identity"

Q: can I write in Finnish?

A: yes, you can write in English, Finnish, Swedish or German (these are the only languages I know – sorry!).

Q: There's so much work on the course for just 3 cr, can you change that?

A: Sorry to hear but I'm afraid it's not up to me. I'll take the message to the department but it's unlikely to change anything.

Q: What's an open-book exam?

A: it means that rather than having to remember things by heart, you need to apply what you've learned and analyse what you've read. It means you can bring any material you like to the exam and also have access to the Internet during the exam.

However, you have to answer the exam yourself, not by being connected to your usable security guru friend online or by posting exam questions to online forums during the exam! (as if any of you would go as low as this! ☺)

Q: What kind of questions are there in the exam?

A: Old exams can be found in Noppa course pages.

(security + privacy) = trust



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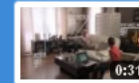


From: FSecureNews | October 15, 2010 | 311 views

John isn't that smart, but you can be. Visit <http://besmarterthanjohn.com/vid> to find out how to stay safe online.

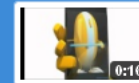
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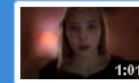
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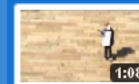


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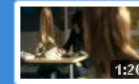
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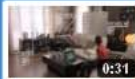
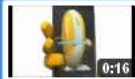

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From: saferinternetfi | January 20, 2011 | 364 views

Tämä on Tietoturvapäivä 2011 -kampanjavidео. Netti on elämää, ei pelkkää peliä! [www.tietoturvaopas.fi](http://www.tietoturvaopas.fi), [www.tietoturvakoulu.fi](http://www.tietoturvakoulu.fi).




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## Habbometre: Safer Internet Day

Friday, Feb 4, 2011 / Writer: Merja Turpeinen, Communications Manager

To mark [Safer Internet Day 2011](#), Habbo Hotel's February edition of the global Habbometre poll asked over 36,000 teens from around the world about their online behavior. The teens were asked what they think about online safety and identity, providing valuable insights into how young people view their virtual lives.



Fitting with this year's Safer Internet Day theme "[It's more than a game, it's your life](#)", Habbo asked its community whether they behave the same online as they do in real life. Just over a quarter of respondents (26%) stated that their behavior online and offline doesn't change. The remaining respondents felt that their behavior was different 'always' or 'most of the time'.

Even though a quarter said that their behavior does not change online vs. offline, only 16% of teenagers surveyed said they use their real name on all social networks. This suggests many teens split their identities across a mixture of online networks. In France this figure drops to only 3%, compared to the Netherlands where 34% say they use their real name on all social networks.

Refreshingly, more than half of teens (56%) are as aware of their safety online as they are in the real world. Spanish teens were least aware of their online safety, while French were most. The survey also highlighted young people as having a strong appreciation and awareness of their friends' privacy with 82% stating that they have never used somebody else's online identity without their knowledge or permission. Teens from Finland were most tempted to use a friends' identity, with 16% admitting to doing it at least once.

The Habbometre is a monthly poll of Habbo users globally. Check out

### Recent articles

- [Habbometre: Safer Internet Day](#)
- [Habbo virtual goods sales hit all-time high in December](#)
- [Habbo Hotel's Record Year 2010 in numbers](#)
- [Habbometre: Teen Holiday Celebrations](#)
- [Introducing Wired: User Created Games on a whole new level!](#)
- [Habbometre: Movies - where teens are watching films](#)
- [It gets better also in Habbo Hotel!](#)
- [Teen superstar Emily Osment to visit Habbo Hotel prior to MTV European Music Awards](#)
- [Teens demand better leisure spaces](#)
- [Beyonce smells better than Britney according to UK teens](#)



apwg\_report\_q2\_2010.pdf (applicati...2 / 11147%Find

Phishing Activity Trends Report, 2<sup>nd</sup> Quarter / 2010

### Phishing Report Scope

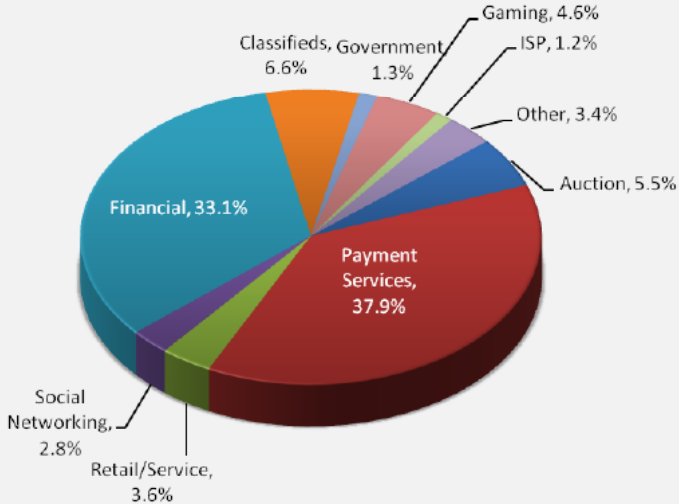
The quarterly APWG *Phishing Activity Trends Report* analyzes phishing attacks reported to the APWG by its member companies, its Global Research Partners, through the organization's website at <http://www.antiphishing.org> and by email submissions to [reportphishing@antiphishing.org](mailto:reportphishing@antiphishing.org). APWG also measures the evolution, proliferation and propagation of crimeware drawing from the research of our member companies. In the last half of this report you will find tabulations of crimeware statistics and related analyses and results of a TLD phishing abuse survey.

### Phishing Defined

Phishing is a criminal mechanism employing both *social engineering* and *technical subterfuge* to steal consumers' personal identity data and financial account credentials. Social-engineering schemes use spoofed e-mails

### Classified Ads Sector Breaks Out in Q2 As Rapidly Expanding Phishing Vector

**Most Targeted Industry Sectors 2nd Quarter '10**



Industry Sector	Percentage
Payment Services	37.9%
Financial	33.1%
Classifieds, Government	6.6%
Auction	5.5%
Gaming	4.6%
Retail/Service	3.6%
Other	3.4%
Social Networking	2.8%
ISP	1.2%

Classifieds emerged as a major non-traditional phishing vector accounting for 6.6 percent of phishing attacks detected in Q2

[http://www.antiphishing.org/reports/apwg\\_report\\_q2\\_2010.pdf](http://www.antiphishing.org/reports/apwg_report_q2_2010.pdf)



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"COULD BECOME AS IMPORTANT A JOURNALISTIC TOOL AS THE FREEDOM OF INFORMATION ACT." - TIME MAGAZINE

WikiLeaks is a non-profit media organization dedicated to bringing important news and information to the public. We provide an innovative, secure and anonymous way for independent sources around the world to leak information to our journalists. We publish material of ethical, political and historical significance while keeping the identity of our sources anonymous, thus providing a universal way for the revealing of suppressed and censored injustices.

WikiLeaks relies on its supporters in order to stay strong. Please keep us at the forefront of anti-censorship and [support us today](#). You can also [read more about WikiLeaks, our mission and objectives](#).

## Cablegate: 250,000 US Embassy Diplomatic Cables

2010-11-28

On Sunday 28th Novembre 2010, Wikileaks began publishing 251,287 leaked United States embassy cables, the largest set of confidential documents ever to be released into the public domain. The documents will give people around the world an unprecedented insight into the US Government's foreign activities.

## All released leaks archived

2010-11-28

Due to recent attacks on our infrastructure, we've decided to make sure everyone can reach our content. As part of this process we're releasing archived copy of all files we ever released - that's almost 20,000 files. The archive linked here contains a torrent generated for each file and each directory.

## THREAT LEVEL


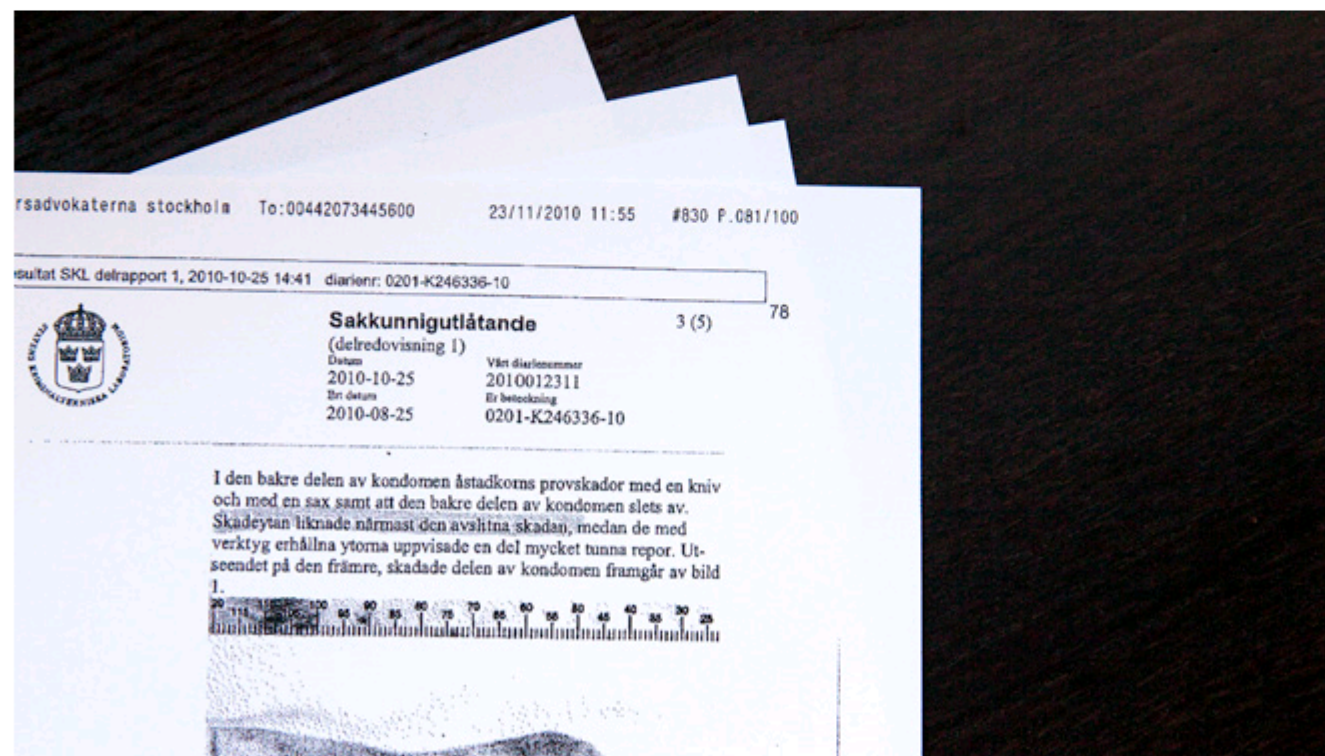


PRIVACY, CRIME AND SECURITY ONLINE

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## Documents in Julian Assange Rape Investigation Leak Onto Web

By Juha Saarinen  February 2, 2011 | 5:35 pm | Categories: [WikiLeaks](#)

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# Links to previous

Wikileaks: <http://www.wikileaks.ch/>

Wired article: <http://www.wired.com/threatlevel/2011/02/wikileaks-sweden/>

APWG report:

[http://www.antiphishing.org/reports/apwg\\_report\\_q2\\_2010.pdf](http://www.antiphishing.org/reports/apwg_report_q2_2010.pdf)

Habbo report: [http://www.sulake.com/blog/entries/2011-02-04\\_Habbometre\\_Safer\\_Internet\\_Day.html](http://www.sulake.com/blog/entries/2011-02-04_Habbometre_Safer_Internet_Day.html)

The security day at youtube:

<http://www.youtube.com/user/saferinternetfi?feature=mhum>

<http://www.youtube.com/user/saferinternetfi?feature=mhum#p/a/f/0/eWr1iy-1lrM>

# What is “privacy”?

a state **A PLACE** an experience

Different thing for different

Societies

Cultures

Organizations

Groups

Individuals

# Thesaurus says..

## Privacy is

“the quality or state of **being apart from** company or observation, that is, seclusion” (1a),

or “**freedom from unauthorised intrusion**, one's right to privacy” (1b).

In the archaic sense, privacy can also mean “**a place of seclusion**” (2).

“secrecy” (3a) or “a private matter, **secret**” (3b).

# Definitions for privacy

- “The **ability** of individuals to **control** the terms under which their **personal** information is acquired and used”
- “Individuals’ **capabilities** in a particular social situation to **control** what they consider to be **personal** data”
- “The **ability** and/or right to protect one’s **personal secrets**. It extends to the ability and/or right to prevent invasions of one’s personal space”

Daniel Solove: Understanding Privacy,  
Harvard University Press 2008

<http://docs.law.gwu.edu/facweb/dsolove/Understanding-Privacy/>



# 4 key ingredients for privacy

## Impenetrability

"being free from unwanted intrusion"

## Exclusion

"being alone"

## Restriction

"being able to limit access to information  
about oneself"

## Control

"having control over information about  
oneself"

Daniel Solove: Understanding Privacy,  
Harvard University Press 2008

<http://docs.law.gwu.edu/facweb/dsolove/Understanding-Privacy/>

# Privacy is..

= protecting information

= controlling access

What information?

Access to what?

**Dick Hardt | Founder & CEO, Sxip Identity**

<http://identity20.com/media/OSCON2005/>

# Identity

Private information = makes up your identity

What is digital identity?

Threats to privacy include Identity theft

What is considered private may vary

# Privacy is also..

- Contextual
  - Bound to a specific situation.
- Nuanced
  - Irrational, unconscious, implicit, emotional,
  - hard to put into words

...and usually you don't even have to.

# In real world, users..

- Have very complex and refined relationships with each other, and they can handle all of it quite well.
- People have a need to present a "face" to others.
  - Telling only partial truth
- Expect things and people behave as usual, in the "normal" way.
  - If not, they get quite bothered.

# Individual differences: privacy level

Marginalists



Don't care

Pragmatists



Willing to trade

Fundamentalists



No  
compromises

Varying demands for level of privacy  
and expressions of privacy  
→ different demands for privacy UI



# Individual differences: types of concerns

## Different types of concerns

- Unauthorized access to my data
- Reuse of my personal data
- Enclosing my data to third parties
- What kind of data about me is saved?
- Are they building a profile of me?
- Can I correct the errors?
- Can I withdraw any information?
- Other?

# Examples of Privacy invasive technologies

- Location tracking (cell phones, GPS devices that phone home, etc.)
- RFID
- Transit cards
- Computer software that phones home
- Devices that phone home
- Video cameras (hidden cameras, cell phones)
- Personalized ecommerce sites
- Automobile data recorders
- Face recognition
- Other?

# What's privacy invading?

- In groups of 3-4 people
  - Discuss your idea of privacy violating technologies/services/situations
  - Prepare a list of 3 most concerning ones (vote to get a joint list)
  - Time: 10 minutes

# In practice..

How effectively can user protect information that is *considered* private?

Concerns *risk*, its perception, and its management.

What are seen as risks?

How well can users see the consequences of their actions?

What makes users feel safe?

There are trade-offs.

# The trade-offs

- Awareness vs. Privacy

Awareness = knowing what others are doing  
= knowing who is around

→ the "others" have to give out private information about themselves for this

- Primary vs. Secondary goal

"I want that book from Amazon!"

→ I have to give them my credit card info, along with a lot of personal information

What about law?



# Legal privacy protection (“tietosuoja”)

- Basic right that guarantees privacy for an individual citizen
- = (personal) information about and individual is not available to unauthorised subjects
- In the background is an implicit assumption of the existence of privacy-enhancing technologies

# Privacy Protection Act

The personality protection for an individual includes privacy as

- territory
- Intimacy
- self-portrait and identity
- legal capacity
- principles of transparency and secrecy
- publicity of judicial proceedings
- publicity and concealment of public documents

# How binding is it?

- Legal intervention and regulation is desirable for users
- However, legislation that cannot be enforced should not exist
  - gives wrong type of assurance

# “The Holy Trinity of the Internet”

1. Nature of the media
  2. Geographically dispersed
  3. Nature of the contents
- Seen as effectively preventing the ideal privacy from happening in the online world

# How to get information about online privacy?

- Privacy statements and claims

# Microsoft Online Privacy Notice Highlights

(last updated January 2006)



## Scope

This notice provides highlights of the full [Microsoft Online Privacy Statement](#). This notice and the full privacy statement apply to those Microsoft websites and services that display or link to this notice.

## Personal Information

[Additional Details](#)

- When you register for certain Microsoft services, we will ask you to provide personal information.
- The information we collect may be combined with information obtained from other Microsoft services and other companies.
- We use cookies and other technologies to keep track of your interactions with our sites and services to offer a personalized experience.

## Your Choices

[Additional Details](#)

- You can stop the delivery of promotional e-mail from a Microsoft site or service by following the instructions in the e-mail you receive.
- To make proactive choices about how we communicate with you, follow the instructions listed in the [Communication Preferences](#) of the full privacy statement.
- To view and edit your personal information, go to the [access section](#) of the full privacy statement.

## Uses of Information

[Additional Details](#)

- We use the information we collect to provide the services you request. Our services may include the display of personalized content and advertising.
- We use your information to inform you of other products or services offered by Microsoft and its affiliates, and to send you relevant survey invitations related to Microsoft services.
- We do not sell, rent, or lease our customer lists to third parties. In order to help provide our services, we occasionally provide information to other companies that work on our behalf.

## Important Information

- The full [Microsoft Online Privacy Statement](#) contains links to supplementary information about specific Microsoft sites or services.
- The sign in credentials (e-mail address and password) used to sign in to most Microsoft sites and services are part of the [Microsoft Passport Network](#).
- For more information on how to help protect your personal computer, your personal information and your family online, [visit our online safety resources](#).

## How to Contact Us

For more information about our privacy practices, go to the full [Microsoft Online Privacy Statement](#). Or write us using our [Web form](#).

Microsoft is a TRUSTe licensee and you may [contact TRUSTe](#) if a privacy question is not properly addressed.

Microsoft Privacy, Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052



# Microsoft Online Privacy Statement

(last updated: January 2006)

[view the privacy notice highlights](#)



Microsoft is committed to protecting your privacy. Please read the Microsoft Online Privacy Statement below and also any supplemental information listed to the right for additional details about particular Microsoft sites and services that you may use.

This Microsoft Online Privacy Statement applies to data collected by Microsoft through the majority of its Web sites and services, as well as its offline product support services. It does not apply to those Microsoft sites, services and products that do not display or link to this statement or that have their own privacy statements.

## Collection of Your Personal Information

In order to access some Microsoft services, you will be asked to sign in with an e-mail address and password, which we refer to as your credentials. In most cases, these credentials will be part of the [Microsoft Passport Network](#), which means you can use the same credentials to sign in to many different Microsoft sites and services, as well as those of select Microsoft partners. By signing in on one Microsoft site or service, you may be automatically signed into other Microsoft sites and services. If you access our services via a mobile phone, you may also use your telephone number and a PIN as an alternative credential to your username and password. As part of creating your credentials, you may also be requested to provide questions and secret answers, which we use to help verify your identity and assist in resetting your password, as well as an alternate email address. Some services may require added security, and in these cases, you may be asked to create an additional security key. Finally, a unique ID number will be assigned to your credentials which will be used to identify your credentials and associated information.

At some Microsoft sites, we ask you to provide personal information, such as your e-mail address, name, home or work address or telephone number. We may also collect demographic information, such as your ZIP code, age, gender, preferences, interests and favorites. If you choose to make a purchase or sign up for a paid subscription service, we will ask for additional information, such as your credit card number and billing address, that is used to create a Microsoft billing account.

We may collect information about your visit, including the pages you view, the links you click and other actions taken in connection with Microsoft sites and services. We also collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times and referring Web site addresses.

When you receive newsletters or promotional e-mail from Microsoft, we may use web beacons (described [below](#)), customized links or similar technologies to determine whether the e-mail has been opened and which links you click in order to provide you more focused e-mail communications or other information.

In order to offer you a more consistent and personalized experience in your interactions with Microsoft, information collected through one Microsoft service may be combined with information obtained through other Microsoft services. We may also supplement the information we collect with information obtained from other companies. For example, we may use services from other companies that enable us to derive a general geographic area based on your IP address in order to customize certain services to your geographic area.

## Supplemental Privacy Information

- [Maps & Virtual Earth](#)
- [Messenger](#)
- [Microsoft Passport Network](#)
- [MSN Sites & Services](#)
- [MSN Premium Software](#)
- [Microsoft Office Live](#)
- [Office Online](#)
- [Support Services](#)
- [Windows Live](#)
- [WindowsMedia.com](#)
- [Windows OneCare](#)
- [Xbox](#)

## Related Links

- [Security at Home](#)
- [Trustworthy Computing](#)
- [FTC Privacy Initiatives](#)

[Home](#)[About Google](#)[Privacy Highlights](#)[Privacy Policy](#)[Privacy FAQ](#)[Terms of Service](#)

## More privacy info:

- [3D Warehouse](#)
- [Desktop](#)
- [Documents & Spreadsheets](#)
- [Gmail](#)
- [Groups](#)
- [Orkut](#)
- [Personalized Homepage](#)
- [Personalized Search](#)
- [Store](#)
- [Talk](#)
- [Toolbar for IE](#)
- [Toolbar for Firefox](#)
- [Video Player](#)
- [Web Accelerator](#)

## Find on this site:

## Google Privacy Policy Highlights

October 14, 2005

At Google we recognize that privacy is important. This document outlines the types of personal information we receive and collect when you use Google's services, as well as some of the steps we take to safeguard information. We hope this will help you make an informed decision about sharing personal information with us.

### Scope

This notice offers highlights of the full [Google Privacy Policy](#), which describes in detail the privacy practices that apply to Google's products, services and websites worldwide (collectively, Google's "services"). You can also get more information about the privacy practices for specific Google services in the navigation bar to the left of this notice.

### Personal information and other data we collect

- Google collects [personal information](#) when you register for a Google service or otherwise voluntarily provide such information. We may combine personal information collected from you with information from other Google services or third parties to provide a better user experience, including customizing content for you.
- Google uses [cookies](#) and other technologies to enhance your online experience and to learn about how you use Google services in order to improve the quality of our services.
- Google's servers automatically record information when you visit our website or use some of our products, including the URL, IP address, browser type and language, and the date and time of your request.
- [Read more](#) in the full privacy policy.

### Uses

- We may use personal information to provide the services you've requested, including services that display customized content and advertising.
- We may also use personal information for auditing, research and analysis to operate and improve Google technologies and services.
- We may share [aggregated non-personal information](#) with third parties outside of Google.
- When we use third parties to assist us in processing your personal information, we require that they comply with our Privacy Policy and any other appropriate confidentiality and security measures.
- We may also share information with third parties in limited circumstances, including when complying with legal process, preventing fraud or imminent harm, and ensuring the security of our network and services.
- Google processes personal information on our servers in the United States of America and in other countries. In some cases, we process personal information on a server outside your own country.
- [Read more](#) in the full privacy policy.

### Your choices

- We offer you choices when we ask for personal information, whenever reasonably possible. You can find more information about your choices in the privacy notices or FAQs for specific services.
- You may decline to provide personal information to us and/or refuse cookies in your browser, although some of our features or services may not function properly as a result.
- We make good faith efforts to provide you access to your personal information upon request and to let you correct such data if it is inaccurate and delete it, when reasonably possible.
- [Read more](#) in the full privacy policy.

### More information

For information about specific Google services, please check the relevant privacy notice in the navigation bar to the left. Google is a member of the [EU/US Safe Harbor Program](#).

## About Nordea

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## Handling of personal information

Nordea Bank Finland Plc handles all personal information it collects according to the Finnish Personal Data Act and the legislation on credit institutions and in keeping with bank secrecy and privacy protection. Personal information is handled and collected for the operations and services of the bank. Information is collected from persons registered in the bank's customer register or their representatives, from public registers kept by the authorities, and from credit information registers.

http://www.nordea.fi/sitemod/upload/root/fi\_org/appx/eng/info/pdf/rekisteriseloste.pdf

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Nordea Bank Finland Plc

**Description of file  
as provided by the Finnish Personal Data Act**

1. CONTROLLER	Nordea Bank Finland Plc and the companies in the same consolidation group Aleksanterinkatu 36, 00020 NORDEA Tel. 0200 3000 (Finnish) and 0200 5000 (Swedish) Visiting address: Aleksanterinkatu 36, 00100 Helsinki
2. REPRESENTATIVE OF THE CONTROLLER	Kaisu Terkki, Jaana Hildén
3. NAME OF THE PERSONAL DATA FILE	Konserni-Asteri
4. PURPOSE OF THE PROCESSING OF PERSONAL DATA	The purpose of the processing of personal data is: - to conduct tasks and services related to the operations of a credit institution; - to use personal data for direct marketing; and - to attend to the storage and reporting duties and the duty to disclose information as required by the legislation and the orders and regulations given by the authorities.
5. THE GROUPS OF DATA SUBJECTS	The data subject's relation to the controller: A) The data subject is or has been a customer of the controller, or applies or has applied for e.g. an account, credit, service agreement or other

8.26 x 11.69 in

## Choose your privacy settings

### Connecting on Facebook

Control basic information your friends will use to find you on Facebook. [View settings](#)

### Sharing on Facebook

These settings control who can see what you share.

	Everyone Friends of friends Friends only		
	Everyone	Friends of friends	Friends only
Everyone			
Friends of friends			
Friends only ✓			
Recommended	Your status, photos and posts		•
	Bio and favorite quotations		•
	Family and relationships		•
	Photos and videos you're tagged in		•
	Religious and political views		•
	Birthday		•
	Permission to comment on your posts		•
	Places you check in to [?]		•
	Contact information		•
	<input type="checkbox"/> Share a tagged post with friends of the friend I tag		
<a href="#">Customise settings</a>			✓ This is your current setting.

### Apps and websites

Edit your settings for using apps, games and websites.

### Block lists

Edit your lists of blocked people and apps.

### Controlling how you share

[Learn more](#) about your privacy on Facebook.

# How to get information on and manage privacy online?

- Privacy statements and claims
- Tools for privacy



Anonymizer®  
Trusted / Proven / Secure

Home

Consumer

Government

Enterprise



Support



Login



Welcome to Anonymizer - complete online identity protection solutions.

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- Wireless PC Security



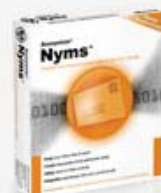
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## ► Press and News

[Anonymizer Provides Identity Protection Software Through HP Security Solutions Center](#)  
(December 4, 2006)

[Anonymizer Protects Personal Email Accounts against Spam with New Anonymous, Disposable Email Service](#)  
(October 10, 2006)

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Now [download](#) our free trials of Anonymizer Anonymous Surfing™, Anonymizer Anti-Spyware™, and Anonymizer Digital Shredder Lite™, and the new Anonymizer Nyms email protection software, in one convenient download. [Learn More](#)

Identity protection has become increasingly important. The FTC estimated that close to 10 million people in the US were victims of identity theft last year. Your personal information can be stolen through online spying. In fact, 9 out of 10 computers are infected with spyware, making it critical for people to use anti spyware protection. While you are surfing the Internet, your surfing activity and your keystrokes can be monitored by spyware. To prevent this kind of attack on your privacy, choose an anti spyware solution that will provide identity protection. Anonymizer anti spyware enforces identity protection and gives you peace of mind when surfing the Internet.

Anonymizer is the leader in anonymous web surfing solutions and also offers free anonymous surfing. Like most people, you may not understand the importance of anti spyware and anonymous surfing programs that protect your online identity. If you don't use an anonymous web surfing solution, your online activities can be tracked. With our anonymous surfing program, your web surfing is kept private and secure with anonymous proxy servers. Anonymizer Anonymous Surfing combines thousands of private anonymous proxy servers with 128-bit SSL technology, the most secure form of encryption available, to ensure the highest level of protection and anonymity. Anonymous Surfing also protects users against pharming and phishing scams.

When you use Anonymizer's anonymous proxy network, your web activity and anonymity are secured. Our Anonymous Surfing program utilizes anonymous proxy servers, which hide your online identity, IP address, web sites you visit, and any other information you transmit. Anonymizer's anti spyware solution and Anonymous Surfing start automatically when you start up your PC, run silently in the background, and do not slow down your Internet connection.

For additional information please visit the following pages: [Anonymous Surfing](#), [Anti Spyware](#), [Hiding Your IP Address](#)

[Contact Us](#) | [Store Locator](#) | [Contact Us](#) | [Other Links](#) | [Terms of Use](#) | [Privacy Policy](#) | [Unsubscribe](#) | [Affiliate Program](#)

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# How to get information about privacy?

- Privacy statements and claims
  - Hard to understand, loooooong and full of jargon
- Tools for privacy
  - E.g. Anonymizer
    - The free software only anonymizes web browsing
    - ...not usage of email, chat, or other services.



# Privacy – demands for design

- Not the users' primary task
  - Make it easy, translucent, no burden
- There are different types of users
  - Provide preferences settings & profiles
- Privacy raises the stakes
  - Allow no (fatal) mistakes. Trial-and-error method will not do
- Systems must respond to the legal and regulatory environment
  - Provide easy ways to update
- Some visibility is needed
  - Give feedback
- Avoid jargon and information overload
  - Speak the user's language **BUT there are liability issues, too!**

# 5 Pitfalls in the design of privacy

1. ~~Obscuring potential information~~  
Show what information may be disclosed *before* it is actually disclosed. This way, users have grounds for decision-making.
2. ~~Obscuring actual information~~  
Users must know when and what information is being disclosed.
3. ~~Emphasizing configuration over action~~  
Privacy is not a goal in itself. It should not burden the user unnecessarily.
4. ~~Lacking coarse-grained control~~  
Access to privacy controls from top-level in simple steps.
5. ~~Inhibiting established~~  
Existing social practices of disclosure should be enabled also online.

# The do's of privacy info

- Give clear and concise information
- ..in user's language
- ...that is up to date
- ....that has no typos
- .....that is linked to authorities and other relevant bodies
- .....and remember, privacy is not an end in itself.

# Privacy is by nature..

Social	what to tell whom when
Subjective	what is private to me
Feeling	not entirely rational or explicit
Based on information	shared or withheld
An attitude	trusting or distrusting
Not a goal in itself	...just like security.

# Next week

- Pause.
- Next lecture 1.3.2011 on Usability of recommendations and reputation
- Remember to send in your essay topics!