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# T-110.5220 Information Security and Usability

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First assignment + Privacy lecture

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# First assignment – analyse trust ingredients of 6 websites

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DL Friday 26.2.2010

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Analyse and the trust ingredients on the following 3 web site pairs:

1) Shop

<http://www.cduniverse.com/>

<http://www.deepdiscount.com/>

2) News

<http://news.yahoo.com/>

<http://www.nytimes.com/>

3) Entertainment for children

<http://disney.go.com/index>

<http://www.lego.com/en-US/default.aspx>

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# Instructions

- Use the material and the linked material provided on the lectures
- Additional material can naturally be used as well
- Compare and analyse the paired sites on their trust elements
- Max 6 pages essay on the topic.
- DL 26.2.2010
  - email with subject field "T-110.5220 2010 First assignment" to kristiina.karvonen@hiit.fi

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# Privacy and publicity - a changing world?

## T-110.5220 Information Security and Usability

and a Review

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## Facebook Privacy Complaint Ignites War of Words

JR Raphael, PC World

Dec 18, 2009 12:38 am

A high-profile electronic privacy group filed a federal complaint against Facebook on Thursday -- and now, Facebook is lashing back.

The [Electronic Privacy Information Center](#)

(EPIC) called upon the

Federal Trade Commission to investigate Facebook's recent [changes to its users' privacy options](#). The changes, [rolled out earlier this month](#), have been criticized by some for [opening up previously masked personal details](#) to the public eye.

"These changes violate user expectations, diminish user privacy, and contradict Facebook's own representations," [EPIC's complaint \(PDF\)](#) alleges.

### EPIC's Facebook Complaint

The EPIC complaint -- supported by the Center for



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SOFTWARE / SERVICES

December 09, 2009 1:30 PM

## Facebook Simplifies Privacy Options

By Juan Carlos Perez, IDG News Service

 Print  Digg  Twitter  Facebook  More...

Following through on plans announced a few months ago, Facebook is rolling out changes on Wednesday to its privacy settings intended to make them simpler to adjust and understand by its 350 million end users.

PEOPLE WHO READ THIS ALSO READ:

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- ▶ [Facebook Privacy Changes: The Good and the Bad](#)
- ▶ [Facebook Privacy Changes Go Live; Beware of "Everyone"](#)

Recommendations by [loomia](#)

In addition to consolidating some privacy options and grouping them in a single interface, Facebook will also provide new tools designed to walk end users through the settings.

Also, Facebook users will now be able to establish a privacy setting for every item they post on the site via a drop-down menu.

"We believe people should have the ability to share information with only the people they want. We also believe the best time to make this decision is at the very moment the person is sharing something, not months or even years before on a settings page far away," said Elliot Schrage, Facebook's vice president of communications, public policy and marketing, in a press conference. "We want to make privacy something that is considered in context of what's being shared, so that users have more control every step of the way."

As part of this initiative, all Facebook users will be

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## Go beyond status messages

Share updates, photos, videos, and more.  
Start conversations about the things you find interesting.

[Try Buzz in Gmail](#)

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### No setup needed

Automatically follow the people you email and chat with the most in Gmail.



### Share publicly or privately

Publish your ideas to the world or just to your closest friends.



### Inbox integration

Comments get sent right to your inbox so it's easy to keep the conversation going.



### Photo friendly

See thumbnails with each post, and browse full-screen photos from popular sites.



### Connect sites you already use

Import your stuff from Twitter, Picasa, Flickr, and Google Reader.



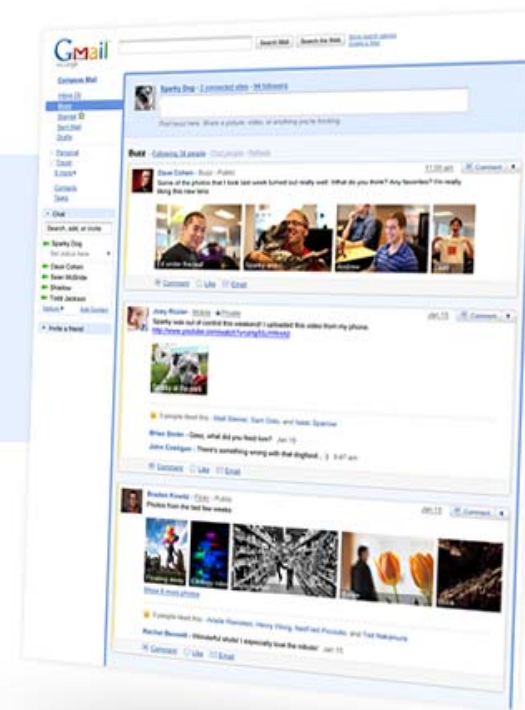
### See updates in real time

New posts and comments pop in as they happen. No refresh required.



### Just the good stuff

Buzz recommends interesting posts and weeds out ones you're likely to skip.



### Buzz from your phone

See buzz around you and tag posts with your location.

Point your phone's browser to:  
[buzz.google.com](http://buzz.google.com)

[Get Buzz on your phone](#)



February 10, 2010 5:48 PM PST

# Google Buzz: Privacy nightmare

by Molly Wood

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I know some of the **technorati** are losing their minds over the awesomeness **that is Google Buzz**, but I think that Google's making a lot of Facebook's privacy and opt-in mistakes right out of the gate, and it's going to bite it big-time, if it doesn't fix it pronto.

I, for one, have already opted out of the entire endeavor.



**Molly Wood**

Available (only visible to your chat buddies)

Molly has 51 followers  
Molly is following 7

Those seven people are really important to me. That's why I turned this thing off.

See, I love the idea of neat new tech innovations that lead to streamlined communication, real-time updating, in-line video and photo posting, and supersimple friend and contact integration. I do *not*, however, like a product that bursts through my door like a tornado and opts me in to wanton in-box clutter and spam (or, more precisely, **baen**) publicly reveals my personal contact list without asking me, threatens to broadcast my e-mail address anytime someone wants to @ me in a Buzz, and even appears to grab photos off my Android phone that I've *never uploaded*.

That, right there, is bad behavior, and given all the hue and cry about **Facebook's inexorable attempts to expose everything** about its users to the entire world, Google ought to know better.

Seriously, Google. Would it have killed you to add a "configure" step to this process?

When you visit **Google Buzz**, you're invited to "Try Buzz in Gmail," with "no setup needed." But the no-setup thing isn't the bonus you might be led to believe.

First, you automatically follow everyone in your Gmail contact list, and that information is publicly available in your profile, by default, to everyone who visits your profile. It's available with helpful "follow" links too--wow, you can expand your Buzz network *so fast* by harvesting the personal contact lists of other people!

To hide the list of followers/followees from your profile page, you have to click **Edit Profile** and uncheck the box next to Display the list of people I'm following and people following me. Why that option isn't obvious on the Buzz page itself--well, decide for yourself.

On top of that, let's say you've customized your Google profile page with the vanity URL Google helpfully offers at the bottom of the page. Well, that'd be your e-mail handle. Anytime anyone does an @ reply to you, they've broadcast your e-mail address to the world.

Now, I know Gmail is in fairly wide use in business environments, but it's also most commonly used for personal e-mail. We've gotten comfortable with handing out usernames of all stripes across social networks, but the personal e-mail address used to be somewhat sacred--until Google Buzz came along.

Plus, and maybe this is specious, but it really bugged me: when I enabled Google Buzz, it was using a photo on my personal Buzz page (not my profile or anything) that I'd taken on my Droid but hadn't ever uploaded. Why? And why that photo? And--what? That's just creepy as hell.

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Justice Department is expected to tell federal appeals court, in first case of its kind, that no warrant is required to obtain previous location data.

**Google eyes ultrafast broadband to the home**

What can be done with network speeds of a gigabit per second? Google wants to find out through a test network that will reach up to a half million people.

## About Molly Rants

*You feel the fury, and Molly Wood blogs about it. Technology makes the world better--except when it doesn't. And when it doesn't, Molly Wood is here to rail against injustice and help find better solutions. It's constructive criticism--most of the time.*

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## Facebook CEO Challenges the Social Norm of Privacy

Ian Paul

Jan 11, 2010 8:03 pm

Lost in the flurry of products announcements at last week's [Consumer Electronics Show](#) was Facebook CEO Mark Zuckerberg's suggestion on Friday that [some aspects of privacy](#) are a thing of the past. The



CEO Mark Zuckerberg

Facebook founder's comments were part of an interview with TechCrunch's Michael Arrington during last week's Crunchie awards presentation.

"People have really gotten comfortable not

only sharing more information and different kinds, but more openly and with more people. That social norm is just something that's evolved over time," Zuckerberg said. "We view it as our role in the system to constantly be innovating and be updating what our system is to reflect what the current social norms are." Zuckerberg then pointed to Facebook's [recent privacy policy change](#) that made user's key information open by default as an example of the social network's willingness to reflect "current social norms."

But Zuckerberg's belief that [Facebook's latest privacy policy](#) is what people want ignores the fact that privacy concerns have [continually dogged Facebook](#). The company has been accused on several occasions of not being in step with the needs and privacy concerns of its users. With that in mind, let's revisit some of Facebook's privacy problems to see how well Facebook

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why that photo? And--what? That's just creepy as hell.

But it's less creepy than the **mobile privacy**. I will say, thank goodness, at least Google Buzz doesn't opt you in to this creepiest feature of all: revealing your location by exact address. When you first visit the mobile app on your Android phone and attempt to post something, you'll be asked whether you want to Share Location or Decline. The "Remember this Preference" box is prechecked too, so be sure you're ready to have everyone know right where you are, whenever you post to Buzz. At minimum, uncheck the Remember button so you can decide whether to reveal your location post by post.

**Molly Wood** - Mobile - Public

5:17 pm ▼

Testing the terrifying location-sharing feature. [Delete](#)

📍 72 Tehama St, San Francisco, CA - [Show map](#)

No offense, but please don't come visit me.

I'm sure that a lot of **Foursquare** fans will happily share away. But Buzz also displays buzzes from people near your location--and identifies them, as well--by exact address. And there are no preferences in the Android app--no way, near as I can tell--to choose to broadcast only to the list of people you follow or a group you've established, as you can in the Web interface. So be equally prepared for everyone around you to know who you are and where you are when you post to Buzz from your phone. Yeah, no, really. I'm totally not making this up.

Now, before you get your angry Buzz on, yes. I know. I know I can unfollow people to protect their privacy (and mine). I know I can use an annoying string of numbers instead of my username to protect my e-mail address. I know I don't have to enable location awareness. I know I can, as I mentioned, post privately and not publicly. But *none* of that is the default, meaning that when I sign up for Google Buzz, assuming that I even know that this massive overshare is about to happen, *all* of those "features" will have to be turned off, one by one, in a confusing and vaguely annoying interface, and I can't do it on my phone. And that is crap.

I know Google's modus operandi is that it is coming to us from the future--the future where **there are no applications, there is only the Web**, there's **no need for printer drivers**, and there's **no expectation of privacy** when it comes to taking pictures of your house for all to see, or you scratching your bum on the street. And wow, what a brave new world that is.

But I *do* have an expectation of privacy when it comes to my e-mail, and I think that even in this age of social-networking TMI, most people still think of e-mail as a safe place for speaking privately with friends and family. And for Google to come along and broadcast that network to the world without asking first--and force you to turn it off after the fact--is, I think, both shocking and unacceptable.

I will not re-enable or recommend Google Buzz until it has a brand-spanking-new configuration screen at start-up, with yes or no options like, "automatically follow all contacts?" and "display list of people I'm following and who follow me?" and "use e-mail handle as Google Buzz username?" as well as privacy options in the mobile interface that include "broadcast to nearby users?"

And I wouldn't mind one that lets me opt out of Buzz *putting all that crap in my in-box*, too. Without that, I think that only the sawiest or least public of users should even bother to play with Google Buzz (which, let's be honest, is a redundant and limited thing, anyway, and relies on everyone in your life using Gmail, which, really, is kind of a lot to ask, especially when we already have Facebook).



As host of the [Buzz Report video series](#), Molly provides a fresh and funny perspective on the latest consumer electronic products to hit the market, as well as commentary on the stories and development that she thinks are truly buzz-worthy. She is also co-host of [Buzz Out Loud](#), CNET's "podcast of indeterminate length," which entertains listeners with a funny and skeptical take on the day's technology news. Her other podcast, [Gadgettes](#), is proof that girls can be geeks too.

**Topics:** Rants, Personal Tech

*It's constructive criticism--most of the time.*



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February 18, 2009 12:15 AM PST

## Google wins Street View privacy suit

by Steven Musil

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A couple in Pittsburgh whose lawsuit claimed that Street View on Google Maps is a reckless invasion of their privacy lost their case.

Aaron and Christine Boring **sued the Internet search giant** last April, alleging that Google "significantly disregarded (their) privacy interests" when Street View cameras captured images of their house beyond signs marked "private road." The couple claimed in their five-count lawsuit that finding their home clearly visible on Google's Street View caused them "mental suffering" and diluted their home value. They sought more than \$25,000 in damages and asked that the images of their home be taken off the site and destroyed.

However, the U.S. District Court for Western Pennsylvania wasn't impressed by the suit and **dismissed it** (PDF) Tuesday, saying the Borings "failed to state a claim under any count."



Ironically, the Borings subjected themselves to even more public exposure by filing the lawsuit, which included their home address. In addition, the Allegheny County's Office of Property Assessments included a photo of the home on its Web site.

The Borings are not alone in their ire toward the Google Maps feature. As reported earlier, residents in California's Humboldt County complained that the drivers who are hired to collect the images are **disregarding private property signs and driving up private roads**. In January, a private Minnesota community near St. Paul, unhappy that images of its streets and homes appeared on the site, **demanding Google remove the images**, which the company did.

However, Google claims to be legally allowed to photograph on private roads, arguing that privacy no longer exists in this age of satellite and aerial imagery.

"Today's satellite-image technology means that...**complete privacy does not exist**," Google said in its response to the Borings' complaint.

Not long after the **feature launched in May 2007**, privacy advocates criticized Google for displaying photographs that included people's faces and car license plates. And last May, the company announced that it had begun **testing face-blurring technology** for the service.



Steven Musil is the night news editor at CNET News. Before joining CNET News in 2000, Steven spent 10 years at various Bay Area newspapers. [E-mail Steven](#).

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#### Google eyes ultrafast broadband to the home



What can be done with network speeds of a gigabit per second? Google wants to find out through a test network that will reach up to a half million



Police inquiry on Google photos: a man hardly dressed photographed in his own yard

## Google-kuvista rikostutkinta: Vähäpukeinen mies näkyi pihalla

11.2.2010 16:25 | Päivitetty: 11.2.2010 16:47

A A

STT

Googlen katunäkymäpalvelusta on aloitettu Suomessa tiettävästi ensimmäinen rikostutkinta. Raahen poliisi tutkii, onko katunäkymän kuvaamisen yhteydessä syyllistytty salakatseluun ja yksityiselämää loukkaavan tiedon levittämiseen.

Googlen palvelusta löytyi kuva, jossa vähissä vaatteissa rivitalon takapihalla käyskentelevää miestä oli kuvattu kesällä aidan takaa. Mies ei ollut tiennyt kuvaustapahtumasta mitään.

Jutun tutkinnanjohtaja rikoskomisario **Hannu Mensonen** kertoi STT:lle, että kuva on julkaistu tiedotusvälineissä. Poliisi otti mieheen yhteyttä kuvan tultua julkisuuteen.

Rikoslaissa salakatselusta ja yksityiselämää loukkaavaan tiedon levittamisestä saa sakkoja tai enintään vuoden vankeutta.

Google avasi katunäkymäpalvelunsa vuonna 2007. Yhtiön mukaan palvelu on tarkoitettu lähinnä matkailijoille, jotka ovat kiinnostuneet matkakohteensa näkymistä.

### Lisää aiheesta:

- ▶ [Google poisti verkossa levinneitä katukuviaan](#) 10.2. 19:17
- ▶ [Googlen katukuvat houkuttivat verkkobongareita](#) 10.2. 0:11
- ▶ [Google kuvaa verkkoon tarkkoja katunäkymiä Suomesta](#) 16.4.2009

### Uutiset

#### Uusimmat

#### Kotimaa

- ▶ Hannu Manninen taistelee kelloa vastaan jo ennen kisaa 9:41
- ▶ Lehtomäki luottaa putkipäätöksen pitävän 9:40
- ▶ Tapani Kansa sai lähtöpassit Vikingin laivoilta 9:36
- ▶ Yhdysvaltojen kaakkoisosiin luvassa harvinainen lumipyry 9:25
- ▶ Teollisuuden tilauksien arvo nousi joulukuussa edellisvuodesta 9:24
- ▶ Alma Median tulos laski hitusen 9:22
- ▶ Tutkimus: Paksusuolen tähytys naisille kivuliaampi 9:22
- ▶ Suomen tuotanto kasvoi joulukuussa 9:20
- ▶ Lemminkäinen teki tappiollisen tuloksen 9:14
- ▶ Uutiskanavat syyttävät Irania lähetysten häiritsemisestä 9:07
- ▶ Putken käyttöikä on 50 vuotta 9:01
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- ▶ Atlantille ennustetaan tavallista rajumpaa hurrikaanikautta 8:33
- ▶ Tampereen kirjamesut laajeni kolmepäiväiseksi 8:33
- ▶ Tutkimus: Änkytys voi johtua geenivirheistä 8:31
- ▶ Stockmann sai suunnan ylöspäin 8:26
- ▶ Kaksi putkea Viipurista Greifswaldiin 8:06
- ▶ Itämeren kaasuputki sai rakentamisluvan 8:04
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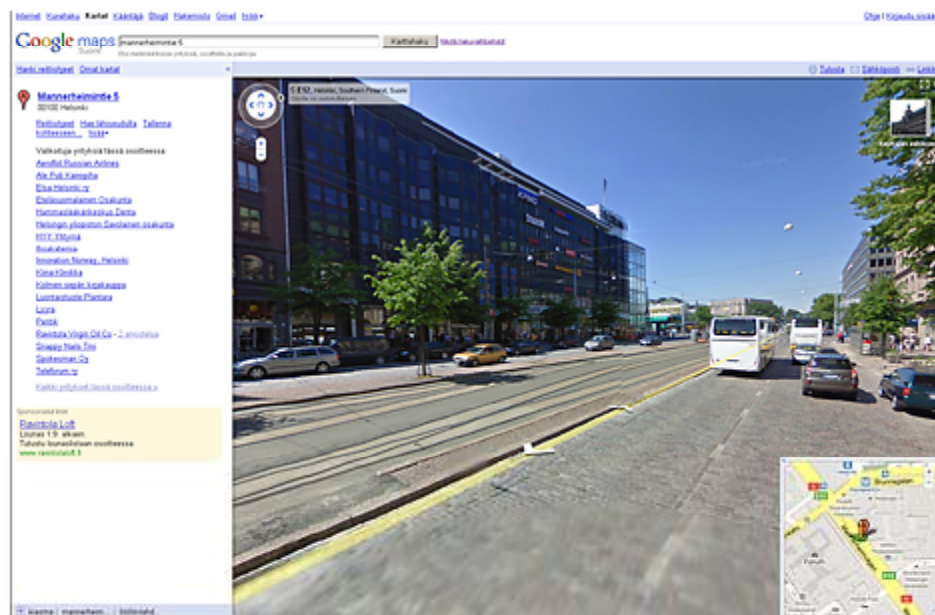


# Googlen katukuvat houkuttivat verkkobongareita

9.2.2010 11:14 | Päivitetty: 10.2.2010 0:11



**Jussi Pullinen**   
HELSINGIN SANOMAT



Ruutukaappaus Google maps -ohjelmasta, näkymä Helsingin keskustasta Mannerheimintieltä.

Verkkoyhtiö Googlen tiistaina Suomessa julkistamat katunäkymäkuvat saivat heti verkon bongarit liikkeelle.

Internetin keskustelupalstoille ilmestyi linkejä näkymiin, joihin oli Suomessa päätyneet muun muassa seksikauppojen edustalla oleilevia ja vahvasti päihtyneen oloisia ihmisiä.

Moni kertoi myös löytäneensä palvelusta esimerkiksi luettavia rekisterikilpiä, vaikka palvelun pitäisi sumentaa tunnuksia.

Moni kertoi löytäneensä kuvista itsensä tai kotinihansa

Google photos attract search for questionable material

## Uutiset

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Kotimaa

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- Teollisuuden tilauksien arvo nousi joulukuussa edellisvuodesta 9:24
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- Kiina varoittaa Obamaa Dalai-laman tapaamisesta 7:37
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- Motorola jaksentuu kahdeksi uudeksi onni

IS LP Vancou

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ALKA  
16.2

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JOUKKUEES

Mitä sinä  
et jaks  
tehdä?

- ☐ Siivota
- ☐ Tiskata
- ☐ En mitään.



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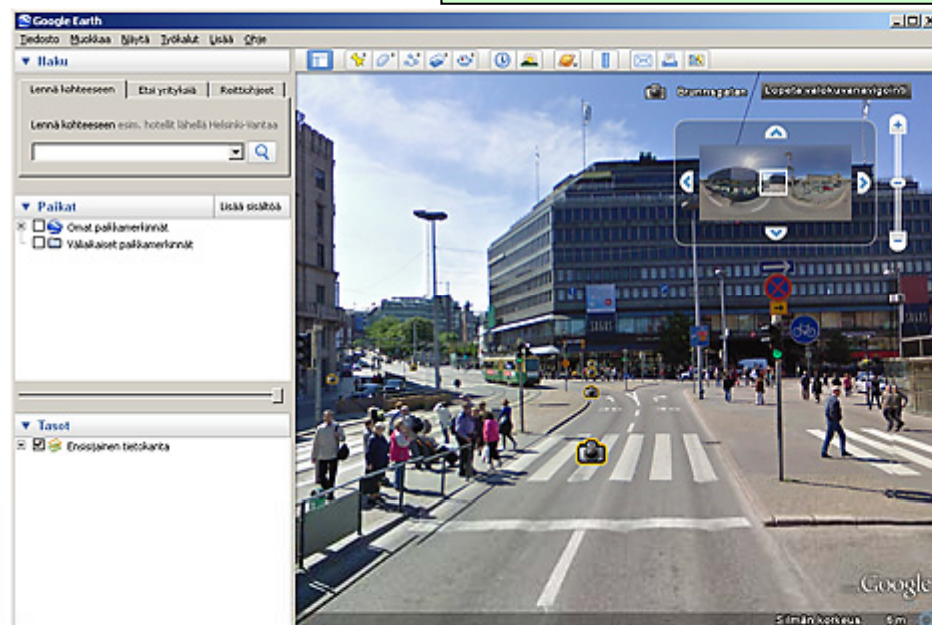
# Google poisti verkossa levinneitä katukuviaan

10.2.2010 19:17



Jussi Pullinen  
HELSINGIN SANOMAT

Google removes photos of streets in Finland due to complaints on online forums on questionable material



Katunäkymä Helsingin Rautatieaseman edustalta Google Earthissa.

**Verkkoystiö** Google poisti tiistaina ja keskiviikkona kuvia Suomen katunäkymiä esittelevästä karttapalvelustaan. Poistettujen joukossa oli muun muassa kuvia humaltuneista ja seksikaupan ovella seisovista ihmisistä.

Kuvia arveluttavista tilanteista esiteltiin eri keskustelupalstoilla. Osaa keskustelupalstojen kirjoittajista oman talon kuva verkossa tyrmistytti, osa oli ihastunut kuvien kesäisiin maisemiin.

**Viestintäoikeuden** asiantuntijat arvioivat keskiviikon Helsingin Sanomissa, että esimerkiksi kuvat talonsa pihalla oleilevista ihmisistä voivat olla salakatselua.

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- Tampereen kirjamestit laajeni kolmepäiväiseksi 8:33
- Tutkimus: Änkytys voi johtua geenivirheistä 8:31
- Stockmann sai suunnan ylöspäin 8:26
- Kaksi putkea Viipurista Greifswaldiin 8:06
- Itämeren kaasuputki sai rakentamisluvan** 8:04
- Kiina varoittaa Obamaa Dalai-laman tapaamisesta 7:37
- Asuntojen kysyntä elvyttää rakentamista 7:26
- Kaksien edellisten olympialaisten mitalisti Hautamäki putosi mäkijoukkueesta 7:24
- Äänestä paras sanomalehti aiheinen animaatio 7:20
- Naiskiekkoilijalle huomautus piristeestä 6:22
- Motorola jakaantuu kahdeksi yhtiöksi ensi vuonna 6:19



---

# Privacy is dead?

- "Google claims to be legally allowed to photograph on private roads, arguing that privacy no longer exists in this age of satellite and aerial imagery. "
- "Today's satellite-image technology means that...complete privacy does not exist," Google said in its response to the Borings' complaint
- "People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that's evolved over time," Zuckerberg said.
- "We view it as our role in the system to constantly be innovating and be updating what our system is to reflect what the current social norms are." Zuckerberg then pointed to Facebook's recent privacy policy change that made user's key information open by default as an example of the social network's willingness to reflect "current social norms."



---

If we have new social norms for privacy,  
what's all the fuss about, then??

---

# Privacy awareness

The thing about privacy,

Users only realise its importance, once it's gone.

And, well (this is awkward), then it is, you know, *gone*.

---

# (Trust, privacy) + Internet = ?

- Trust is needed for all transactions of
  - money
  - *private* information
  - social interactions
- No trust → no transactions
  - No Privacy → ?
- Trust and privacy may be dealt with differently from the technological point-of-view
- But the users see them as interrelated

---

# What is “privacy”?

- Is it a state, a place, defined and experienced in time, or something quite different?
- Different thing for different
  - Societies
  - Cultures
  - Organizations
  - Groups
  - Individuals

---

# 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.

---

# Privacy is also..

- Contextual

- Bound to a specific situation.

- Nuanced

- Irrational, unconscious, implicit, emotional,
  - hard to put into words

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

---

..except of course, when something goes terribly wrong

February 11, 2010 5:53 PM PST

# Google tweaks Buzz privacy settings


by Tom Krazit

Font size Print E-mail Share 18 comments

244 retweet Share 29

### How do you want to appear to others?

Profile preview - [Edit](#)



**Ted Taco**  
[Ted has 12 followers](#)  
[Ted is following 19](#)

Your profile includes your name, photo, people you follow, and people who follow you.

☒ **Show the list of people I'm following and the list of people following me on my public profile - [View and edit the people you follow](#)**

Before participating in Buzz, you need a public profile with your name and photo. It's visible on the web so friends can find and recognize you. You can post publicly to the world or privately to only the people you choose. [Why do I need a profile?](#)

[Save profile and continue](#) [Cancel, don't post](#)

More visible  
option to not show  
your connections  
on your profile

Google now asks very explicitly if you want to share your Buzz followers with the world upon setting up an account.

(Credit: Google)

Google announced some changes to Google Buzz late Thursday that show it has belatedly recognized the backlash over privacy concerns with the new service.

Early users of Google Buzz have found the settings very complicated, especially the ones that pertain to privacy. In a blog post Thursday, Google said it built privacy controls into Google Buzz from Day 1 but acknowledged **the most strident criticism**--that Google made it difficult to make one's list of followers private--in tweaking the set-up process for the new social-networking service.

"... we heard from people that the checkbox for choosing not to display this information was too hard to find, and based on this feedback, we've changed the notice to make it very clear," the company said on its Gmail blog. "We will roll these changes out to all Gmail users later today."

Google will now ask Buzz users "How do you want to be seen to others?" when they log into the service for the first

Ad Feedback



## Most Popular

[Feds push for tracking cell phones](#)

[Google's social side hopes to catch some B](#)

[Google Buzz: Privacy nightmare](#)

[FBI wants records kept of Web sites visited](#)

[Google Gmail press conference \(live blog\)](#)

CNET

## IN THE NEWS

### Feds push for tracking cell phones



Justice Department is expected to tell federal appeals court in first case of its kind, that a warrant is required to obtain previous location data.

### Google eyes ultrafast broadband to the h



My Lists

My software updates

log in | join



---

## In real world, users..

- have very complex and refined relationships with each other, and they can handle it quite well.
- 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.

---

## In the Internet,

- the complexity of social relationships that is so easy in real life, becomes explicit and needs a lot of managing
- the possibility to lie or tell only a partial truth may disappear (e.g. location tracking), which leads to awkward situations

*the guy who forgot to turn the location tracker off*

- it may be hard to detect who is behaving well, or, normal

*(what's "normal" in the Internet anyway?)*

---

# 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"

---

## 4 key issues 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"

---

# Privacy is..

all about *control*:

= protecting secrecy of information by  
controlling access to it

- 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
  - Identity theft
- What is considered private may vary  
(but maybe not to the extent Zuckerberg claims, right?)

# Individual differences: privacy level

Marginalists



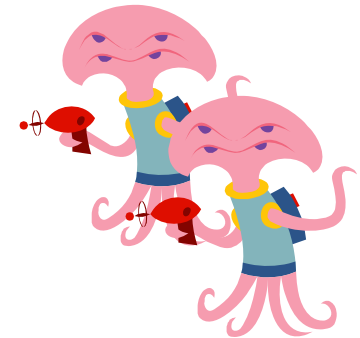
Don't care

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?

---

## 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

It's a mess.

---

## What about 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

---

# What does it include?

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

But it should be attempted anyway.

---

# How to get information about and manage online privacy?

- Privacy statements and claims
- Tools for privacy

## 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.

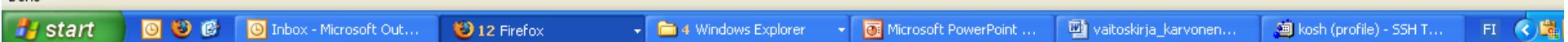
### Your choices

- 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](#).

Done



## About Nordea

Contact Nordea

Local information  
Finland

Donations

Home &gt; About Nordea &gt;

## 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

Save a Copy Print Email Search ABC Review & Comment Sign

Select Text 154%

Bookmarks Signatures Layers Pages Comments

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

---

# How to get information about privacy?

- 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.

# Anonymous Surfing™

Your confidential information on lock-down.

The trusted and easy way to keep you and your family safe online.



- Safe Online Shopping
- Secure Internet Banking
- Phishing & Pharming Alerts
- Wireless PC Security



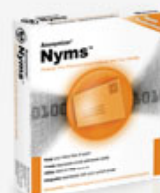
## Total Net Shield™



Encrypts transmissions to and from your computer to shield you from the most sophisticated methods of online spying.  
[Learn more.](#)

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## Anonymizer Nyms™



**NEW!** Anonymizer Nyms™ protects your personal email address and your identity with disposable, anonymous email addresses.  
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**NEW!** Anonymizer Anti-Spyware™ stops spyware before it downloads to your PC. Easy scan, delete, and white list tools.  
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to and from your computer to shield you from the most sophisticated methods of online spying. [Learn more.](#)

► [Buy Now only \\$99.95](#)



Nyms protects your personal email address and your identity with disposable, anonymous email addresses. [Learn more.](#)

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Anti-Spyware stops spyware before it downloads to your PC. Easy scan, delete, and white list tools. [Learn more.](#)

► [Buy Now only \\$29.95](#)

## ► 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)

## ► Customer Support

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In US: (888) 270-0141  
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Have questions about Enterprise or Government solutions? Contact [Enterprise](#) or [Government Support](#).

## ► Free Trials

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](#)

[ut 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.
  - P3P



Platform for Privacy Preferences  
*Initiative*

Technology and Society  
domain

# PLATFORM FOR PRIVACY PREFERENCES (P3P) PROJECT

## Enabling smarter Privacy Tools for the Web

### STATUS: P3P WORK SUSPENDED

After a successful Last Call, the P3P Working Group decided to publish the [P3P 1.1 Specification as a Working Group Note](#) to give P3P 1.1 a provisionally final state.

The P3P Specification Working Group took this step as there was insufficient support from current Browser implementers for the implementation of P3P 1.1. [The P3P 1.1 Working Group Note](#) contains all changes from the P3P 1.1 Last Call. The Group thinks that P3P 1.1 is now ready for implementation. It is not excluded that W3C will push P3P 1.1 until Recommendation if there is sufficient support for implementation.

On the other hand, P3P keeps being the basis of a number of research directions in the area of privacy world wide. One might cite the [PRIME Project](#) as well as the [Policy aware Web](#). Many other approaches also follow the descriptive metadata approach started by P3P. Such projects are invited to send email to [<rigo@w3.org>](mailto:rigo@w3.org) to be listed here.

### WHAT IS P3P?

The Platform for Privacy Preferences Project (P3P) enables Websites to express their privacy practices in a standard format that can be retrieved automatically and interpreted easily by user agents. P3P user agents will allow users to be informed of site practices (in both machine- and human-readable formats) and to automate decision-making based on these practices when appropriate. Thus users need not read the privacy policies at every site they visit. Have a look at the [list of P3P software](#).

### WHY IS P3P USEFUL?

P3P uses machine readable descriptions to describe the collection and use of data. Sites implementing such policies make their practises explicit and thus open them to public scrutiny. Browsers can help the user to understand those privacy practises with smart interfaces. Most importantly, Browsers can this way develop

### DOCUMENTS

#### P3P 1.1:

- [Final P3P 1.1](#)

#### P3P 1.0:

- [P3P 1.0 Rec](#)  
[ [Japanese](#) ]

#### Implementin

- [P3P Implem](#)
- [P3P Deploy](#)
- [6 easy step](#)
- [Privacy Find](#)  
ranks accor
- [P3PToolbox](#)  
complemen
- [P3P Validat](#)
- The [www-p](#)  
discuss issu
- [P3P Softwar](#)



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    - The free software only anonymizes web browsing
    - ...not usage of email, chat, or other services.
  - P3P
    - Platform for privacy preferences
    - Automatising privacy decisions
    - User does not have to read privacy statements  
(well, they don't anyway!)
    - Not really deployed
    - <http://www.w3.org/P3P/>

---

# 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
  - Speak the user's language

# 5 Pitfalls in the design of privacy

Five Pitfalls in the Design for Privacy (S. Lederer, J. Hong, A. Dey, and J. Landay)

## 1. ~~Obscuring potential information flow~~

Show what information is disclosed *before* it is actually disclosed. This way, users have grounds for decision-making.

## 2. ~~Obscuring actual information flow~~

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 practice~~

Existing social practices of disclosure should be enabled also online.

---

# The do's of privacy info

- Set the defaults to be *privacy-preserving*
  - *User needs to act to make information public*
- 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
- Remember,
  - privacy is not an end in itself
  - Users are not there to manage their privacy
- Give the tools to manage privacy
  - Make it easy to use
  - Do not burden the user unnecessarily
  - Again, set the defaults right!

---

# Next week

- Usability issues in authentication mechanisms