CS 121

Our Digital World: Privacy & Anonymity

http://online.wsj.com/wtk

April 19, 2011

Define

- Privacy

- Anonymity

What data do we have or produce that is valuable?

To whom?

Why do we value each?

Define

- Cookie
  - html or browser

- Flash Cookie

- Beacon

What do They know about you?

- Visit each of the following pages in your web browser at home:

  - http://info.yahoo.com/privacy/us/yahoo/opt_out/targeting/

  - http://www.google.com/privacy/ads/

    - (click "manage your ads preferences" in the blue box)

- How well do the two ad networks know you?

  - is the age range correct? gender? Do the categories fit you?

My Office Computer: Google

Your categories

Below you can edit the interests and inferred demographics that Google has associated with your cookie:

Category	
Arts & Entertainment	Remove
Arts & Entertainment - Humor	Remove
Computers & Electronics - Computer Security - Network Security	Remove
Computers & Electronics - Networking - Network Monitoring & Management	Remove
Computers & Electronics - Programming	Remove
Computers & Electronics - Programming - C & C++	Remove
Computers & Electronics - Programming - Development Tools	Remove
Food & Drink - Candy & Sweets	Remove
Internet & Telecom	Remove
News - Weather	Remove
Demographics - Age - 35-44 ?	Remove
Demographics - Gender - Male ?	Remove

My Office Computer: Yahoo!

Interest Categories: **Set to:**

Life Stages > Education — **ON** **OFF**

Life Stages > Education > K to 12 — **ON** **OFF**

Small Business and B2B — **ON** **OFF**

Small Business and B2B > B2B — **ON** **OFF**

Sports > Basketball — **ON** **OFF**

Sports > Football — **ON** **OFF**

Technology > Computer Hardware — **ON** **OFF**

Technology > Computer Hardware > Peripherals — **ON** **OFF**

Technology > Computer Hardware > Peripherals > Storage Devices — **ON** **OFF**

Technology > Consumer Electronics > Handhelds and PDAs — **ON** **OFF**

Categories you search:

No Search Category history available for this web browser.

Pages & Topics you visit:

Answers

Finance

Flickr

Music

Network

News

Sports > Fantasy

ACTIVITY LEVEL

High
Medium
Low

Your Computer and Cookies [?]

We may customize some ads based on information sent to us by your computer and cookies. These ads are not interest-based.

Location: College Park, Maryland
IP Address: 64.59.233.248

OS: unknown
Browser:
Screen Resolution: 3840x1200
Color Depth: 24

Age Range: 26 - 35
Gender: Male

Question of the Day

- Deep Links: Privacy Background (everyone)

- WSJ: It's Modern Trade: Web Users Get as Much as They Give (Harper) (last name A-K)

- WSJ: Tracking Is an Assault on Liberty, With Real Dangers (Carr) (last name M-W)

  - Is the article pro-privacy or pro-data collection?

  - What is the author's main argument?

  - Do you agree?

  - What questions do you have?

  - What alternatives do advertisers have?

  - What alternatives do websites have other than ads?

Build a web page under Question of the Day 4/19/2011 and answer the questions.

Homework (due noon 4/21)

- Read

  - Your book: Chapter 5 (skip 5.3)   Section 7.4
  - WSJ: The Web's New Gold Mine: Your Secrets

- Build a web page that answers the following questions:

  - Visit the ad network pages from earlier on your home computer

  - How well do the two ad networks know you?

    – is the age range correct? gender? Do the categories fit?

  - Find one piece of software to allow you to manage your cookies. Provide download link and brief description of how to use it, what the software does.

  - How concerned are you by what you found? Will this change your web habits?

Ad Networks & Cookies

- Accurate (out of 18 responses)?
  - Gender: 9 yes
  - Age: 10 yes
  - Categories: 9 yes
- Privacy software
  - CookieMonster
  - CCleaner
  - RealTime Cookie & Cache Cleaner
  - BetterPrivacy
  - Norton Anti-virus
  - MAXA Cookie Manager
  - Cookienator
  - Cookie Editor

Work Place Issues

- What can be monitored?

- For what purpose?

- Which are legit? Which are not legit?

- What would go into a good technology privacy policy at the workplace?

Question of the Day

- O'Reilly: Got an iPhone?

- ArsTech: How Apple tracks...

  - How dangerous does this sound?
    - What bothers you the most?
    - How worried would you be if this was your cell phone?
    - What could Apple do to allay your concerns?

  - Who might want your location data?
    - For what purposes?

  - What legitimate reasons might Apple have for collecting this data?

  - How does the tone of each article differ?

  - How helpful were the comments in each article?
    - Insightful? On-topic?

Read and discuss with your **group partner** to prepare for a class discussion.

You are not required to build a web page.

Is this just much ado about nothing?

Homework (due 4/26)

- Read Chapter 6 and Section 11.3
- Build a web page that answers the following questions:

  - Define Intellectual Property

  - How are copyright and trademark different?

  - Describe the challenges copyright holders face in the Digital World

  - Give me one topic you would like to see us discuss in class or learn more about

Privacy Laws

- FERPA
  - Family Educational Rights and Privacy Act

- HIPPA
  - Health Insurance Portability and Accountability Act
    - Title II

- The Web's New Gold Mine: Your Secrets

- Web's Hot New Commodity: Privacy

- TV's Next Wave: Tuning In to You

- How to Avoid the Prying Eyes

- What They Know: A Glossary

- UAE to Limit Use of Secure BlackBerry Service

- the Web's Cutting Edge, Anonymity in Name Only

- Stalkers Exploit Cellphone GPS

- http://www.cnn.com/2011/TECH/web/04/18/google.chrome.wired/