CS 121

Our Digital World: Privacy & Anonymity

http://online.wsj.com/wtk

April 19, 2011
Define

• Privacy

• Anonymity

Why do we value each?

What data do we have or produce that is valuable?

To whom?
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

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Entertainment</td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Entertainment - Humor</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Electronics - Computer Security - Network Security</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Electronics - Networking - Network Monitoring &amp; Management</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Electronics - Programming</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Electronics - Programming - C &amp; C++</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Electronics - Programming - Development Tools</td>
<td></td>
</tr>
<tr>
<td>Food &amp; Drink - Candy &amp; Sweets</td>
<td></td>
</tr>
<tr>
<td>Internet &amp; Telecom</td>
<td></td>
</tr>
<tr>
<td>News - Weather</td>
<td></td>
</tr>
<tr>
<td>Demographics - Age - 35-44</td>
<td></td>
</tr>
<tr>
<td>Demographics - Gender - Male</td>
<td></td>
</tr>
</tbody>
</table>
My Office Computer: Yahoo!

Interest Categories: Set to:

- Life Stages > Education
  - ON
- Life Stages > Education > K to 12
  - ON
- Small Business and B2B
  - ON
- Small Business and B2B > B2B
  - ON
- Sports > Basketball
  - ON
- Sports > Football
  - ON
- Technology > Computer Hardware
  - ON
- Technology > Computer Hardware > Peripherals
  - ON
- Technology > Computer Hardware > Peripherals > Storage Devices
  - ON
- Technology > Consumer Electronics > Handhelds and PDAs
  - ON

Categories you search:
No Search Category history available for this web browser.

Pages & Topics you visit:
- Answers
- Finance
- Flickr
- Music
- Network
- News
- Sports > Fantasy

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
Assigned 4/19/2011

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.
Assigned 4/19/2011  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?
Assigned 4/21/2011

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