





Differentiations on Privacy Policy

UO NetPhi 123: Collaboration March 16, 2012 Privacy 51: Nicholas Arntz, Sean Mckendri, Mitch Meabe, Daniel Segal, Amanda Steinvall, Ammara Wong

How have we determined what privacy *is*?

- * To define privacy in an overlapping statement would not do justice to every online user's interpretation of online privacy.
- * Questions on how privacy is conceptualized online:
 - * What does it mean to *have* privacy online?
 - * Do we really have control of our information as soon as it is online?
 - * How do we perceive privacy online in relation to what we put on social networking sites?

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Survey One

This survey dealt with the expectations of social networking users. Questions ranged from users' expectation of how their information is used, to what they think *should* be kept private at all times.

Survey One Continued

We found that most users' expectations were optimistic in relation to how social networking companies *should* treat their information.

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Social Networking Policies

* The pros and cons of the current popular social networking sites

- ***** Facebook
- * Google+
- ***** Myspace

The "Live" Aspect

* Our blog "University of Oregon Privacy Project"

 * Used to gather data from surveys as well as a meeting place for our interpretations of privacy and Facebook, Google+, and Myspace policies

* Experience it here!

)1 inappropriate photo: (<i>Mandato</i>			ne tags you			33 100%	
	0%		24.5%		49%	COUNT	PERCENT
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You can remove the tag						8	24%
You can remove the tag, or report it						7	21%
You can remove the tag, report it, or delete it						2	6%
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Whether you give direct permission or not						17	52%
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Survey Two

We then had users answer another questionnaire where we "tested" their privacy policy knowledge.

Survey Two Continued

Results ranged from fairly informed to optimistic concerning how social networking sites use PII (Personally Identifiable Information) and location data with or without users' consent.

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Nothing						4	12%
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05	fully utilize Facebook?			,		100%	
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No, you can	not turn off cookies					6	18%
Yes, and no	limitations occur					4	12%
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	6 / all active registered users						7 21%
5000 / 25%	6 / users who commented						5 15%
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	6 / all active registered users						4 12/0

What do these results mean?

- * Survey one: Expectations barely aligned with reality of policies.
- Survey two: Though users were essentially informed, their overall knowledge was optimistic.
 Policies nod toward information hoarding and selling data to advertisers, whereas users sometimes thought they had more control of their information.
 - * The knowledge of users versus the actual policies didn't completely align. Since privacy policies are inexcusably difficult to navigate, it is perhaps not too surprising.

Concluding Thoughts

- * What does this mean for the present and future of cyber privacy?
 - * If one had a conversation with a friend at a café, and an anonymous person overheard it, the likelihood that this anonymous, non-devious person would even retain an entire conversation of a stranger is quite implausible.
 - * However, what if numerous companies were following a person, eavesdropping on each conversation, taking notes, asking one constantly if they will buy a product, as well as selling their information to other companies for profit; would this overstep our tangible understanding of privacy?
 - Cyber privacy is at a conceptual crisis.
- Companies and users have very different definitions of online privacy that have not yet met common ground.