



Privacy in the Modern Age

Announcements

- Sign up for Converge (check emails)
- Register to vote starting tomorrow - National Voter Registration Day
 - NDVotes is hosting a campus-wide dorm competition; winning dorm will receive prize (probably food)
- Attend ND Unfiltered tomorrow at 7:00 in LaFun Ballroom
- Apply to be part of Executive Board by Friday
- Dues? & Interest Survey
 - Cash or Venmo Kevin-Gallagher-60



Privacy and Other Related Issues

- Privacy in technology has many implications outside of your own personal security
 - The data collection business (which almost all huge tech firms play a role in) is arguably naturally oligopolistic. The more data you have, the better your search engine or social feed becomes, the more of the market share you have, so the more data you collect...
 - This is a huge worry for lawmakers and regulators on both sides of the aisle and across the globe. These firms are not like Standard Oil, break them up into Googlettes and Facebookitos and whichever baby company has the greatest access to data might become the next behemoth
- It also has implications in the AI/tech race against China. Weakening domestic industry could mean giving a leg up to a country that *benefits* from its citizens having no privacy
- We'll focus mainly on privacy, but the issues bleed into one another



Round Up The Culprits

- **Google, Facebook, and Amazon** are the best examples of mammoth companies taking large amounts of user data, sometimes unbeknownst to the consumer
- Other social media companies, like **Twitter** are using the same models of data collection, but have less of the market share
- Noticeably **not on the list is Apple**, which prides itself on privacy protection...but the same cannot be said for many of the most popular apps on your iPhone, as Apple tries to have low barriers to entry into its App Store



Google Data Collection: Then & Now

What they collect

1999

- aggregated search activity
- personal information you provide
- clickthrough information
 - cookies

2019

Things you create or provide to Google

- your name
- password
- phone number
- payment information
- content you create, upload, or receive from others when using our services

If you use Google services for calls or messages

- telephone information
 - phone number
 - calling-party number
 - receiving-party number
 - forwarding numbers
- time and date of calls and messages
 - duration of calls
 - routing information
 - types of calls

Your activity

- terms you search for
- videos you watch
- views and interactions with content and ads
 - people with whom you communicate or share content
 - Chrome browsing history
- activity on 3rd party sites and apps that use our services
- voice and audio information when you use audio features
 - purchase activity

Apps, browsers, and device data

- unique identifiers
- browser type and settings
- device type and settings
 - operating system
- mobile network information including carrier name and phone number
- application version number
 - IP address
 - crash reports
 - system activity
- date, time, referrer URL of your request

Data from publicly accessible sources

Data from partners

- trusted partners
- marketing partners
- security partners
 - advertisers

Location data

- from GPS, IP address, device sensor data, wifi access points, cell-towers, Bluetooth-enabled devices

From Android devices with Google apps, collected periodically

- device type
- carrier name
- crash reports
- which apps are installed

Google

- Google uses that information to create a profile with your picture, name, and personal information, which it then shares among its own services and a host of companies
- “Your search query, your keystrokes, your voice imprint and face in a Google Chat video chat, your sent emails in Gmail — those are all pieces of content that you have submitted to their Services,” he said. “This was how we all ‘consented’ without having a clue that we had done so.” -James Ward, privacy & data security lawyer
- Google’s an example, but they all do this



General Data Protection Regulation

- May 2018: Google overhauls privacy policy in response to Europe's G.D.P.R. to "better describe the information we collect and explain user controls."
- The rewrite does not change what or how Google collects data, but makes clearer what it's doing to the public
 - "Many sections now include explanatory videos and are illustrated with colorful logos and images." -NYT
- G.D.P.R. influenced new rules give users more control and ownership over their data, allowing users to export data and numerous sections explaining how to delete data.



General Data Protection Regulation

- HUGE EU regulatory law that came out May 2018
 - **Right to be forgotten:** you can ask companies to delete data, but they don't always have to comply
 - Right to choose how information about you is being used
- European model: Don't break up the companies, but force them to share their data, thus weakening their market power
 - But unless the data is grouped and anonymized, that means *more* companies have your data



GDPR & AI

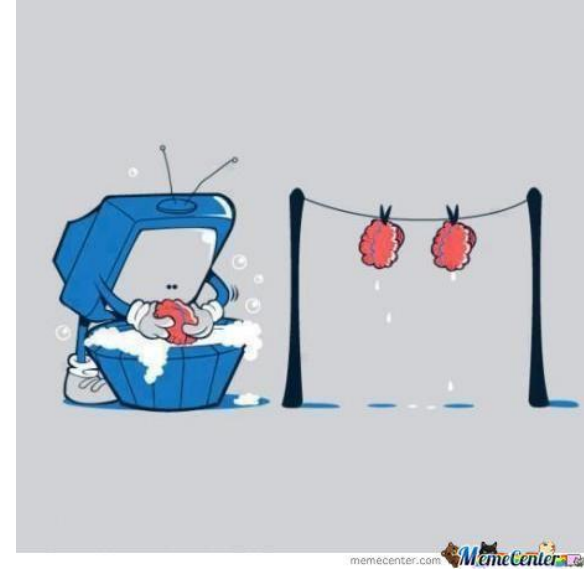
- When they collect personal data, companies have to say what it will be used for, and not use it for anything else.
- Companies are supposed to minimize the amount of data they collect and keep, limiting it to what is strictly necessary for those purposes—they're supposed to put limits on how long they hold that data, too.
- Companies have to be able to tell people what data they hold on them, and what's being done with it.
- Companies should be able to alter or get rid of people's personal data if requested.
- If personal data is used to make automated decisions about people, companies must be able to explain the logic behind the decision-making process.



GDPR & AI

“Big data challenges purpose limitation, data minimization and data retention—most people never get rid of it with big data. It challenges transparency and the notion of consent, since you can’t consent lawfully without knowing to what purposes you’re consenting... Algorithmic transparency means you can see how the decision is reached, but you can’t with [machine-learning] systems because it’s not rule-based software.” -Law Professor in Glasgow, Scotland

“According to the professor, the issue becomes even more fraught where companies use people’s data to infer things about them—sensitive personal data, which includes things like sexuality and political and religious beliefs, gets even stronger protections under the GDPR.” -Fortune Magazine



Questions

- “Campaigners have long lamented that, although the users of online platforms tell pollsters that they care about privacy, they do not act as if they do” -The Economist.
 - How important is privacy as a political issue to you? Would it ever change the way you vote or change how you view a politician’s performance in Washington?
 - Even if proper protections are put in place, how much does ease matter? Will people bother to read through the privacy statement, checking off what they don’t like and downloading/deleting data to ensure privacy?
- If privacy rights harm the ability of these weaken these companies’ ability to do business, would you see that as a positive or negative?
 - Keep in mind that much of the tech industry’s impact on jobs and innovation



Questions

- Does America have something to learn from the GDPR?
 - Right to be forgotten? Right to choose how data is used?
Necessity to more clearly outline how data is collected?
- Artificial intelligence works by devouring data, restricting access to data would weaken American companies' ability to develop artificial intelligence.
 - To what extent is it important that we stay ahead of China in developing AI and at what cost? Does being technologically ahead force us to betray American ideals of privacy?



Good Reads

- Google's 4,000 Word Privacy Policy is a Secret History of the Internet *NYT*
- How to Tame the Tech Giants *The Economist*
- Big Tech Faces Privacy Concerns in Brussels *The Economist*
- *AI Has a Big Privacy Problem and Europe's New Data Protection Law is About to Expose it *Fortune**
- GDPR website on "Right to Be Forgotten"
- *The Ethics of AI *The Atlantic**
- *Deep Mind and Google: The Battle to Control Artificial Intelligence *1843 Magazine**

Great Reads

