MILDLY SLEAZY USES OF FACEBOOK, PART 14:

LOOKING UP SOMEONE'S PROFILE BEFORE INTRODUCING YOURSELF SO YOU KNOW WHICH OF YOUR FAVORITE BANDS TO MENTION

FAVORITE BANDS? HMM... MAYBE REGINA SPEKTOR OR THE POLYPHONIC SPREE.

WHOA, THOSE ARE TWO OF MY FAVORITES, TOO!

CLEARLY, WE SHOULD HAVE SEX.

OKAY! MY FAVORITE POSITION IS THE RETROGRADE WHEELBARROW.

OHMYGOD, MINE TOO!
What does one find on Facebook?

(a) the racial or ethnic origin of the data subject
(b) his political opinions
(c) his religious beliefs or other beliefs of a similar nature
(d) whether he is a member of a trade union
(e) his physical or mental health or condition
(f) his sexual life
Erin McElhinney

Networks: Edinburgh
Sex: Female
Interested In: Women
Men
Relationship Status: Single
Looking For: Friendship
Birthday: May 18, 1978
Hometown: Edinburgh, Scotland
Political Views: Liberal
Religious Views: I tend to think of religion as a disease, and a very different concept to 'spiritual'

Mini-Feed
Displaying 10 stories.

July 14
Erin and Philip Hunt are now friends. 8:59pm

July 11
Erin wrote on Ashley Burns's wall. 12:28am
Erin commented on Emma Halford-MacLeod's photo. 12:22am

See Erin's Horoscopes
Bite Erin
Chuck a book at Erin
I am a burrito
Send me a song
Write on Erin's Superwall
Make a wish for Her
Problems - 1. Tagging

- Should you have a right to control what is “tagged” with your name or identifier?
- Facebook controls who can find “your” tags
- Analogous to concept of structured filing system?
Tag control

- You can control who sees items tagged as you.
- Not possible in sites that expose tags to search engines.
- PIPL etc.
2. Facebook applications

- Big part of Facebook appeal
- X’s consent to FB may reveal personal data about Y also
- See recent “Compare Friends” disclosure for $$ scandal.
3. Viral spread and disclosure

- Apps tend to spam all of your contacts
- Facebook itself encourages you to invite /Friend entire address book
- 2002 directive, 2008 revision
4. Perceptions of privacy

- “Reasonable” expectations of FB users?
- “Network” disclosure policy?
- School/university networks
- Cf Regional networks (2m London members)
- The Oxford proctors and the philosophy student – surveillance using FaceBook (July 07)
Expectation issues

- Whose fault?
- The student because she didn’t take appropriate security measures using available tools?
- Oxford’s fault for snooping on a “private place”?
- FB’s fault because it did not provide the right defaults for a “reasonable expectation of privacy”?
- “Invite-only” networks differ from open networks like FB
- No standardisation of expectations across SNSs eg LJ -> FB
- Consistency within FB privacy controls

Oxford: Undergrad ☑️ Grads ☑️ Alumni ☑️ Faculty ☑️ Staff ☑️

UCL: Undergrad ☐ Grads ☐ Alumni ☐ Faculty ☑️ Staff ☐

- Privacy settings of FB are technically sophisticated but the core concept is of “openness” given college origins
5- User population issues

- If adults rarely take steps to protect their privacy, should we expect teenagers to? Risk awareness; jam today; culture of disclosure. But when FB users grow up..
- What would make kids privacy-aware?
- *Wired* July 17 2007 report => “It seems the privacy threat is not so much Big Brother as your mother.” (Otter)
- Some suggestions of default of no spider-able profiles for under 18s on SNSs.
- Some sites much more protective – cf Bebo.
How to further privacy on Facebook and SNSs?

- EU Data Protection law on the whole requires consent to legitimise data collection, processing and transfer.
- Is the consent given when signing up for Facebook (and apps) good enough? Informed? “Explicit” for sensitive data?
- Should current consent expose users to future risks? “The eternal memory of Google”.
- Can T & C which exclude liability for privacy and security breaches be potentially void as unfair consumer terms?
- Some ideas.
  - A legal regime requiring that defaults be provided at the most privacy-friendly setting?
  - Automatic expiration of data?
- Or just let the market decide? Is privacy a bug or a feature?
- Change society? Out with privacy, in with disclosure and compassion?
- But what will the state, and ID thieves, make meanwhile of the data we give away?