

Navigating the Turbulent Privacy Landscape



Jules Polonetsky
Future of Privacy Forum
Co-Chair & Executive Director

Agenda

- Introduction of the Privacy Landscape
- Overview of Regulatory Efforts
- Self Regulatory Efforts
- Key Considerations
- Conclusion

A Charged Atmosphere

THE WALL STREET JOURNAL. **WHAT THEY KNOW**

World ▾ U.S. ▾ New York ▾ Business ▾ Markets ▾ Tech ▾ Personal Finance ▾ Life & Cu

Digits | Personal Technology **What They Know**



Selling You on Facebook

Many popular Facebook apps obtain sensitive information about users—and users!

TECHNOLOGY | Updated March 16, 2012, 10:04 a.m. ET

Google in New Privacy Probes

TECHNOLOGY | Updated March 26, 2012, 10:34 p.m. ET

Digital-Privacy Rules Taking Shape

The New York Times

CULTURAL STUDIES

Watching Every Click You Make



Why should activating a s
By HENRY ALFORD
Published: April 20, 2012

WHEN you write
blue cheese, an ad
pop up on your pa
get an ad for a bo
Guesthouse.”

ConsumerReports.org®

Facebook & your privacy

Who sees the data you share on the biggest social network?

Consumer Reports magazine: June 2012



FACEBOOK & YOUR PRIVACY

Find out who sees the data you share on the biggest social network

Read more



WIRED

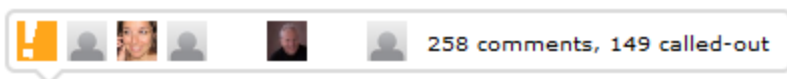
THREAT LEVEL

PRIVACY, CRIME AND SECURITY ONLINE



California, Congress Move to Keep Facebook Passwords Private from Employers

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



+ Comment now

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. [Target](#), for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

Charles Duhigg outlines in the [New York Times](#) how Target tries to hook parents-to-be at that crucial moment before they turn into rampant — and loyal — buyers of all things



Target has got you in its aim



Orbitz defends practice of showing Mac users pricier hotels

Orbitz's CEO says data collected by the travel search engine shows Mac users are 40% more likely than PC users to book four- or five-star hotels.

July 01, 2012 | By Hugo Martín, Los Angeles Times

Orbitz Shows Mac Users Pricier Hotel Options: Big Deal Or No Brainer?

by [MARK MEMMOTT](#)

June 26, 2012 8:15 AM

“Privacy in the eye of the beholder”

Apple Becomes The Richest And Most Valuable Company In The World – Has More Cash Than The US Government!

POSTED BY SAMIR SALEEM ON JANUARY - 26 - 2012



How To Adjust Your Privacy Settings, Before Google's Big Shift

Categories: [Privacy & Security](#)

11:16 am

February 29, 2012

Twitter (177)

Facebook (1986)

E-mail

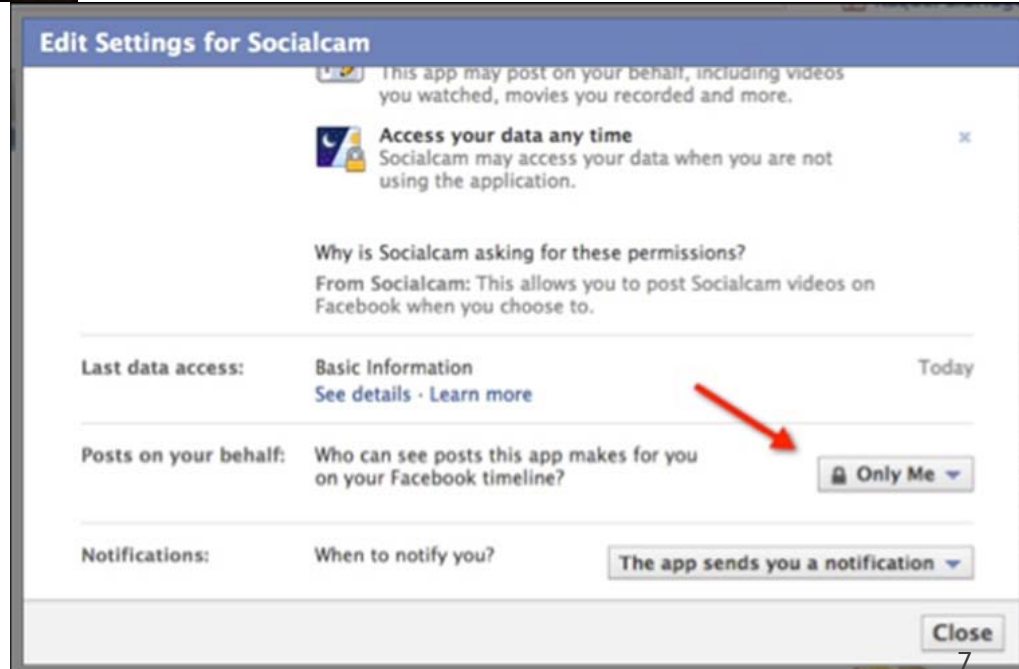
by BILL CHAPPELL

News that Google will place its dozens of services under one privacy policy — a change that also means the company will compile and collate each user's data from all those products — has some of its customers scrambling to restrict their privacy settings before [the new policy](#) goes into effect on March 1.



Would you
share this with
your boss?

Now you
can choose



User Privacy Preferences

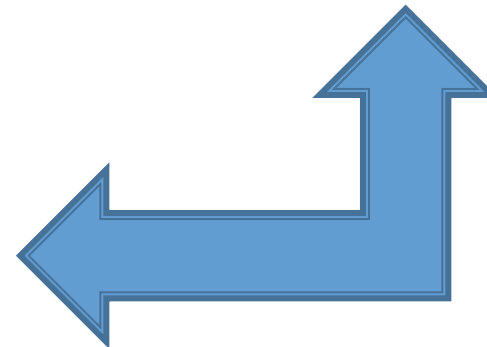
Twitter joins 'Do Not Track,' gives users privacy option

By **Todd Sperry**, CNN

updated 10:24 PM EDT, Thu May 17, 2012



Twitter has adopted the "Do Not Track" feature of Mozilla's Firefox browser, giving users more control over their privacy.



Options ✕

General Tabs Content Applications Privacy Security Sync Advanced

Tracking

Tell websites I do not want to be tracked

History

Firefox will: Never remember history

Firefox will use the same settings as private browsing, and will not remember any history as you browse the Web.

You may also want to [clear all current history](#).

Location Bar

When using the location bar, suggest: History and Bookmarks

OK Cancel ?

Malware Risk or Privacy Risk?

BIT9

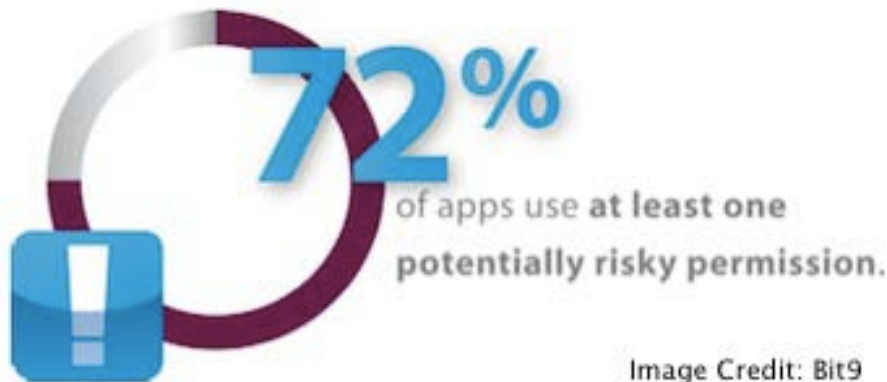


Image Credit: Bit9

JUNIPER NETWORKS

Privacy Matters: Free vs Paid Apps



Free apps are **4x more likely** than paid apps to have permission to **track your location**



Free apps are **3x more likely** than paid apps to have permission to **access your address book**



Free apps are **2.5x more likely** than paid apps to have permission to **access your device camera**



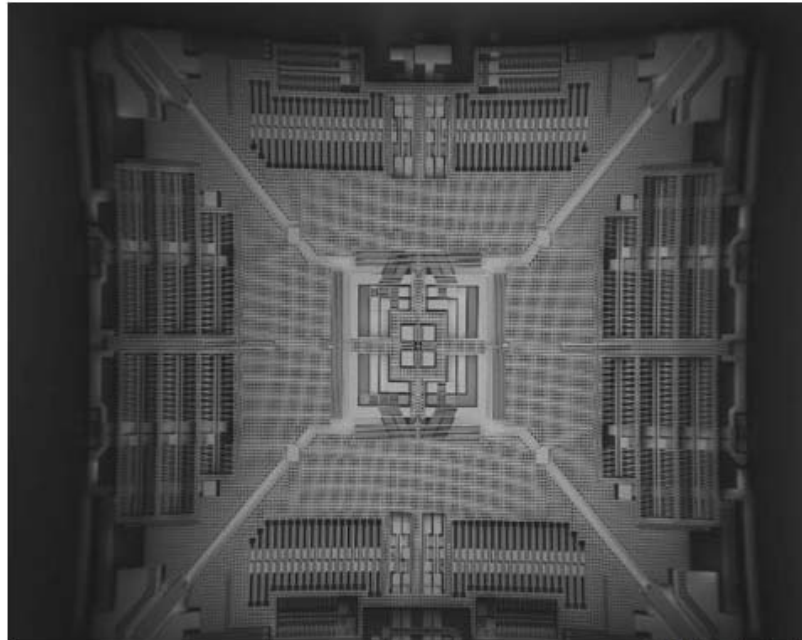
Based on analysis of 1.7m apps in the Android Market researched by Juniper Networks Mobile Threat Center. This analysis included 1.3m free apps and 404,511 paid apps.

JUNIPER
NETWORKS

MAY 19, 2011, 7:06 PM | 13 Comments

The Sensors Are Coming!

By NICK BILTON



ST Microelectronics

A microscopic view of a gyroscope sensor created by STMicroelectronics. It is as thin as a piece of paper and can detect the movement of a mobile phone.

Altimeter, elevation, perspiration, temperature, humidity, excitement, mood...

Overview of Regulatory Efforts

- **FTC**
 - Section 5 Enforcement
 - Mobile & Apps
 - Children Online Privacy Protection Act
 - Investigating Data Brokers

Overview of Regulatory Efforts

(cont.)

White House “Consumer Privacy Bill of Rights”

- Announced February 2012
- Lays out proposed framework for comprehensive data privacy protection in the U.S.
- Takes two-pronged approach:
 - A set of baseline privacy principles—“bill of rights”
 - A set of codes of conduct backed by enforcement

Overview of Regulatory Efforts

(cont.)

- **Multistakeholder Process**
 - Department of Commerce/NTIA
 - Developing codes of conduct for mobile apps
 - Short form notice
 - Department of Energy
 - Third party codes of conduct for energy data
 - More to come!

Overview of Regulatory Efforts

(cont.)

- **Congress**
- **States**
 - **National Association of Attorneys General**
 - **CA Attorney General**
 - Focus on mobile and apps
 - **Smart Grid**

Overview of Regulatory Efforts

(cont.)

Proposed European Data Protection Regulation

- On January 25, 2012, the European Commission released its proposal to replace the 1995 EU Data Protection Directive
- Proposal represents a sea change; rule changes impact almost every area of data processing and violations could lead to fines up to 2% of global sales
- Changes are likely, and the final version is not anticipated to be adopted before the summer of 2014
- Key issues include:
 - Scope of Application
 - Consent
 - Right to be Forgotten
 - Transfer Restrictions
 - Service Provider Liability
 - Breach Notification

Self Regulatory Efforts

- Platforms Terms of Service
- Trade Group Self-regulatory efforts
 - DAA
 - NAI
 - MMA and GSMA

A Little 'i' to Teach About Online Privacy

By STEPHANIE CLIFFORD

Published: January 26, 2010

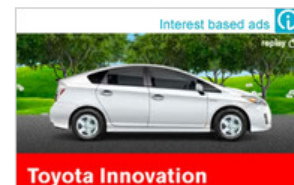
A LITTLE blue symbol is carrying big implications.

 Enlarge This Image



The icon will be used in online ads that go to users based on demographics.

 Enlarge This Image




A mockup of an ad that includes the Power-I icon.

Trying to ward off regulators, the advertising industry has agreed on a standard icon — a little “i” — that it will add to most online ads that use demographics and behavioral data to tell consumers what is happening.


[Jules Polonetsky](#), the co-chairman and director of the Future of Privacy Forum, an advocacy group that helped create the symbol, compared it to the triangle made up of three arrows that tells consumers that something is recyclable.

The idea was “to come up with a recycling symbol — people will look at it, and once they know what it is, they’ll get it, and always get it,” Mr. Polonetsky said.

Most major companies running online ads are expected to begin adding the icon to their ads by midsummer, along with phrases like “Why did I get this ad?”

 TWITTER

 LINKEDIN

 SIGN IN TO E-MAIL

 PRINT

 REPRINTS

 SHARE

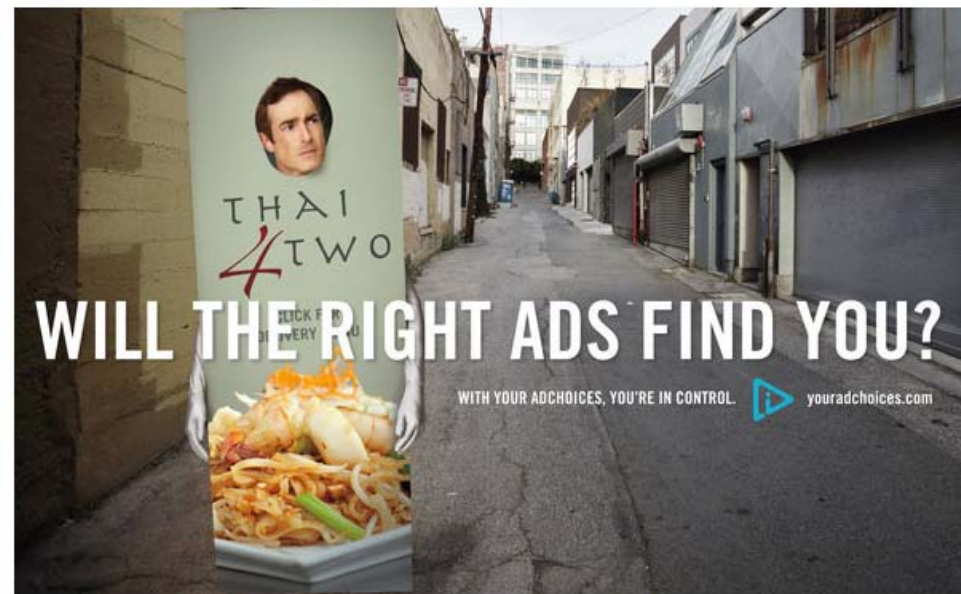


Did you
notice this
icon?



ADVERTISING

For Online Privacy, Click Here



An ad in a Digital Advertising Alliance campaign explains how users can control the ads they see.

By TANZINA VEGA

Published: January 19, 2012

Key Considerations

Strategies for Striking the Right Balance

- From “Kodakers” to cookies: New technologies bring new fears
- But it’s not personal!
- No Harm, No Foul is no longer the best defense
- Don’t be Creepy
- Dignity and Privacy as a Human Right
- What They Know
- Sunlight is the best disinfectant: The transparency cure
- Privacy by Design

In Conclusion

- Balancing privacy with value is critical to maintaining consumer trust
- Put privacy at the core of innovation agenda
- Anticipate potential user concerns and proactively address them with transparency and control
- Privacy norms and user expectations of privacy are changing
- Privacy communication can make or break your relationship with clients



Thank You!

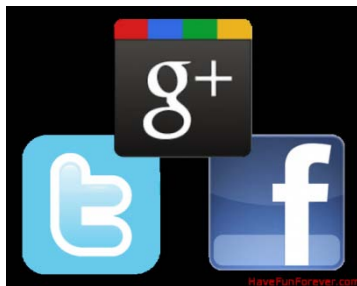


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