Data Privacy in the Era of Social Media
– An Oxymoron?

By Even Brande
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About Me

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About Handel IT

Developer of RiteTrack, a leading enterprise software platform for human services programs

Social Media Landscape
How did we get here?

Where are we going?

The Evolution of Man
The Evolution of Technology Part 1

65,000 Years Ago

5000 Years Ago

1000 Years Ago

150 Years Ago

100 Years Ago

Charles H. Duell, Commissioner, U.S. patent office, 1899

“Everything that can be invented has been invented.”

500 Years Ago

1000 Years Ago

5000 Years Ago

The Evolution of Technology Part 2

First IBM Mainframe Storage 1.48 MB 1952

Microsoft Founded First Personal Computer 1975

Intelliship Graphical User Interface 1984

iPod Internet Interoperability Social Media Emerges 2002

1968 Intel Founded

1982 IBM PC

1995 Windows 95 Early Internet Adoption

2010 Social Media Explosion Cloud Computing UNK Storage 2 TB

In 20 years we have seen storage capacity multiply by a factor of 50,000 times.


2008: 8 GB Micro SD Card - size of a fingernail

2010: 2 TB Hard drive

How Much is 2 TB?

- 2,000,000,000,000 characters
- The average Word document is roughly 50 KB.
- This means you can store approximately 40 million Word document on a standard PC hard drive.

FaceBook

From 0 to 500 Million in 6 Years

Over the next decade we will see two worlds collide.
"We all deal with it differently."

Nurses Fired Over Cell Phone Photos Of Patient
Case Referral To FBI For Possible HIPAA Violations

LAKE GENEVA, Wis. — Nurses accused of photographing a patient and posting the pictures on the Internet have been fired. Do you think two nurses should have been fired for taking a cell phone picture of a patient’s X-ray? The investigation started with an anonymous call from an employee at Mercy Walworth Medical Center in Lake Geneva, with the allegation that a nurse took pictures of a patient with her cell phone and posted them on her Facebook page.

Last week, the nurse told 11 News she never posted the pictures on the Internet. Investigators have since interviewed the nurse and said she offered more details.

“Two nurses independently took a picture each of an X-ray of a patient,” Walworth County Undersheriff Earl Pickard said.
Imagine when...

- Storage capacity has reached infinity...
- Wireless broadband is available everywhere...
- You can access the Internet from a multitude of devices...
- There is a web service for everything...

YouTube
Broadcast Yourself

The future is now.
Thank You

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