Privacy Protection: Ethics for Marketers and Consumers

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Outline

• Company Privacy Policies
• Google and Facebook examples
• Critics of Corporate Privacy Initiatives
• EPIC and EFF examples
• Social Network “Bill of Rights”
• Privacy Protection Software
• Concluding Thoughts

Privacy Policies

• Started in late 1990s
• Stimulated by IBM
• Many websites contain privacy policies
• 68% of large companies had them in ’03
• Ethical questions:
  How easy are they to locate?
  Are they written in “legalese”?
• If more than one screen long, too detailed

Google Privacy Principles

• Use information to provide our users with valuable products and services.
• Develop products that reflect strong privacy standards and practices.
• Make the collection of personal information transparent.
• Give users meaningful choices to protect their privacy.
• Be a responsible steward of the information we hold.

10 Important Privacy Settings for Facebook

1. Use Your Friend Lists
2. Remove Yourself From Facebook Search Results
3. Remove Yourself From Google
4. Avoid the Infamous Photo/Video Tag Mistake
5. Protect Your Albums

Continued...

6. Prevent Stories From Showing Up in Your Friends’ News Feeds
7. Protect Against Published Application Stories
8. Make Your Contact Information Private
9. Avoid Embarrassing Wall Posts
10. Keep Your Friendships Private
Other Facebook Privacy Issues

- Lengthy nine point privacy policy (6 screens)
- 5th point “How We Use Your Information”

**To serve personalized advertising to you**

**To serve social ads.** We occasionally pair advertisements we serve with relevant information we have about you and your friends to make advertisements more interesting and more tailored to you and your friends.

- Facebook and Privacy: (facebook.com/fbprivacy)

EPIC-Electronic Privacy Information Center (epic.org)

- EPIC is a public interest research center in Washington, D.C.
- It was established in 1994 to focus public attention on emerging civil liberties issues and to protect privacy, the First Amendment, and constitutional values.
- Marc Rotenberg, longtime Executive Director

EPIC Concerns about Facebook

- Facebook Uses RFID to Track Users' Locations for Advertising Promotion
- Facebook "Places" Embeds Privacy Risks, Complicated and Ephemeral Opt-Out Unfair to Users
- EPIC to Urge Congress to Strengthen Privacy Laws for Facebook Users
- Facebook Scores Low on Consumer Satisfaction
- Federal Trade Commission Takes Action Against Twitter, Social Network Service Settles Charges It Deceived Consumers

*13 more related articles since 2007

EPIC Concerns about Google

- Expert Group Asks Google to Improve Cloud Computing Privacy
- Justice Department Restores Antitrust Enforcement
- Trade Commission Issues Voluntary Guidelines for Online Tracking, Targeting, and Advertising
- Privacy Groups - "Google.com Should Link to a Privacy Policy"
- EPIC Urges Senate Committee to Press FTC on Consumer Privacy and FOIA Obligations, Proposes Budget Cut for Agency

*46 more related articles since 2006

Computers, Freedom, and Privacy-Blog

Social Network Users’ Bill of Rights

- **Honesty:** Honor your privacy policy and terms of service
- **Clarity:** Make sure that policies, terms of service, and settings are easy to find and understand
- **Freedom of speech:** Do not delete or modify my data without a clear policy and justification
- **Empowerment:** Support assistive technologies and universal accessibility
- **Self-protection:** Support privacy-enhancing technologies
- **Data minimization:** Minimize the information I am required to provide and share with others
- **Control:** Let me control my data, and don’t facilitate sharing it unless I agree first

ELECTRONIC FRONTIER FOUNDATION

- Founded in 1990 in San Francisco — well before the Internet was on most people’s radar
- Continues to confront cutting-edge issues defending free speech, privacy, innovation, and consumer rights today. From the beginning, EFF has championed the public interest in every critical battle affecting digital rights
Continued...

- **Predictability:** Obtain my prior consent before significantly changing who can see my data.
- **Data portability:** Make it easy for me to obtain a copy of my data.
- **Protection:** Treat my data as securely as your own confidential data unless I choose to share it, and notify me if it is compromised.
- **Right to know:** Show me how you are using my data and allow me to see who and what has access to it.
- **Right to self-define:** Let me create more than one identity and use pseudonyms. Do not link them without my permission.
- **Right to appeal:** Allow me to appeal punitive actions.
- **Right to withdraw:** Allow me to delete my account, and remove my data.

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**Privacy Protection Software**

**Privacy Please**

Getting users to pay for online-privacy software remains a tough sell, even as concerns about Web privacy grow. A selected few Internet-privacy companies and some of the products they offer:

<table>
<thead>
<tr>
<th>Company</th>
<th>Product</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>VeproStream Inc.</td>
<td>Self-destroying e-mail</td>
<td>Secure Web connections</td>
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<tr>
<td></td>
<td></td>
<td>that mask users’ IP addresses/offshore e-mail accounts</td>
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<tr>
<td>Connect In Private Corp</td>
<td></td>
<td>Secure Web connections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>that mask users’ IP addresses/e-mail aliases for online forms</td>
</tr>
<tr>
<td>Anonymizer Inc.</td>
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Source: the companies

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**Anonymous in Name Only**

- Carrie Issac and Tom Burney stories
- `<x+1>`—data handler/aggregator of online behavior
- Bottom line: Websites are gaining the ability to decide whether or not you’d be a good customer, before you tell them a single thing about yourself.

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**Capital One Marketing Campaign**

- Hires x +1 to determine whether you are past consumer and tries to determine your zip code
- Matches demographics from Nielsen—66 groups
- Analyzes all the data about you in one-fifth of a second
- Based on information, makes you an offer for a credit card
- Leaves cookies for future tracking

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**Concluding Thoughts**

- Consumers can protect personal information on the Internet, but it is difficult
- How concerned are consumers, especially younger ones, with privacy?
- Will (should) consumers “pay” for privacy?
- Ethical vs. legal issues
- Need shorter and more meaningful statements
- Ethical and responsible marketing