

Privacy & Commerce



Consent (n): permission for something to happen or agreement to do something.

Meeting signup: **Friday at 11:59**
Very last Rj: **Sunday**



Bookkeeping

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- ◆ Next class: last discussion day!
- ◆ Upcoming:
 - ◆ Meet with instructor: <http://tiny.cc/304FinalProjectSignup>
 - ◆ By **Friday at midnight!**
- ◆ Fill out worksheet: <http://tiny.cc/FinalProjectWorksheet>
- ◆ **Nov. 30th at midnight**
- ◆ Everything else: <http://tiny.cc/FinalProjectInstructions>
- ◆ Questions?



It's Fine / Who Cares

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- ◆ “If we wanted to figure out if a customer is pregnant, *even if she didn't want us to know*, can you do that?”
 - ◆ “What Target was doing ... was not invasive ... they just drew a conclusion from the data they were given.” [!!]
 - ◆ “Target is completely within their ... rights to crunch data about their products' sales”
 - ◆ “Most people understand that their online habits and search engine history are being recorded...”
 - ◆ “In my opinion it shouldn't matter, as long as you have nothing to hide.”*

*I have nothing to hide (that I think is actually bad, that could be found out), and (I think) nobody would ever target me for harassment.

informed Consent Matters



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- ◆ “*Even if she didn’t want us to know*”
 - ◆ “It’s unethical to gather information on people without their prior approval.”
 - ◆ “I don't think most people know that the things they buy at Target is [*sic*] being recorded”
 - ◆ “What if advertisements reveal things that you don't want others to know?”
 - ◆ “People should be informed that they're being tracked.”
 - ◆ “There is a clear loss of ... ‘controlled data’.”
 - ◆ “... the uses for all of these public data collections are ... promote and influence certain consumer habits”
 - ◆ “I’m all about freedom of choices when it comes to this.”



The Pragmatic

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- ◆ “If we wanted to figure out if a customer is pregnant, *even if she didn’t want us to know*, can you do that?”
 - ◆ “I would most likely try to make an educated decision to shop at the place with the best deals”
 - ◆ Quick hand-raise poll: who actually thinks they are unaffected by multi-billion dollar marketing research efforts?
 - ◆ “Are traditional retail business practices really less effective than this?”
 - ◆ (Yes)
 - ◆ “If I want the pickle ads to stop, all I have to do is unlike the pickle page”
 - ◆ “... very few people actually do anything to prevent it”

The Sycophantic

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- ◆ “... companies are not using their data to be creepy ... [but to] provid[e] a great customer experience?”
- ◆ “Don't they [customers] benefit from the discounts on items they'd likely purchase anyway?”

Google

Android and Google+ confusion outs trans woman

The company's decision to amalgamate its SMS and chat apps has made it too easy for users to leak personal information



Google+ integrates heavily with Google Hangouts, which can expose personal information unwillingly. Photograph: CTK/Alamy

REVIEW: *Google Nexus 9: A good, but not great, Android*

Topic: Security Follow via: RSS Email

Facebook nymwars: Disproportionately outing LGBT performers, users furious

Summary: Facebook is enforcing its "real names" policy, insidiously outing a disproportionate number of gay, trans and adult performers -- placing them at risk for attacks, stalking, privacy violations and more.

By Violet Blue for Pulp Tech | September 12, 2014 -- 12:03 GMT (05:03 PDT)


[Get the ZDNet Security newsletter now](#)



Trans Woman Commits Suicide Amid Fear of Outing by Sports Blog

Tracy Moore 112,859 23

LGBTQ 1/18/14 4:40pm



DRASTIC CONFLUENCE OF EVENTS

aleb Hannan thought he'd found an interesting idea for a story when he watched a YouTube video about about a "scientifically superior" golf club race, invented by a brilliant MIT-credentialed physicist named Dr. V. He did more about the woman behind the invention, but was met with a mix of facts and inconsistencies. As he peeled back the layers, he uncovered a

Consent and Consequences



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- ◆ Why might invading your privacy be wrong?
 - ◆ (Or violating other rights)

- ◆ Consequences:
 - ◆ Does it change things...
 - ◆ If it does you harm? Does you no harm? Does you good?

- ◆ Consent:
 - ◆ And / or, does it matter...
 - ◆ What you want?
 - ◆ Whether you are informed?
 - ◆ Whether you have a choice?



About Consent

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- ◆ But they voluntarily:
 - ◆ “Shopped there / put that info on facebook / posted to a forum / used a credit card instead of cash / wore that skirt”
- ◆ **No.**
- ◆ Just because a victim *could have* done something that would have changed the outcome:
 - ◆ **Does not mean others aren't responsible for *not harming*.**
 - ◆ **Does not mean that person was ethically obliged to do it.**
 - ◆ Does making a change interfere with their rights in other ways?
 - ◆ Is the change to avoid someone interfering with their rights unjustly?
 - ◆ **Watch for victim blaming.**



"If you're not paying..."

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"If you're not paying for the product, you are the product."

◆ Pragmatically:

- ◆ The assumption: Companies you pay treat you better.
 - ◆ Counterexamples: Tumblr; banks; every phone company ever; ...
- ◆ What's inherently wrong is a company...
 - ◆ Screw[ing] their users. ... sell[ing] data without your consent...
- ◆ those things ... have nothing to do with whether you're paying
 - ◆ They have to do with the company's leadership, their level of complacency, and their demonstrated respect for their customers.

◆ Ethically:

- ◆ The assumption: not paying means not complaining.
- ◆ Does partaking of a free service, offered freely, mean you have no rights?

Quoted largely from:
<http://powazek.com/posts/3229>



Discussion Questions

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- ◆ How much does consent matter? Consequences?
- ◆ What might someone not want known?
 - ◆ Why? Could they find out? How bad would that be?
- ◆ Discuss consent, consequences, and ethics for red lines.

