NISO
How the information world CONNECTS

A Set of Consensus Principles to Address Patron Privacy Issues

The NISO Privacy Principles

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About NISO

How the information world CONNECTS

- Non-profit industry trade association accredited by the American National Standards Institute
- Mission of developing and maintaining technical standards related to information, documentation, discovery and distribution of published materials and media
- Volunteer driven organization: 200+ members and 400+ contributors spread out across the world
- Responsible for standards like ISSN, DOI, Dublin Core metadata, DAISY digital talking books, OpenURL, MARC records, and ISBN

“III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.”

Code of Ethics of the American Library Association

But...

Publishers, content providers and systems vendors are not libraries, nor are they staffed by librarians.

They serve library patrons, but they also serve other communities in other ways.

We often envision this as a library

Leeds Library by Michael D Beckwith on Flickr

Libraries more often look like this

Servers, switches, Chris, and such on Flickr

Most Library/Information Services Take Place in the Cloud

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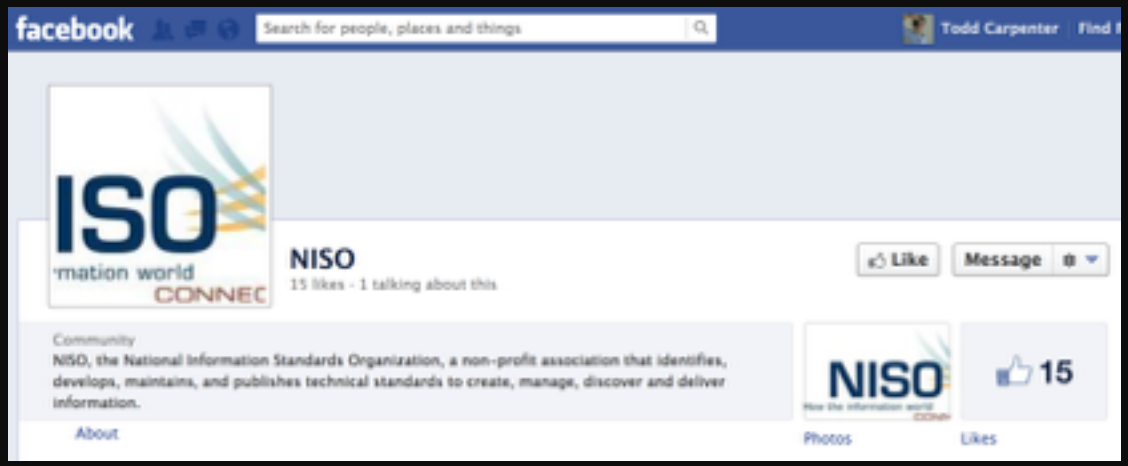

Not all privacy issues are hacks

Not all breaches are malicious

Not all data sharing is inappropriate

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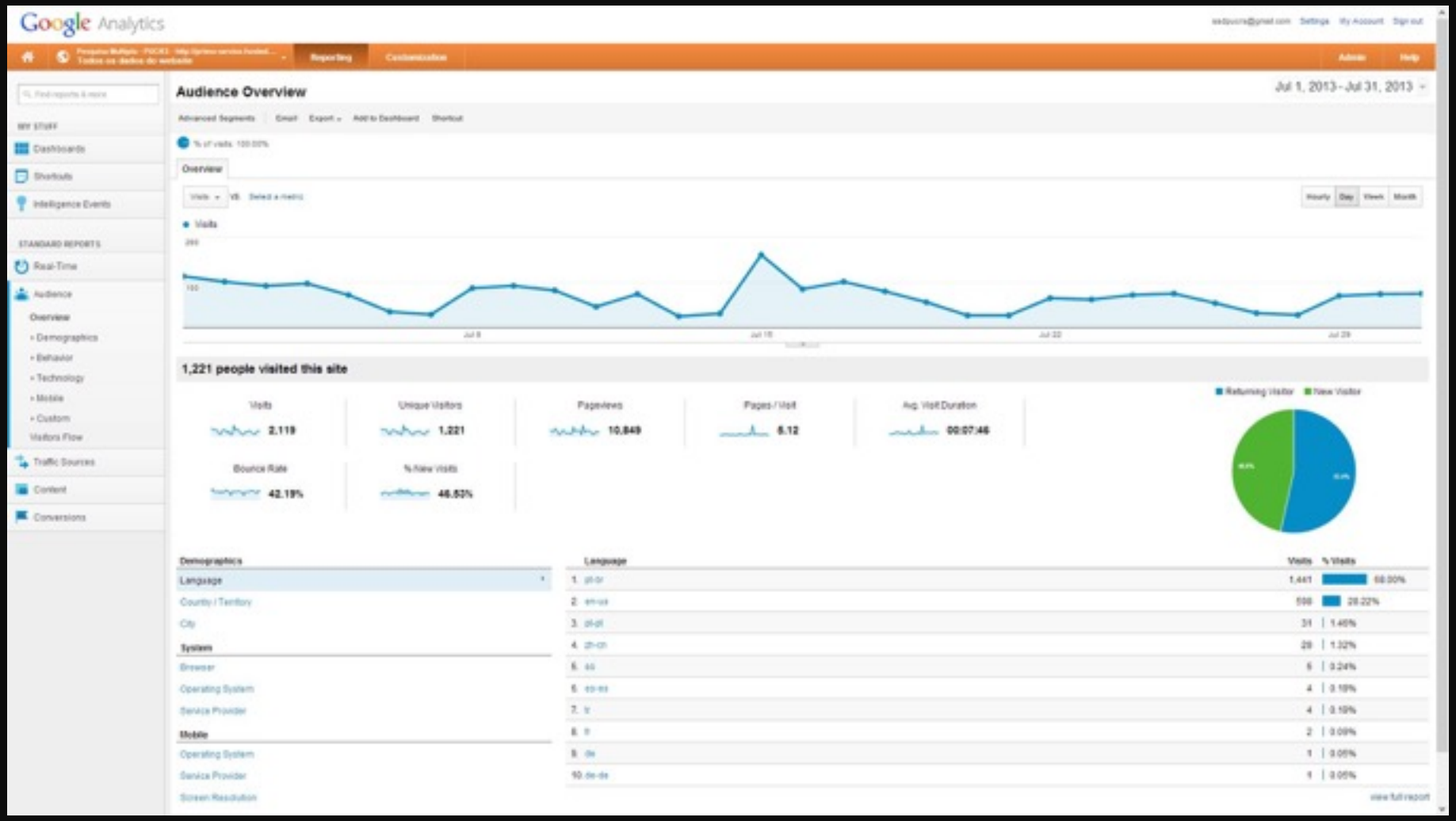
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Reporting
Customization
Admin
Help
Audience Overview
Jul 1, 2013 - Jul 31, 2013
Advanced Segments
Email
Export
Add to Dashboard
Shortcut
Overview
Visits
Hourly
Day
Week
Month
Dashboards
Shortcuts
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Overview
Demographics
Behavior
Technology
Mobile
Custom
Visitors Flow
Traffic Sources
Content
Conversions
1,221 people visited this site
Visits 2,119
Unique Visitors 1,221
Pageviews 10,849
Pages / Visit 5.12
Avg. Visit Duration 00:07:46
Bounce Rate 42.19%
% New Visits 46.53%
Returning Visitor
New Visitor
Demographics
Language
Country / Territory
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider
Screen Resolution
Language
Visits
% Visits
1. pt-br 1,441 68.00%
2. en-us 598 28.22%
3. pt-pt 31 1.46%
4. zh-cn 29 1.32%
5. es 6 0.24%
6. es-es 4 0.19%
7. tr 4 0.19%
8. fr 2 0.09%
9. de 1 0.05%
10. de-de 1 0.05%
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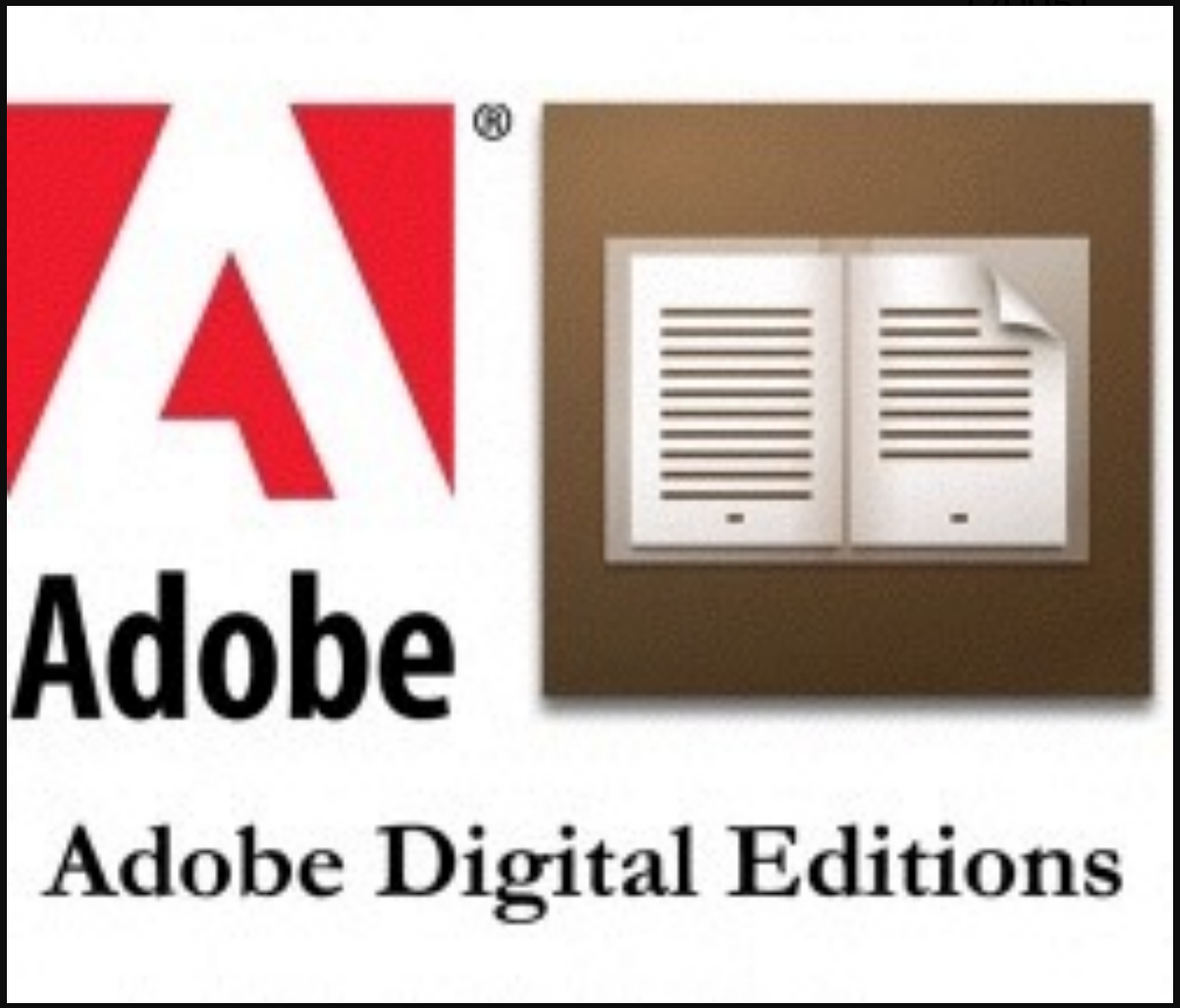

Weigh these risks against the
real benefits
that can be derived,
or service improvements
that are possible,
through usage analysis

What can we do about this?

Can libraries and service providers develop valuable services that are based on user activity data, or improve existing services using activity data, in a way that simultaneously protects privacy?

Can we build a framework to protect patron privacy <u>that is based on consensus</u> that simultaneously recognizes the nuances with this issue?

NISO Initiative on Privacy of Patron Data in Information Systems

NISO initiative generously funded by:

THE
ANDREW W.
MELLON
FOUNDATION

Goal: Establish a **consensus framework of principles** that proscribe how information systems should **respect the privacy** of patron data

Virtual Discussions

- Patron privacy in library systems
  - Thursday, May 7, 10am-1pm ET
- Patron privacy in vendor systems
  - Thursday, May 21, 10am-1pm ET
- Patron privacy in publisher systems
  - Friday, May 22, 9am-12pm ET
- Legal frameworks for patron privacy
  - Friday, June 19, 1-4pm ET

San Francisco, CA on June 29-30

NISO Privacy Principles

NISO Consensus Principles on Users' Digital Privacy in Library, Publisher, and Software-Provider Systems (NISO Privacy Principles)

Published on December 10, 2015

Preamble

Support of intellectual freedom and protection of user privacy and user confidentiality have long been integral components of the missions of libraries and related institutions. The management of information resources increasingly involves digital networks that, by their nature, include possibilities for tracking and monitoring of user behavior, whether content or services delivered are physical or digital. As this ecosystem of electronic systems to manage library-supplied resources has grown and expanded beyond the library's internal operations, the larger community of libraries, content-, and software-providers needs to recognize the implications this has on users' privacy. Libraries, publishers, and software-providers have a shared obligation to foster a digital environment that respects library users' privacy as they search, discover, and use those resources and services.

Certain personal data are often required in order for digital systems to deliver information, particularly subscribed content. Additionally, user activity data can provide useful insights on how to improve collections and services. However, the gathering, storage, and use of these data must respect the trust users place in libraries and their partners. There are ways to address these operational needs while also respecting the user's rights and expectations of privacy.

Information management practices, security protocols, and legal frameworks evolve over time, and that evolution has implications for user privacy. It is therefore incumbent on all participants in the information ecosystem to strive toward continuous improvement of their activities and policies to ensure the most appropriate level of protection for users' personal data.

The principles outlined in this document are a starting point. Additional community consensus work will be necessary to make some of these principles implementable by the spectrum of providers that supports library services. We encourage all those involved in provision of library-user services to contribute to future work related to the themes covered below.

Preamble

1. Shared Privacy Responsibilities

2. Transparency and Facilitating Privacy Awareness

3. Security

4. Data Collection and Use

5 . Anonymization

6 . Options and Informed Consent

7 . Sharing Data with Others

8 . Notification of Privacy Policies and Practices

9 . Supporting Anonymous Use

10. Access to One’s Own User Data

11. Continuous Improvement

12. Accountability

Glossary

What are the next steps?

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ALA CONFERENCE
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LIBRARY PRIVACY IMPROVEMENT PLAN
ADVANCING PATRON PRIVACY ON VENDOR SYSTEMS WITH A SHARED UNDERSTANDING
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• Jessamyn West
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TOP 10 GENEALOGY RESOURCES

More information:

www.niso.org/topics/tl/patron_privacy/

bit.ly/niso_patron_privacy

Thank you!

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www.niso.org