A Set of Consensus Principles to Address Patron Privacy Issues

The NISO Privacy Principles

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About

➢ 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
Libraries more often look like this

Servers, switches, Chris, and such on [Flickr](https://www.flickr.com)
Most Library/Information Services Take Place in the Cloud
Not all privacy issues are hacks
Not all breaches are malicious
Not all data sharing is inappropriate
Google Analytics report for July 2013.

Audience Overview

1,221 people visited this site

Visits: 2,119
Unique Visitors: 1,221
Pageviews: 10,849
Pages / Visit: 6.12
Avg. Visit Duration: 00:07:46

Demographics

- Language
  - Language
- Country / Territory
- City
- System
- Browser
- Operating System
- Service Provider
- Mobile
- Operating System
- Service Provider
- Screen Resolution

1. zh-CN: 1,441 (67.00%)
2. en-US: 593 (28.22%)
3. zh-Hans: 31 (1.46%)
4. zh-Hant: 29 (1.32%)
5. en-XX: 23 (1.09%)
6. zh: 21 (1.01%)
7. zh-Hant: 19 (0.91%)
8. zh-TW: 16 (0.79%)
9. de: 2 (0.09%)
10. en-US: 1 (0.05%)

(returning visitor) (new visitor)
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 that is based on consensus that simultaneously recognizes the nuances with this issue?
NISO initiative generously funded by:
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
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
9. Supporting Anonymous Use
10. Access to One’s Own User Data
11. Continuous Improvement
12. Accountability
Glossary
What are the next steps?
More information:

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

bit.ly/niso_patron_privacy
Thank you!

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