

# **NEGOTIATING FOR WHAT WE WANT: A PROPOSAL FOR MODEL LICENSE LANGUAGE ON USER PRIVACY**

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# Proposal Abstract

Privacy continues to be a significant topic of concern for libraries, particularly with respect to user tracking in third-party systems. The National Forum on Web Privacy and Web Analytics (<https://www.lib.montana.edu/privacy-forum/>) identified the development of model license language on user privacy as a strategy for supporting libraries in advocating for privacy.

Such language could build on the NISO Consensus Principles on Users' Digital Privacy in Library, Publisher, and Software-Provider Systems (<https://www.niso.org/publications/privacy-principles>) as well as other efforts such as the currently underway such as the NIST Privacy Framework development (<https://www.nist.gov/privacy-framework>).

This issue-oriented session will explore the desirability and feasibility of model license language for user privacy, data tracking, data security, consent, etc. as well as possible approaches to developing and supporting such license language. The session will conclude with a discussion of concrete next steps and expressions of interest in participating in this potential community collaborative project.

# Context: Discussions at the National Forum on Web Privacy and Web Analytics

*This community-fueled effort will enable our profession to take important strides toward a better analytics practice that protects our users' privacy from unwanted third-party tracking and targeting. Our goal is to produce a roadmap for enhancing our analytics practice in support of privacy.*

<https://www.lib.montana.edu/privacy-forum/>



# Proposal: Develop and Maintain Model License Language for User Privacy

- Established existing expertise and successful past practice in librarianship (e.g., LibLicense)
- Facilitates communication and improves efficiency in negotiations
- Communicates priority of issue and provides a consistent message

# Starting Points

- NISO Consensus Principles on Users' Digital Privacy in Library, Publisher, and Software-Provider Systems, <https://www.niso.org/publications/privacy-principles>
- ALA Library Privacy Guidelines for Library Websites, OPACs, and Discovery Services, <http://www.ala.org/advocacy/privacy/guidelines/OPAC>
- NIST Privacy Framework, <https://www.nist.gov/privacy-framework>
- General Data Protection Regulation, <https://gdpr-info.eu/>
- Existing model privacy language: LibLicense, NERL, others

# Areas of Consideration/Components

- Data collection
- Transparency of privacy practices
- Data security
- Data sharing
- Data use
- Data retention
- Options for anonymity/opt-out

# Discussion – Desirability and Feasibility

# Some Specific Considerations

- Approaches: community development and implementation?
- Leadership/Support: grassroots, institutions, associations, etc.?
- Next Steps?



**THANK YOU**

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