A Few Thoughts on Privacy

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Bottom Line at the Top

Knowledge

Transparency

Discussion

User Privacy is a Key Concept in Librarianship

Privacy Directly Mentioned in Most Ethic Statements of National Library Organizations

But Are We Doing Enough to Protect and Inform Users as Technology Continues to Develop and Change?

An Important Role: Library/Librarian as Educator

Being Reactive (vs. Proactive/Transparent) is Not Effective

National Ethics Codes/Statements (via IFLA)

Many Issues and Users Best Interests

Library Website Privacy

Local Library Data (Circ, Transaction Logs, Addresses, Scrubbing)

Third Parties (Policies, Ideas on Privacy, Integrity of Systems, Data Retention Policies, Notification Procedure, Hiring Policies)

Opt-In Services Vendors Offer (Save Results, Email Sharing, Alerts)

Is Technology Configured Correctly?

Packet Sniffing and Data Leakage

Cookie Cadger

"Cookie Cadger helps identify information leakage from applications that utilize insecure HTTP GET requests."

"Web providers have started stepping up to the plate since Firesheep was released in 2010. Today, most major websites can provide SSL/TLS during all transactions, preventing cookie data from leaking over wired Ethernet or insecure Wi-Fi. But the fact remains that Firesheep was more of a toy than a tool. Cookie Cadger is the first open-source pen-testing tool ever made for intercepting and replaying specific insecure HTTP GET requests into a browser."

Cookie Cadger

The Privacy Policy

Is It Enough? Is It Looked At?

Who is it Being Written For? Does It Provide Options, Links ?

Is it Reviewed Regularly? Things Change Frequently

Do Users Really Care?

Should We Care?

Should We Modify Ethics Statements?

Transparency Example

After Delivery to a Third Party, Does This Relieve Us of All Issues?

Legally? Ethically?

Example: OverDrive and Amazon

Library as Privacy Educator, Clearinghouse

This is Important, Practical, and Marketable Knowledge

Right Thing To Do, Marketing Opportunity

Spotlight on Privacy in 2014 and Beyond

The Library/Librarian as Trustworthy

Educate About What?

Examples: Google Dashboard, Google Web Search History, SnapChat/SnapHack

Tracking

VPN's

Future Privacy Issues

Ghostery

Disconnect.me

FaceBlock

What's Needed

New or Renewed Focus on Privacy By ENTIRE Community

Best Practices

Understandable Language

Professional Education

Putting the Info in the Hands of Users Where/When It's Needed

"Certification" of Local Systems

"Certification" of Third Parties

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