



College of Information Studies

University of Maryland Hornbake Library Building College Park, MD 20742-4345

Privacy

Session 25

INST 301

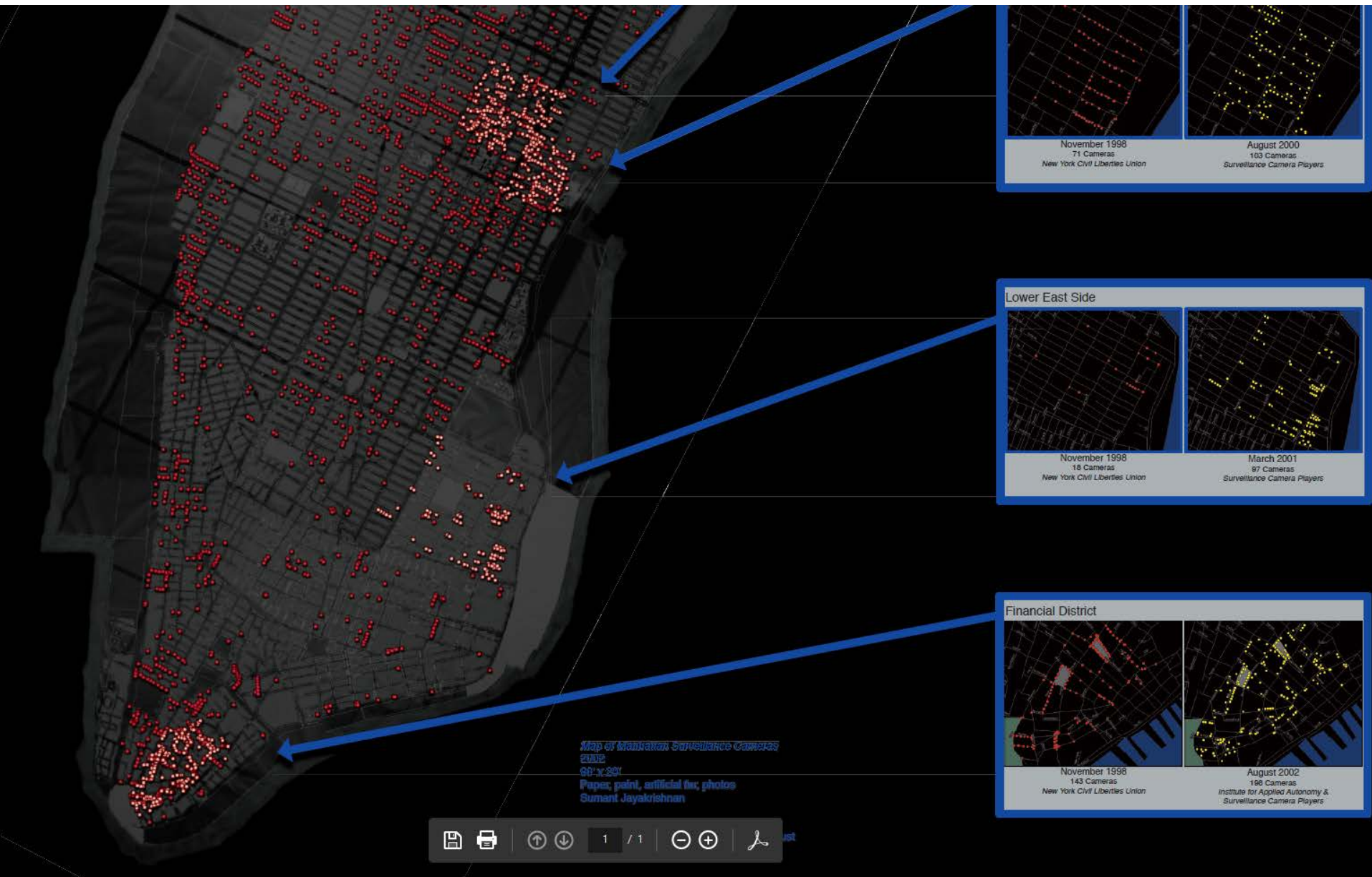
Introduction to Information Science



"On the Internet, nobody knows you're a dog."

Privacy vs. Anonymity





Ideals in Tension

Whenever a conflict arises between privacy and accountability, people demand the former for themselves and the latter for everybody else.

[The Transparent Society](#) by David Brin

Privacy Protection (USA)

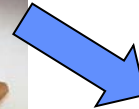
- Government: Privacy Act of 1974
 - Applies only to government records
- Commercial: Privacy policies
 - Federal Trade Commission enforcement
- Employers: Ownership
 - Employers own content on services they provide

Obscurity

- A lot of information is public record
- Previously shielded by “practical obscurity”
 - Records were hard to access
- Digital access changes that
 - Physical access
 - Search and data mining

Tracking Before the Web

- Governments have information about life events
 - Birth and death
 - Marriage and divorce
 - Licenses (e.g., drivers)
 - Property and taxes
- Business exchange information about transactions
 - How you commute to work
 - What cereal you eat
 - Where you like to go for vacation
 - What hobbies you have



Your Comprehensive Background Report is Ready...



Jimmy Jr-P Lin



We found **Jimmy Jr-P Lin** and have prepared a report for you to review.

We have successfully searched our databases and identified data in one or more of the following areas:



Addresses



Family Members



Date of Birth



Misdemeanors



Phone Numbers



Drug Charges



Concealed Weapon



Assault Records



Location History



Court Records



Sex Offender Check



Criminal Check

Continue to Report >

Online Tracking

- Web tracking
 - Browser data, clickthrough, cookies, ...
- Packet sniffers
 - Detect passwords, reconstruct packets, ...
- Law enforcement
 - Carnivore (US), RIP (UK), ...
- National security
 - FISA (US), SORM (Russia), ...

Centralized Surveillance

- Proxy server
 - Set up a Web server and enable proxy function
 - Configure all browsers to use the proxy server
 - Store and analyze Web server log files
- Firewall
 - Can monitor all applications, not just the Web

Distributed Tracking Ecosystem

