Today's Journey

What is privacy?

Privacy protection challenges

Privacy at U-M

Appropriate use of personal data

Discussion
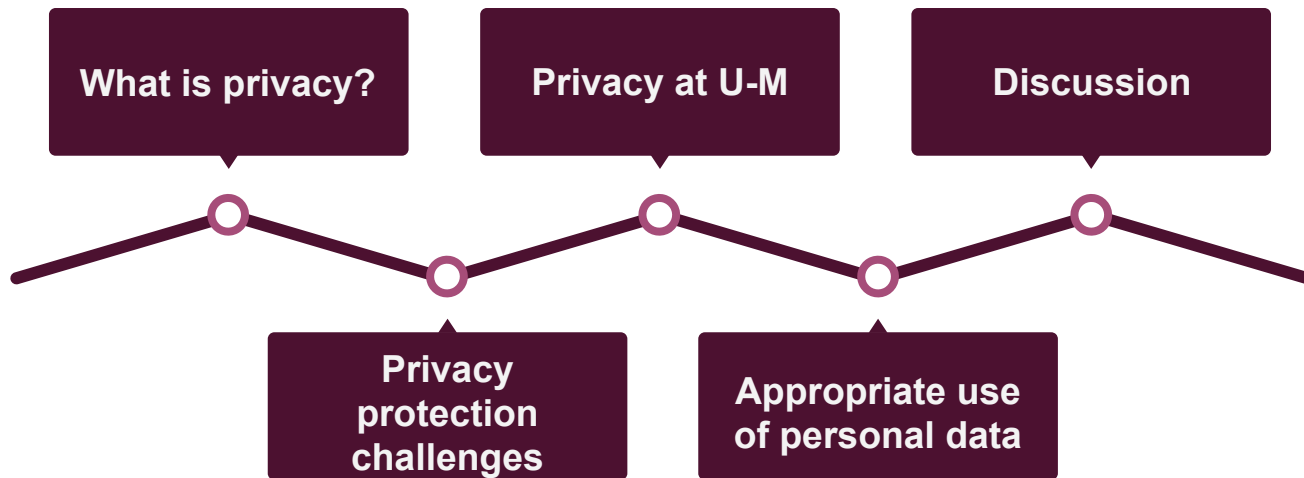
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Privacy in the Limelight

A typical day at Grand Central Terminal in New York City

The Washington Post
Democracy Dies in Darkness

Business

Student tracking, secret scores: How college admissions offices rank prospects before they apply

Before many schools even look at an application, they comb through prospective students' personal data, such as web-browsing habits and financial history

ONE NATION, TRACKED

AN INVESTIGATION INTO THE SMARTPHONE TRACKING INDUSTRY FROM TIMES OPINION

CNBC | MARKETS | BUSINESS | INVESTING | TECH | POLITICS | CNBC TV

Governments have collected large amounts of data to fight the coronavirus. That's raising privacy concerns

The Washington Post
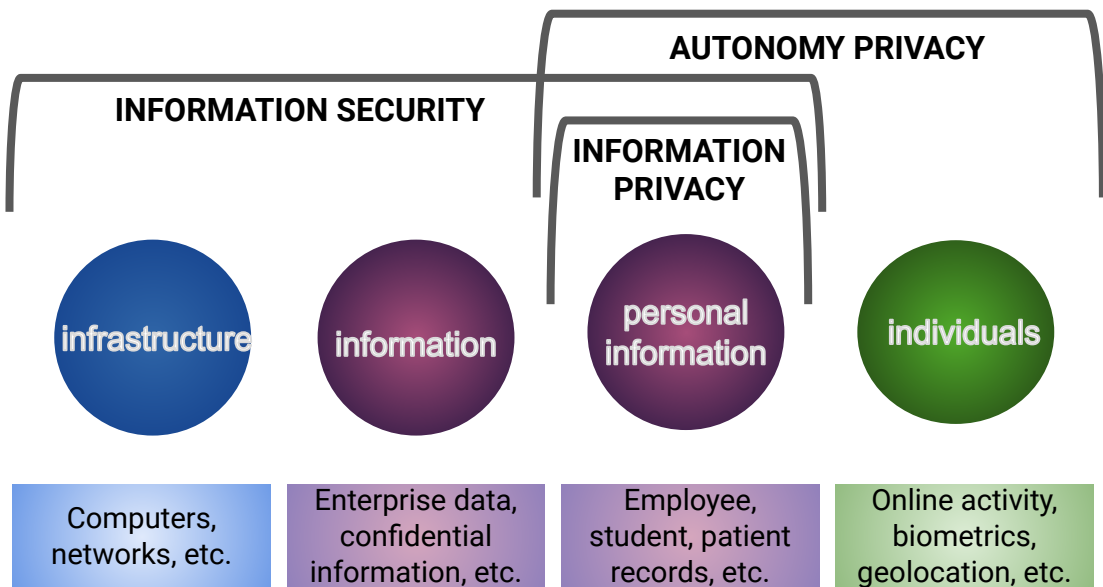*Democracy Dies in Darkness*

Technology

Colleges are turning students' phones into surveillance machines, tracking the locations of hundreds of thousands

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Six Words about Privacy

Respect me. Don't monetize my life.

My right to be left alone.

Hard to define, easy to lose.

Expect nothing online to be private.

Relinquishing privacy is rarely worth it.

safecomputing.umich.edu/six-words-about-privacy

Privacy Confluence

AUTONOMY PRIVACY

INFORMATION SECURITY

INFORMATION PRIVACY

infrastructure

information

personal information

individuals

Computers, networks, etc.

Enterprise data, confidential information, etc.

Employee, student, patient records, etc.

Online activity, biometrics, geolocation, etc.

Adapted from UC Berkeley

INFORMATION SECURITY

Protects all information and infrastructure

INFORMATION PRIVACY

Protects information about individuals

AUTONOMY PRIVACY

Protects ability to conduct activity without concern of, or actual, observation

Value of Privacy

Civil Liberties

- Freedom of thought, speech, expression
- Freedom of social and political activities
- Freedom of association
- Limit of authority

Individual Liberties

- Individuality
- Ability to grow and change
- Autonomy and control over self
- Ability to reveal as much or as little about self

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Ethics

- Consideration of the human impact
- Ethical and respectful treatment of others
- General morality over legal standards

Compliance

- Federal regulations: HIPAA, FERPA, COPPA, GLBA, etc.
- International data protection regulations

Arguing that you don't care about the right to privacy because you have nothing to hide, is no different than saying you don't care about free speech because you have nothing to say.

Edward Snowden

Privacy Protection Challenges

External Pressures

- Competitive advantage
- Financial gain
- Political gain
- Globalization
- Pandemic

CHALLENGES

- Proliferation of technology
- Wide-spread data collection
- Desire to use data beyond intended purpose
- Personal data as commodity
- Profiling and predictive analytics
- Distributed & lagging privacy protection legislation

Trends in Academia

- Learning Analytics
- Decentralized operations
- Cross-disciplinary research
- International engagement
- Online presence

Privacy Program at U-M

❖ Learning Analytics guiding principles ([link](#))

❖ GDPR program ([link](#))

❖ Pandemic-related support

❖ Active contribution to BTAA and EDUCAUSE

GDPR toolkit

Privacy notice template

ViziBLUE

[safecomputing.umich.edu/be-aware/privacy](#)

If You Collect It, Protect It

Just because I can collect/access/use personal data, should I?

Protected personal information (HIPAA, FERPA, GDPR, etc.)	Personal and private information available to administrators	Meeting and class activity recordings	Location information

Members of the university community are expected to be good stewards of the university's information resources and data, and use them in a safe, responsible, ethical, and legal manner.

SPG 601.07: Responsible Use of Information Resources

Shared Responsibility

Transparency
Provide plain-English insight into the personal data U-M collects and how it is used and shared

Accountability
Encourage appropriate data collection, usage, and sharing

Knowledge
Create, curate, and disseminate information and resources to grow privacy awareness

The University of Michigan respects the privacy of its employees and seeks to foster a climate free from arbitrary or capricious monitoring of employees and the records they create, use, or control.

SPG 601.11: Privacy and the Need to Monitor and Access Records