Privacy and Appropriate Use of Data

Svetla Sytch
ITS Information Assurance
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

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

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

**INFORMATION SECURITY**
- Infrastructure
  - Computers, networks, etc.
- Information
  - Enterprise data, confidential information, etc.
- personal information
  - Employee, student, patient records, etc.
- individuals

**INFORMATION PRIVACY**
- Protects information about individuals

**AUTONOMY PRIVACY**
- Protects ability to conduct activity without concern of, or actual, observation

Adapted from UC Berkeley
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

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
Privacy Program at U-M

- Learning Analytics guiding principles ([link](#))
- GDPR program ([link](#))
- Pandemic-related support
- Active contribution to BTAA and EDUCAUSE

[SafeComputing](https://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

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INFORMATION AND TECHNOLOGY SERVICES
UNIVERSITY OF MICHIGAN
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