

The Privacy Paradox





Hi!

I'm **Ben Miller**

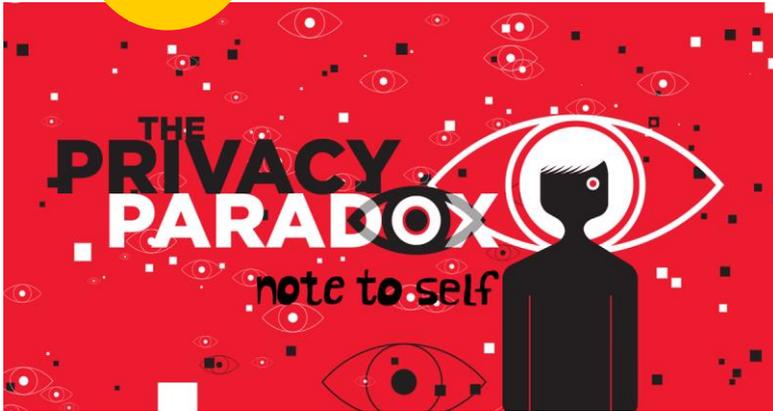
I'm here because I care about libraries and privacy.

@bmmsben



What's the Paradox?

Recognizing that feeling in the pit of your stomach.



<https://project.wnyc.org/privacy-paradox/>

Building on the outstanding work of
Note to Self & Mozilla



<https://datadetox.myshadow.org/detox>



Why am I talking to YOU about this?

Expectations

80% of the American public think it is the public library's role to provide programs and support to people using digital tools such as computers, smartphones, and apps.

Bridging the Divide

29% of library users report that they visit the library to use a computer. 1 in 5 residents of Wisconsin have limited access to broadband.

Trust

Librarians are the second most trusted members of their communities. The only more trusted profession is nurses.

*Born as a data mine for
targeted marketing,
And no one will listen up,
'till you become a hashtag or
a meme.*

- Jeff Rosenstock, "To Be a Ghost"



“



If you're not paying for the product,
you are the product.

152,200

Projected number of connected devices *per minute* in 2025

180 zettabytes

Projected amount of data created annually in 2025

\$203 Billion

Worldwide revenue from Big Data and Business Analytics by 2020



*After a while you learn that
privacy is something you can
sell, but you can't buy it back.*

-Bob Dylan



“

Browser Fingerprinting





“Ethnic Affinity.”



Privacy is a balancing act

You need to decide where to draw the line between privacy and convenience for yourself.



What can we do?

It seems insurmountable, but you can take small steps for yourself.

*Control, control!
You must learn control!*

- Yoda



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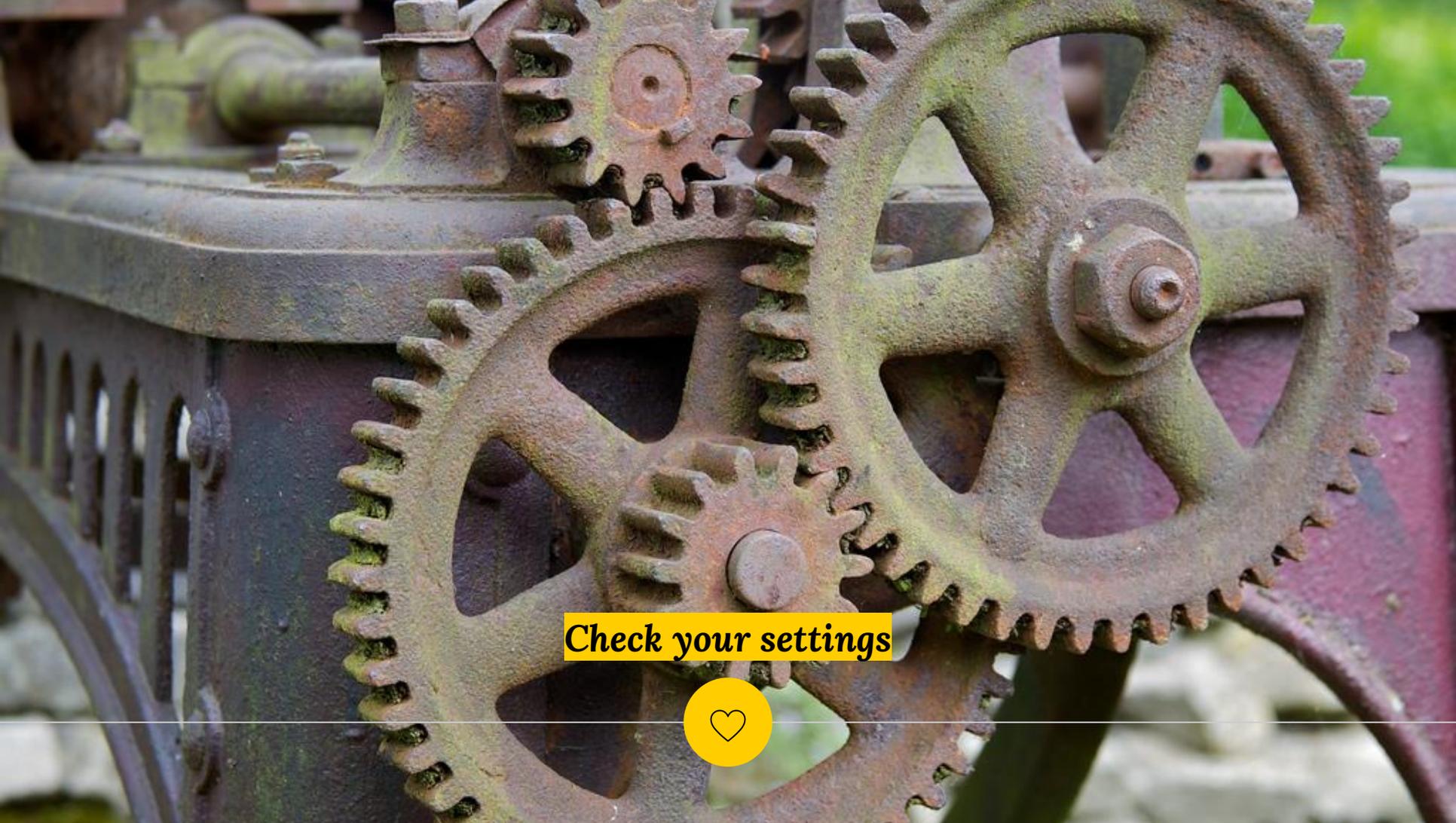


Make your policy defaults privacy friendly.



Privacy Badger





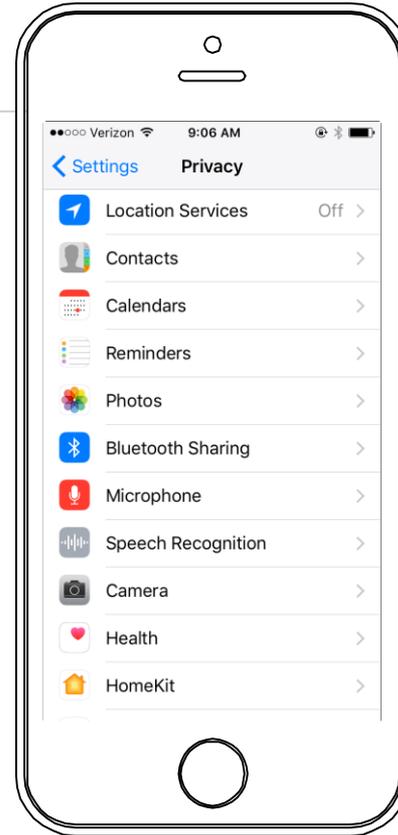
Check your settings





iPhone privacy settings

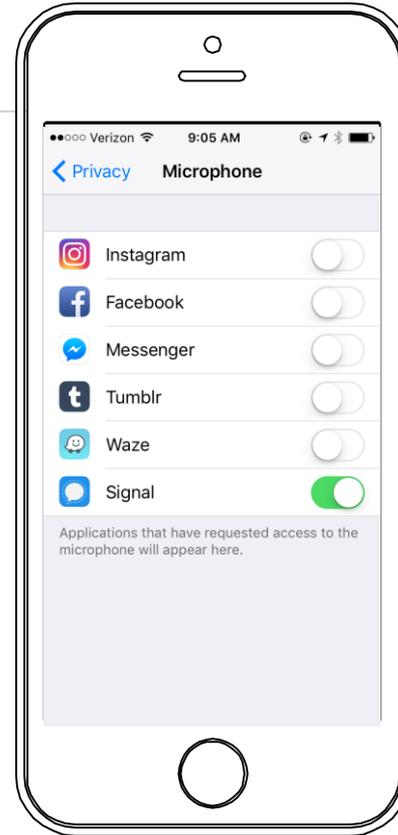
Go to Settings -> Privacy
to check your settings.
Set aside time to audit
privacy settings





iPhone privacy settings

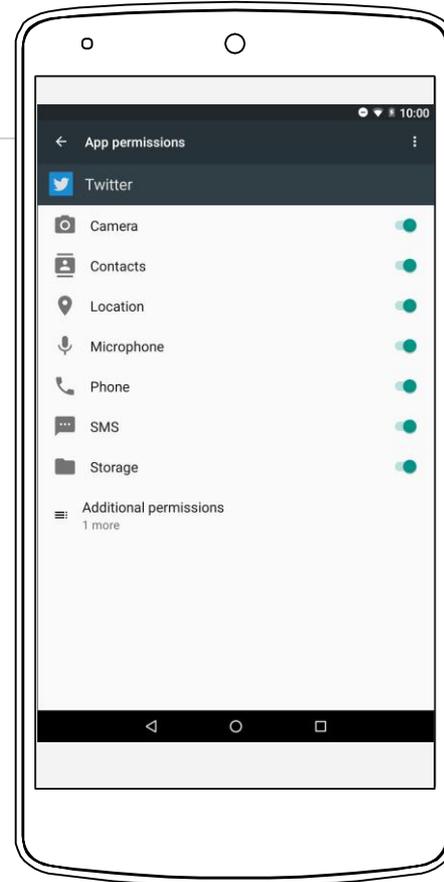
Restrict access to services to apps that absolutely need them.





Android app permissions

Go to “App permissions” in an app to set access to phone services.





Look for the Lock





HTTPS security properties



50%

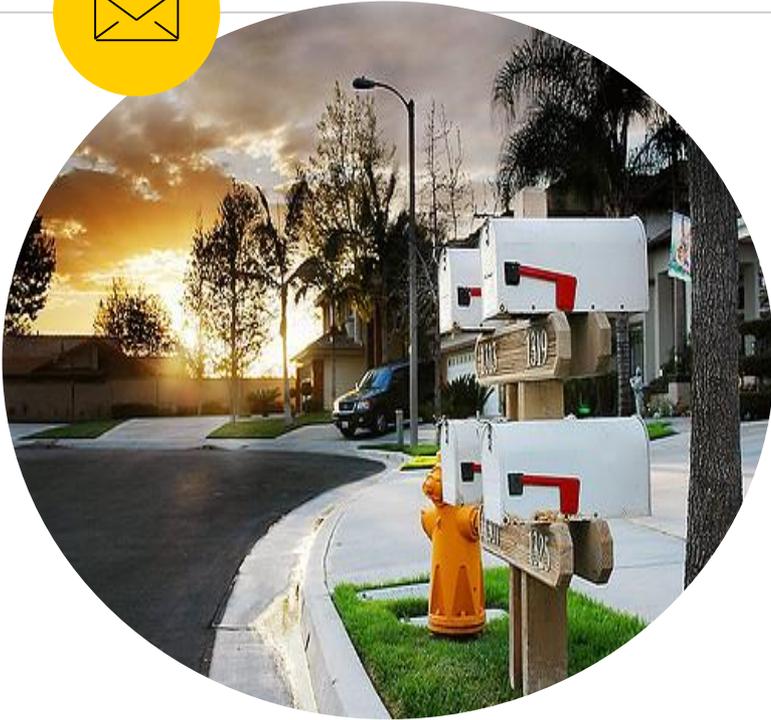
Percentage of the 16 shared ILS in Wisconsin that offer HTTPS access to their catalog interface.



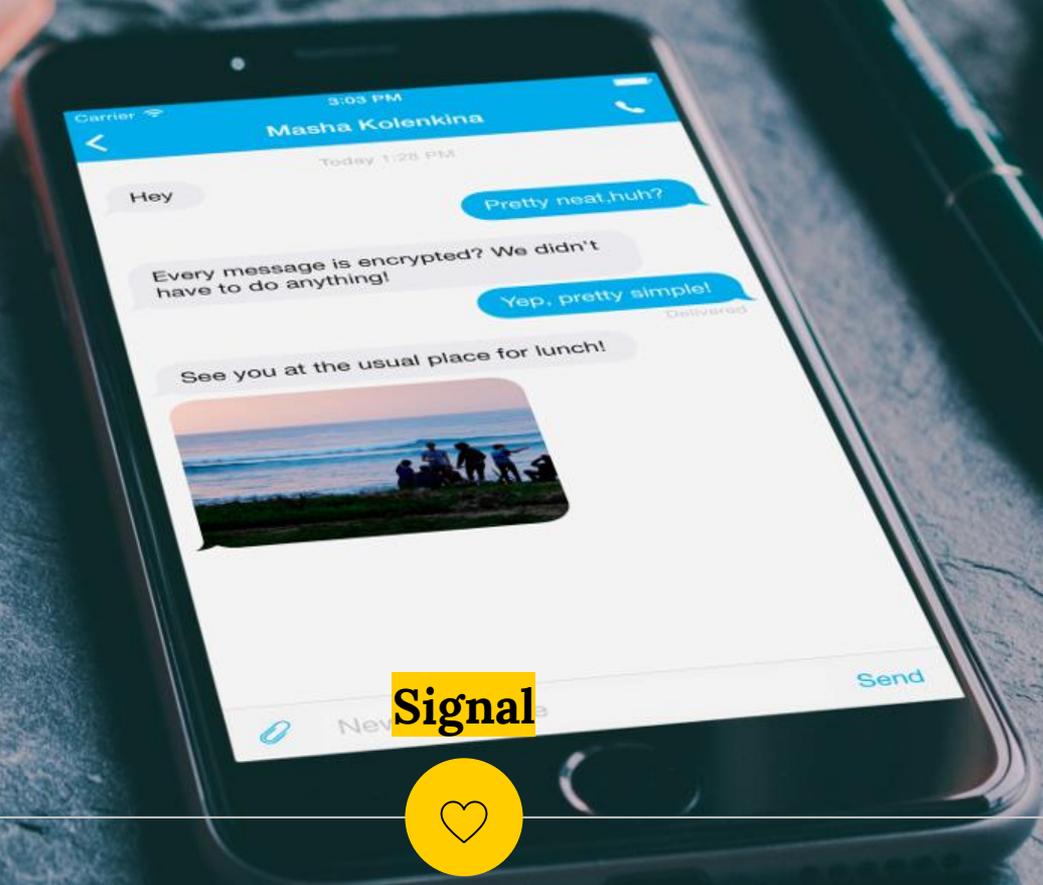


Somebody's Watching Me





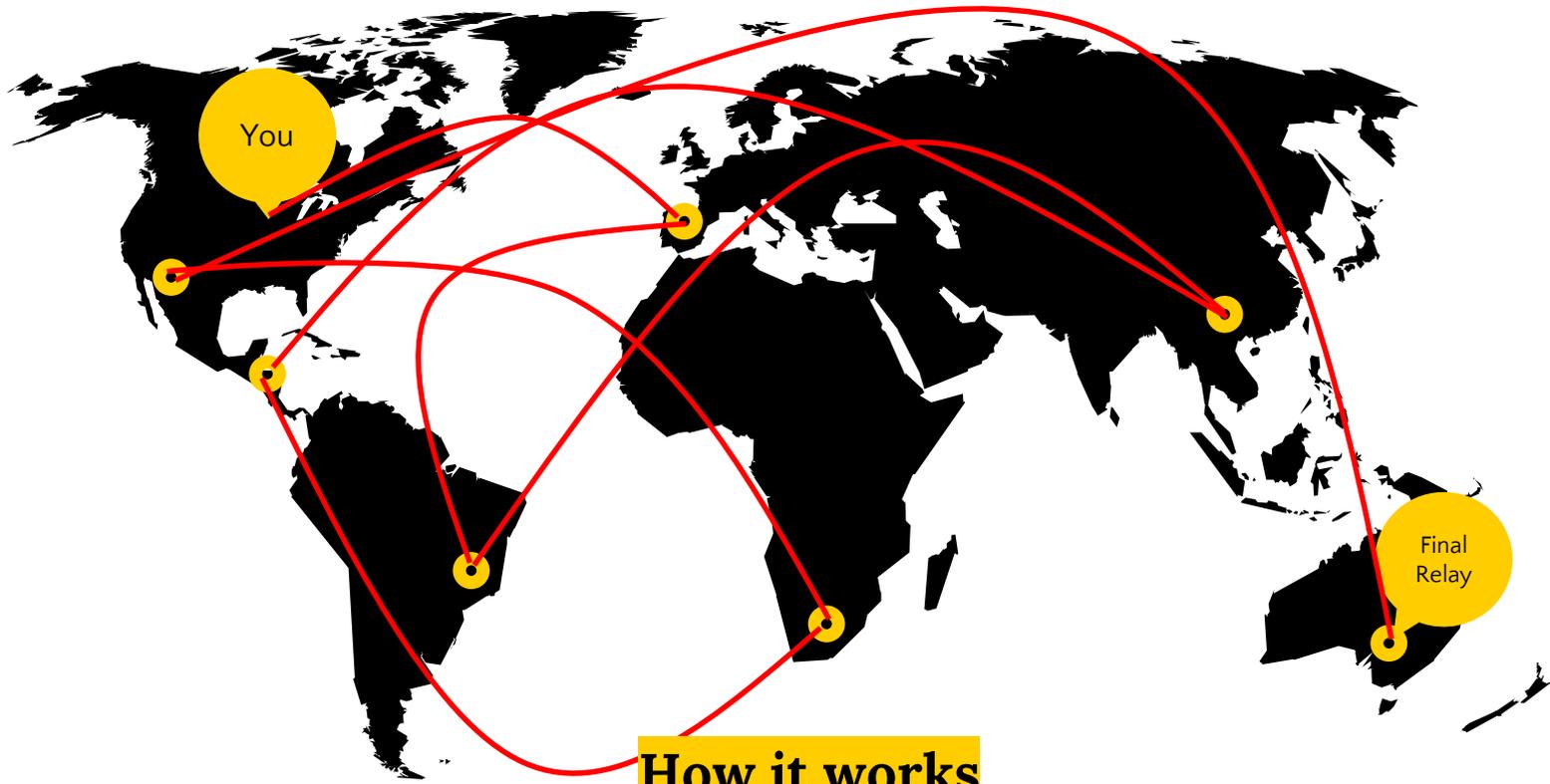
In a world full of postcards, an envelope is suspicious.





TOR





How it works





Cambridge
Analytica

Cambridge Analytica uses data to change audience behavior.

*It seems to me, Golan, that
the advance of civilization is
nothing but an exercise in
the limiting of privacy.*

-Isaac Asimov, Foundation's Edge



“



Three Square Market
River Falls, WI



Where's your line?

Only you can determine it for yourself. Sorry!



Thanks!