



CSE312/ISE312

Gift of Fire, Fourth edition by Sara Baase

Read: Section 2.3

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Marketing and Personalization

- Goal for electronic marketing – high click through rates and high purchase rates
- Approach: targeted ads
- Formula for success: track user browsing habits, build personal profiles, and identify on-line customers
- Result: personalized on-line ads

Do these activities involve more privacy threats than observing shoppers in a brick & mortar store

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Marketing and Personalization

- How is data gathered?
 - Web requests
 - Sharing data between companies
 - Location identification (e.g., IP analysis)
- Limits in Privacy Policies

Has anyone ever read a privacy policy?

Do you think you would like the ability to opt out of being tracked?

Compare your ability to control tracking info with credit info

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Marketing and Personalization

- Frequent shopping cards trade discounts for personal information
- Free on-line services trade function for the opportunity to present ads
- Gmail reads email messages to provide targeted ads

Are these reasonable trade-offs?

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Social Networks

- We post opinions, gossip, pictures, “away from home” status
- Social networks broadcast changes that in the past were available, but not broadcast

Is there information that you have posted to the Web that you later removed?

Why did you remove it?

Were there consequences to posting the information?

In your experience, has Facebook engaged in unethical or deceptive practices?

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Life In the Clouds

- More and more personal data is now stored in the cloud
- Example – email
 - Company mail server
 - Public mail server – e.g., gmail
 - Private email server

Compare the privacy of information in the three above types of servers

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Location Tracking

- Technology
 - Global Positioning Systems (GPS)
 - Cell phones location tracking
 - Surveillance cameras
 - Face recognition
 - Ultra large databases
 - Car tracking (e.g., EZ-Pass, On-Star)
- Tracking of everyone is nearing feasibility

What are the risks?

What limits should be set?

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A Right to Be Forgotten

- The right to have material removed.
 - negative right (a liberty)
 - positive right (a claim right)

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