

# Who do I trust to protect my privacy?

## What concerns people about privacy?

When asked about their privacy concerns, people responded that privacy is a right necessary to human dignity and individual integrity – a right they consider personal and individual. They often judge privacy within a family and especially between parent and child differently.

Many commented on the gossip culture that pervades media and affects our concept of privacy. Others expressed fear that partial and misinformation will result in them being misjudged. Several people revealed that they use new technologies to learn more about others to protect themselves. At the same time, they recognize that these same new technologies heighten their awareness of privacy implications.

Some say privacy is a lost cause because we no longer know how to protect it. Others question, “What are you trying to hide?” A number were willing to trade privacy for convenience and convenience for security. Still others believe that privacy is connected to financial security, health care, and employment prospects. Those who want government to protect their privacy often do not trust the government’s intentions or its ability to foil hackers. Though they invoke public safety and national security in opposition to privacy, many recognize security as necessary to protect privacy.

### Approach 1: the marketplace

*The marketplace is the source of innovation in security and privacy protection technology and it also has a vested interest in privacy that secures the integrity of financial data.*

#### Actions to Implement

- Purchase security measures
- Use spending to reward business that respects privacy
- Use public opinion, boycott against intrusive business
- Adopt and distribute strong company privacy policies and procedures

#### Supporters Would Say

- Innovates to protect privacy
- Keeps up with new threats
- Is motivated to please customers
- ID theft threatens profits

#### Opponents Would Say

- Targeted marketing is invasive
- Data mining is profitable
- Susceptible to government pressure
- Public has limited leverage

#### Tradeoffs

- Savings through targeted sales
- Escalating security expense

### Approach 2: the government

*The government has a responsibility to provide for public safety which includes identity protection and to secure the rights necessary to a free society.*

#### Actions to Implement

- Set up an office like Canada
- Use courts to enforce checks/balances
- Enact comprehensive legislation that protects privacy
- Publicize existing privacy laws and regulations

#### Supporters Would Say

- HIPAA, library, financial, and other confidentiality laws protect privacy
- Privacy implied in First Amendment
- Protecting rights is a government role
- Clarifies public value for public servants

#### Opponents Would Say

- No universal definition of what’s private
- Susceptible to demagoguery
- Cannot keep up with changing threats
- Always tempted by secrecy

#### Tradeoffs

- Public safety & national security
- Complex bureaucratic rules

### Approach 3: my self

*I, my self, recognize that privacy values are individual and varied and that no one cares more about my needs than me.*

#### Actions to Implement

- Monitor personal credit, stay informed
- Join privacy organizations to demand transparent processes
- Pay cash, avoid EZ-Pass
- Opt out of participating in data collection when possible

#### Supporters Would Say

- “Who will watch the watchers?”
- Privacy desires vary among individuals
- Individual carelessness is main threat
- I’m the only one who can detect/correct errors or theft

#### Opponents Would Say

- Too hard, too much work
- Public is lazy, won’t demand privacy
- Individuals powerless and ignorant
- Can never be sure you’re safe

#### Tradeoffs

- Time, effort, and inconvenience
- No one to blame but self