

Computers and Society

CPSC 430

Lecture 7-2 – Privacy

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<https://www.students.cs.ubc.ca/~cs-430/>

"On our watch"

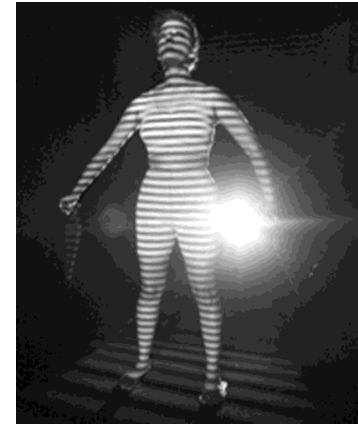
This Italian movie, released in 2021, explores (satirically) the dangers of machine learning and data mining in the hands of powerful tech giants



<https://www.youtube.com/watch?v=u50KHs1PXfM>

Ways Information Becomes Public

- Rewards or loyalty programs
- Body scanners
- Digital video recorders
- Automobile “black boxes”
- Enhanced 911 service
- RFIDs
- Implanted chips
- Cookies
- Spyware



...can you think of others?

Data Mining

- Data mining
 - Searching for patterns or relationships in one or more databases
 - This info typically provided by the customer for another purpose
- Many internet services provided as an opportunity to gather valuable data
 - Google; Facebook; free online courses
- Also performed by the government
 - Efforts to detect terrorism via phone, bank, travel records
 - Tax audits
- *Questions:*
 - *Ownership: do you have any rights over info about transactions in which you participated?*
 - *Ethics: what data mining activities are unethical? Which are ethical?*
 - *Does it make a difference whether DM is opt-in or opt-out?*
 - *At what point does DM become “creepy”?*
 - *Should we worry about ending up in a “personalization bubble”?*

Information Privacy

“It should be illegal for shopping malls to install cameras for tracking customer behavior.”

A total of 56 voter(s) in 1320 hours

