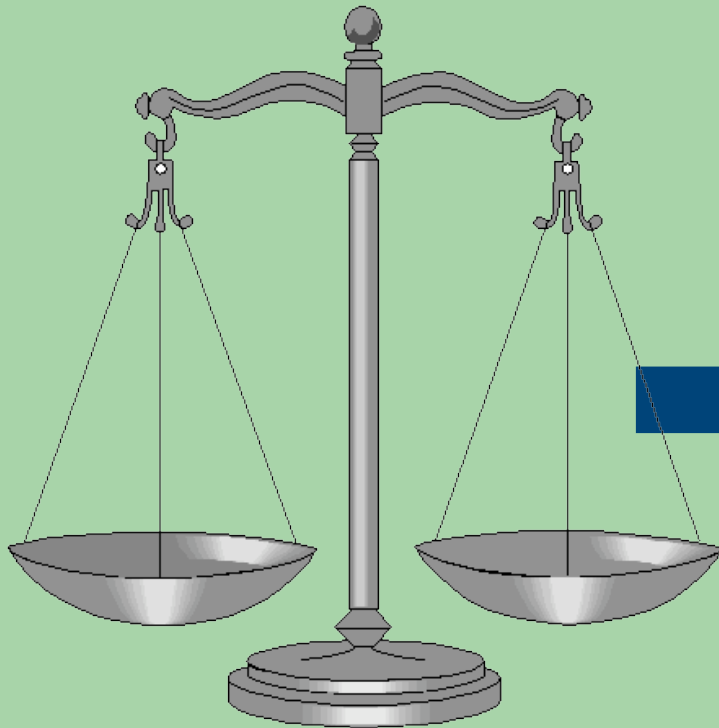


# Stalking 2.0

*Ian Brown, Oxford Internet  
Institute*

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## MILDLY SLEAZY USES OF FACEBOOK, PART 14:

LOOKING UP SOMEONE'S PROFILE BEFORE INTRODUCING YOURSELF SO YOU KNOW WHICH OF YOUR FAVORITE BANDS TO MENTION

FAVORITE BANDS? HMM...  
MAYBE REGINA SPEKTOR  
OR THE POLYPHONIC SPREE.

WHOA, THOSE ARE TWO  
OF MY FAVORITES, TOO!  
CLEARLY, WE SHOULD  
HAVE SEX.

OKAY! MY FAVORITE  
POSITION IS THE  
RETROGRADE WHEELBARROW.

OHMYGOD, MINE TOO!



## What does one find on Facebook?

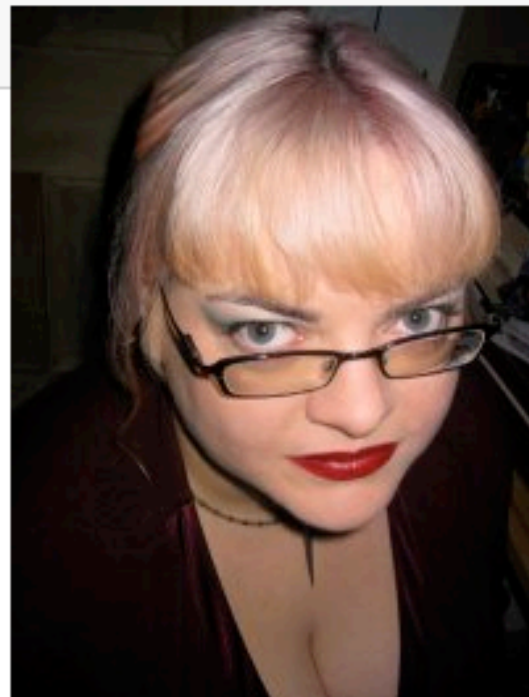
- (a) the racial or ethnic origin of the data subject
- (b) his political opinions
- (c) his religious beliefs or other beliefs of a similar nature
- (d) whether he is a member of a trade union
- (e) his physical or mental health or condition
- (f) his sexual life

Search

Applications edit

- Photos
- Groups
- Events
- Horoscopes
- Twitter

more



Erin McElhinney

Profile

Networks: Edinburgh  
 Sex: Female  
 Interested In: Women, Men  
 Relationship Status: Single  
 Looking For: Friendship  
 Birthday: May 18, 1978  
 Hometown: Edinburgh, Scotland  
 Political Views: Liberal  
 Religious Views: I tend to think of religion as a disease, and a very different concept to 'spiritual'

Mini-Feed

Displaying 10 stories.

July 14

Erin and Philip Hunt are now friends. 8:59pm

July 11

Erin wrote on Ashley Burns's wall. 12:28am

Erin commented on Emma Halford-MacLeod's photo. 12:22am

\*LOVES\*



See Erin's Horoscopes

Bite Erin

Chuck a book at Erin

I am a burrito

Send me a song

Write on Erin's Superwall

Make a wish for Her

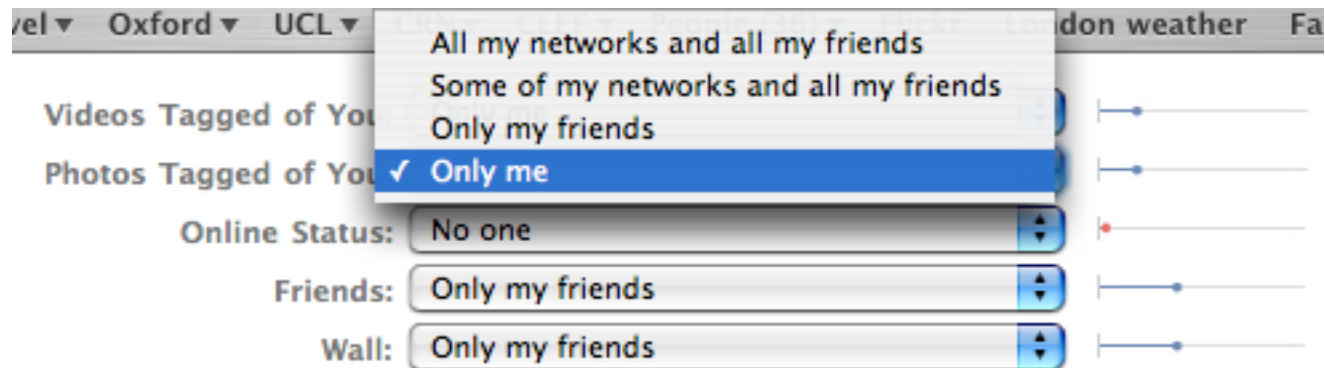
# Problems - 1.Tagging

- Should you have a right to control what is “tagged” with your name or identifier?
- Facebook controls who can find “your” tags
- Analogous to concept of structured filing system?



The screenshot shows a Facebook interface. On the left is a navigation sidebar with the Facebook logo, a search bar, and a list of applications including Groups, Photos, Events, X Me, Flickr Photos, and LOL Cats. The main content area is titled "Photos of You Added by Others" and shows "Photo 11 of 15". A photo of a man in a light blue t-shirt holding a beer is displayed, with a tag "Ian Brown" overlaid on his chest. Below the photo is a caption: "ian with his thimble of beer". At the bottom, it says "In this photo: thimble of beer (photos), Ian Brown (photos | remove tag), michael (photos), Dominic Brady". To the right, it says "From the album: 'beer fest etc' by Nic Morris". A small advertisement for Hotels.com is visible on the left side of the photo area.

# Tag control



- You can control who sees items tagged as you
- Not possible in sites that expose tags to search engines
- PIPL etc.

## 2. Facebook applications

- Big part of Facebook appeal
- X's consent to FB may reveal personal data about Y also
- See recent "Compare Friends" disclosure for \$\$ scandal.



## 3. Viral spread and disclosure

- Apps tend to spam all of your contacts
- Facebook itself encourages you to invite /Friend entire address book
- 2002 directive, 2008 revision

Select 10 | Unselect All | Show Bitten Chumps 28 friends aren't Zombies yet. BITE them for a stronger Zombie!

	Adam Greenhalgh <input checked="" type="checkbox"/>		Adam Joinson <input checked="" type="checkbox"/>		Ann Light <input checked="" type="checkbox"/>		Becky Hogge <input checked="" type="checkbox"/>
	Ben Goldacre <input checked="" type="checkbox"/>		Chris Marsden <input checked="" type="checkbox"/>		Christopher Lyon <input checked="" type="checkbox"/>		Danny O'Brien <input checked="" type="checkbox"/>



## 4. Perceptions of privacy

- “Reasonable” expectations of FB users?
- “Network” disclosure policy?
- School/university networks
- Cf Regional networks (2m London members)
- The Oxford proctors and the philosophy student – surveillance using FaceBook (July 07)



# Expectation issues

- Whose fault?
- The student because she didn't take appropriate security measures using available tools?
- Oxford's fault for snooping on a "private place"?
- FB's fault because it did not provide the right defaults for a "reasonable expectation of privacy"?
- "Invite-only" networks differ from open networks like FB
- No standardisation of expectations across SNSs eg LJ -> FB
- Consistency within FB privacy controls

Oxford:  Undergrad  Grads  Alumni  Faculty  Staff

UCL:  Undergrad  Grads  Alumni  Faculty  Staff

- Privacy settings of FB *are* technically sophisticated but the core concept is of "openness" given college origins

## 5- User population issues

- If adults rarely take steps to protect their privacy, should we expect teenagers to? Risk awareness; jam today; culture of disclosure. But when FB users grow up..
- What *would* make kids privacy-aware?
- *Wired* July 17 2007 report => “It seems the privacy threat is not so much Big Brother as your mother.” (Otter)
- Some suggestions of default of no spider-able profiles for under 18s on SNSs.
- Some sites much more protective – cf Bebo.

# How to further privacy on Facebook and SNSs?

- EU Data Protection law on the whole requires consent to legitimise data collection, processing and transfer
- Is the consent given when signing up for Facebook (and apps) good enough? Informed? “Explicit” for sensitive data?
- Should *current* consent expose users to *future* risks? “The eternal memory of Google”.
- Can T & C which exclude liability for privacy and security breaches be potentially void as unfair consumer terms?
- Some ideas.
  - A legal regime requiring that defaults be provided at the most privacy-friendly setting?
  - Automatic expiration of data?
- Or just let the market decide? Is privacy a bug or a feature ?
- Change society? Out with privacy, in with disclosure and compassion?
- But what will the state, and ID thieves, make meanwhile of the data we give away?