

Where is the value in Privacy?

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Where does privacy fit?



▶ Privacy

“The state or condition of being alone, undisturbed, or free from public attention, as a matter of choice or right; seclusion; freedom from interference or intrusion.” (Oxford English Dictionary)

▶ Observations:

- ▶ Not in seclusion or isolation
- ▶ In situations of interaction, association, public visibility
- ▶ Not about “ownership” of information
- ▶ Not the primary objective
- ▶ *Notice: it is about more than the “Communications Industry”*

Identification



- ▶ Present to provide basis for trust
 - ▶ Among equal participants: the same roles in an interaction
 - ▶ Between asymmetric participants: differing roles in an interaction
- ▶ Examples of benefits
 - ▶ Increased trust
 - ▶ Reputation
 - ▶ Enhanced model of communicant for immediate enhanced or long-term opportunities: e.g. profiling
- ▶ One possible tradeoff: reduced privacy within a context

Where are the values in the identity/privacy tradeoff?



- ▶ Inherent value in particular identity facts: to whom will value accrue?
 - ▶ The individual subject: ownership, usage benefits
 - ▶ The collector or additional parties
 - ▶ Third parties who hold, attest to or otherwise provide the facts
- ▶ Associated costs
 - ▶ Abrogation of privacy of the individual: legal, social, economic
 - ▶ Storage, computation, protection costs of managing and understanding the information

The Blog



- ▶ Contributions primarily from MIT participants
- ▶ Discussion across membership in CFP
- ▶ Last blog: “Who will pay for privacy?”
- ▶ Lively followup discussion

Blog responses: the nature of privacy



- ▶ An inalienable right: compared with the extremes of freedom vs. slavery. Inviolable and absolute
- ▶ A right for which there may be a market to support sustaining that right
- ▶ Contextual and personalizable
- ▶ Information “ownership”: association of information, not the information itself (today’s discussion)
- ▶ Consider the HIPAA forms we sign

Blog responses: who might pay for privacy?



- ▶ The creator of information about the individual should pay for privacy of it. (Generalize?)
- ▶ The individual for support of the right. (A right with no guarantee?)
 - ▶ Question: how much does the user know about what is being collected about them, how much their privacy may be being violated?
- ▶ The collector of the information might pay
 - ▶ Economic benefit to have it and keep it protected from others
 - ▶ Legal benefit by avoiding legal ramifications of violating laws
 - ▶ Social benefits: happy, trusting customers
- ▶ Risk: how to evaluate the risk to privacy violation? Without understanding this risk, cost may be unknowable.

Part of our larger agenda: Identity, attribute, privacy management



- ▶ Understanding current the capabilities of current technologies
- ▶ International challenges: different perspectives in a global network
- ▶ Analyzing current approaches through case studies
 - ▶ Patient facing medical information
 - ▶ The intersection of multiplayer gaming and mobile devices
- ▶ Track the NSTIC evolution of a private industry identity management ecosystem
- ▶ Focus on potential business models for identity management in the context of privacy constraints



Questions? Comments?

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