WebJunction Learner Guide

Privacy Literacy at Your Library

http://www.webjunction.org/events/webjunction/privacy-literacy-a

Event Description: Our offline lives are no longer separate from our
unaware of how their information is being used, what they have con
interactions. San José Public Library's Virtual Privacy Lab has develop
learning experience for library patrons, in English, Spanish and Vietn
through topics such as social media and security, and provide person
enable them to feel safe and confident online. This privacy literacy re
learn how you can utilize the online Virtual Privacy Lab with the popu

Presented by: Erin Berman, Innovations Manager, San José Public Lil

What are your goals for viewing this webinar?

Personal Goals	
Team Goals	

Gain an Understanding

Our definition of privacy has been shifting over time. Take time to re
understanding of privacy. If possible, ask your patrons the same ques

What does online privacy mean to you?

Why do you think online privacy might be important?

What would you like to learn about online privacy?

Virtual Privacy Lab

Visit the San José Public Library's Virtual Privacy Lab. Read through each topic and build a
privacy toolkit for yourself. Identify five things you learned from the toolkit.

1.

2.

3.

4.

5.

Privacy Policies and Audit

The American Library Association has published updated Library Privacy Guidelines, and the
Library and Information Technology Association has created Library Privacy Checklists to assist
libraries in meeting those guidelines. Read the guidelines and checklists, beginning with a review
of the Priority 1 actions for each checklist. If your library has a privacy policy, evaluate it to see if
it meets the guidelines and Priority 1 actions. List five steps you can take to revise or create a
policy for your library.

1.

2.

3.

4.

5.

ommunity that you could share the toolkit with? Consider non-
d educators in your thinking.

e next steps, along with who, when, etc.)

LIBRARYJOURNAL
MOVERS &SHAKERS
2016

WebJunction is pleased to be collaborating with *Library Journal* in this webinar series featuring some of this year's Movers & Shakers!

Lisa Peet photograph

Lisa Peet
Associate Editor,
News for *Library Journal*

TECH LEADERS

Erin Berman | Rebecca Blakiston | Jason Evans Groth | Dustin Fife | Nick Grove

Jacob Heil | Ryan Litsey | Ashley Maynor | Beth-Ann Ryan

LIBRARYJOURNAL
MOVERS
&SHAKERS
2016

October 4 webinar recording

[Teen Programming: A Mover & Shaker's Recipe for Impact and Success](#)

Courtney Saldana

Youth Services Supervising Librarian, Ontario City Library (CA)

Photo by Kelela Wakefield

December 6 webinar recording

[Culinary Literacy: A Library Recipe for Cooking Up Literacy and Community](#)

Liz Fitzgerald

Culinary Literacy Center's Administrator, Free Library of Philadelphia (PA)

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The 2017 Movers and Shakers will be highlighted in the March 15 issue of *Library Journal*.

Questions? Contact us at ljinfo@mediasourceinc.com

Erin Berman
Innovations Manager

https://www.sjpl.org

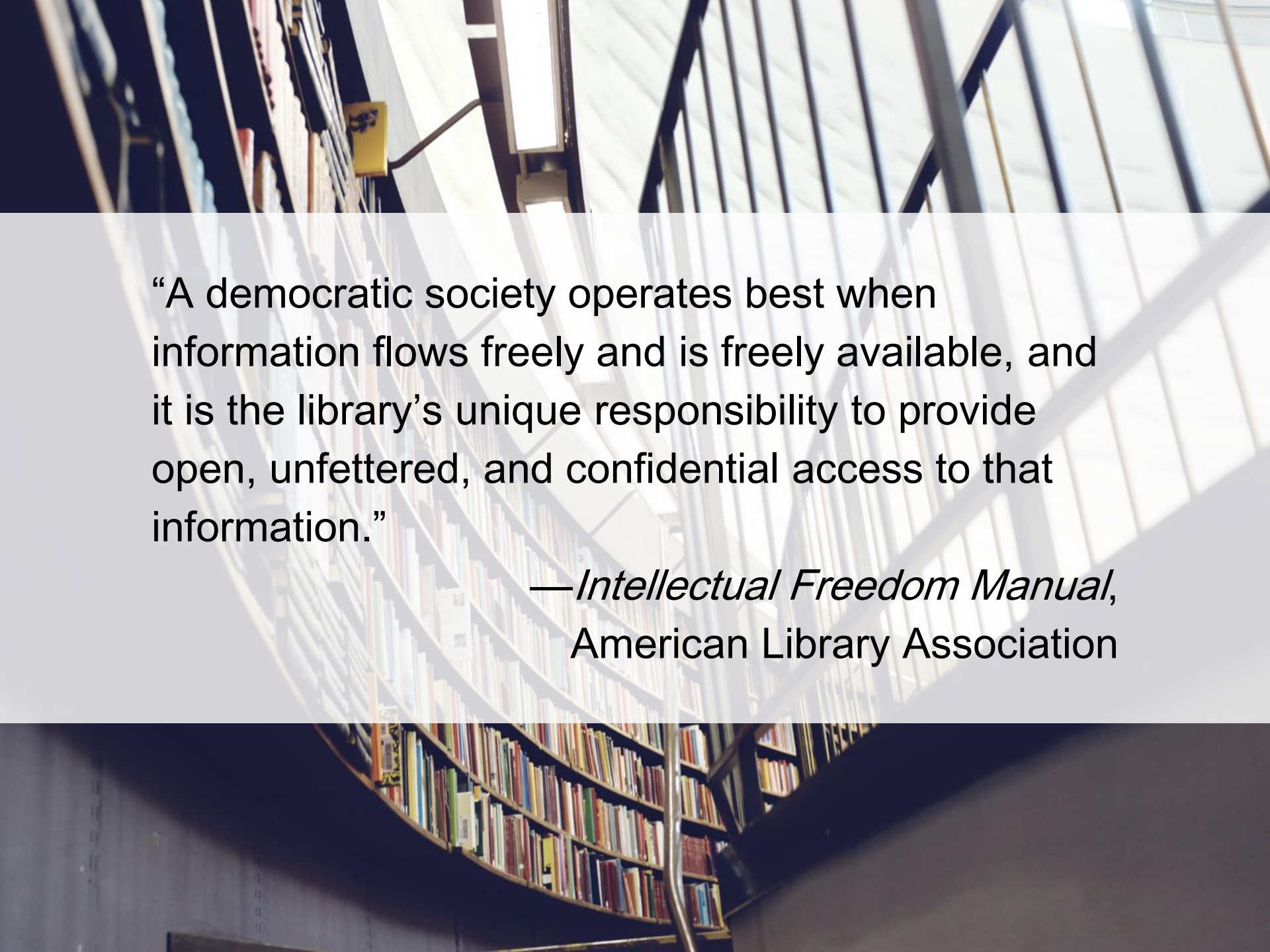erin.berman@sjlibrary.org

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San José Public Library's Virtual Privacy Lab

Erin Berman
San José Public Library

"A democratic society operates best when information flows freely and is freely available, and it is the library's unique responsibility to provide open, unfettered, and confidential access to that information."

—*Intellectual Freedom Manual*,
American Library Association

1.

Big Picture Question

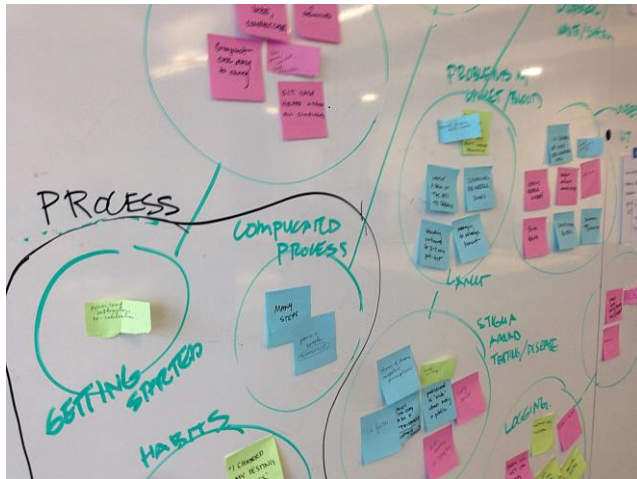How might we empower people to make informed decisions about online privacy issues?

How might we leverage libraries as platforms
to build more knowledgeable communities?

Knight Prototype Grant

Yet people are thinking about their privacy...

61% say they feel they "would like to do more," to remove or mask their digital footprints.

74% say it is "very important" to them that they be in control of who can get information about them.

47% are not confident they understood how their information would be used online.

2.

Prototyping

How might we transform a broad, intimidating topic into an approachable learning opportunity?

Design Thinking

- Statement Starters
- Stakeholder Mapping
- Thumbnail Sketches
- Interviews

Talking with our community…

Hungry to learn
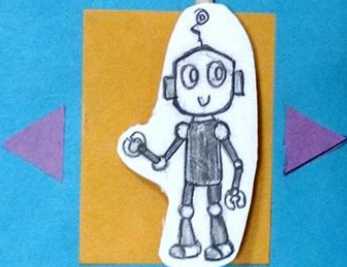
Use the Internet in different ways

Unique needs

Multiple identities

Different definitions of privacy

What they want to learn

- WHO is using my information?

- HOW did they get my information?

- WHAT will they do with my information?

- HOW can I protect my information?

Prototyping: Let's Get Started!

Digital Prototype

- International Computer Science Institute

- San José State University's Game Dev Club

- Demo Video: https://youtu.be/vNVBObOO_Nw

User Testing Results

80%
Learned something new from their Privacy Path

33%
Took action, following links or tips on their Privacy Path

89%
Interested in playing more topic levels

3.

Creating a Product

How should we make this information available for our customers on all devices?

sjpl.org/privacy

Virtual Privacy Lab Tour

Virtual Privacy Lab Tour

Data Sharing & Data Mining

Table of Contents

- What Is Data Mining?
- Data Sharing and the Internet Business Model
- Your Data Is a Valuable Commodity
- Build Your Toolkit

What Is Data Mining?

In recent news, you've probably heard something about Big Data and data mining. *Data mining* means searching for patterns and relationships in large collections of data—often called *Big Data*. Data has always been analyzed for patterns, but computers have made collecting, storing, and analyzing data far more efficient and commonplace. Through the process of *automatic inference*, these patterns are used to find trends, draw conclusions, and sometimes even predict future patterns.

Data mining is often used in ways that benefit everyone. In healthcare, it helps identify disease outbreaks. For example, in Rwanda, a Harvard researcher used data mining to track people's patterns of movement and compare them to health statistics. He discovered that movement patterns changed two weeks before a cholera outbreak, and as a result, he was able to *infer* when an outbreak would occur. Data mining is also used by governments to optimize traffic flow, by businesses to analyze customer buying patterns, and by law enforcement agencies to solve crimes.

Although linking data up with other data increases its value, it raises concerns for privacy. Health care institutions, civic agencies, and other organizations that only want to study patterns often take steps to anonymize data. At a minimum, they will usually strip away personally identifiable information (PII) like names and social security numbers that can be used to uniquely pick out an individual. However, even characteristics that aren't distinctive by themselves, like age or marital status, can be put together with other PII to pick out the person with that unique *combination* of characteristics. In some cases, agencies may use more elaborate computational methods to obscure identity. Such strategies often rely on assigning someone to a general category that covers more people, such as saying that someone is in the age range 20-29 rather than saying they are 27. However, even these techniques aren't foolproof, and many agencies do not use them at all.

Data Sharing and the Internet Business Model

Virtual Privacy Lab Pages

- Virtual Privacy Lab
  - Construction Zone
    - Overview: What Is Online Privacy?
    - Data Sharing & Data Mining
    - Security: How the Internet Works
    - State of Online Privacy
    - Social Media & Online Sharing
    - Your Information Footprint
    - Anonymity & Tracking
  - Level Up
    - Get Started Today
    - At Your Library
    - In-Depth Article
  - Additional Languages
    - Español
    - Tiếng Việt

Data Sharing and the Internet Business Model

Sharing your information is a given when you do business or use a service. Businesses mine this data to figure out who their customers are and what they're buying—and they also frequently share customer data with third-party advertisers or sell it to data brokers. For companies that provide free online services, selling ad space and user data is how they make most of their money.

For the most part, the law does not restrict businesses from selling or sharing your information. California and other states have recently put some restrictions in place, but it's often unclear which laws apply in a particular case. Most businesses and organizations will share your information by default unless you "opt out"—and sometimes they'll still share it anyway—so you're better off assuming that it's happening. Generally, an organization's privacy policy will tell you how your information might be used—but there are no guarantees they're following it, and privacy policies are subject to change without notice. You also can't assume that a company won't share your information just because they generally have a good reputation or good customer service.

Your Data Is a Valuable Commodity

Data aggregators, also known as data brokers, specialize in learning everything they can about consumers. There are few limits on what data brokers can do with this this information, though they don't generally make it publicly available for free. Data brokers combine information from companies you do business with, online tracking data, and public records from government websites to make a consumer profile with a unique ID, which may in turn be sold to an advertising company. These profiles may or may not be linked with your name—but even an "anonymous" profile compiled by a data broker probably has enough information to uniquely identify you.

The more advertisers know about you, the better they can predict your future behavior. In one notorious example, Target inferred through data mining that women who bought non-scented lotion were more likely to be pregnant, and started sending them ads for baby products. In particular, data brokers and online advertising services have made a multi-million dollar business of tracking every time you buy something or go online. They use online tracking to gather data from social media sites, shopping sites, and news and entertainments sites, and then mine that data for patterns that indicate your interests. Advertisers can then display ads based on your interests, as indicated by your online (and offline) behavior.

Build Your Toolkit

Virtual Privacy Lab Tour

Virtual Privacy Lab Tour

Home / Build Your Toolkit: Data Sharing & Data Mining / Build Your Toolkit: Data Sharing & Data Mining

Build Your Toolkit: Data Sharing & Data Mining

Question 2 of 3

It's important to me to control who has access to information about me and my online activities.

Choose one

○ Agree

◉ Somewhat Agree

○ Somewhat Disagree

○ Disagree

Virtual Privacy Lab Pages

- Virtual Privacy Lab
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Virtual Privacy Lab Tour

My Results: Data Sharing & Data Mining Toolkit

Communicate About Privacy

Request privacy from companies and services that have data about your offline activities, such as healthcare, banking, insurance, and utility providers. Specifically, opt out of sharing your information with third parties. Use these guides to help you navigate opt-out procedures:

- Fact Sheet on Financial Privacy Laws: How to Read Your "Opt-Out" Notices
- Video and Guides from the U.S. Dept. of Health and Human Services: Health Information Privacy: Guidance Materials for Consumers

Think About Consequences

When deciding whether to communicate sensitive information online, consider that people, companies, and governments might not behave ethically or might not follow the law—nor even their own policies—about how to treat your private information. In many cases, there may not even be any laws governing the use of your information.

Learn About Online Privacy

Check out apps, sites, and services before you use them. Read the privacy policy; if you don't like what it says about what the provider will do with your data and who they may share it with, you can do business with a different provider (even if it means paying slightly more—a "privacy premium").

- General Guide to What to Look For: Learn How to Read a Privacy Policy

If you can't bring yourself to read through the official Privacy Policies, use a cheat sheet like one of these:

- Ratings Based on Whether Apps Collect Only the Information You Expect: Privacy Grade: Grading the Privacy of Smartphone Apps
- Ratings of How Sites Protect Your Information from Government Requests: Who Has Your Back (2014 Edition)
- Summaries and Ratings of Privacy Policies: Terms of Service; Didn't Read (However, note that TOS;DR had not been updated recently as of June 2015.)

Virtual Privacy Lab Tour

Laboratorio Virtual de Privacidad

Zona de construcción

Aprende sobre los temas de privacidad y genere un conjunto de herramientas de privacidad personalizada orientada a sus necesidades en línea. Juegos de Herramientas incluyen enlaces, consejos y recursos que ayudan personalizar tu identidad en línea. Envía o imprime su caja de herramientas de privacidad para su uso futuro.

Presentación general: ¿Qué significa la privacidad en línea?

Intercambio y minería de datos

Información básica sobre la seguridad en línea

El estado de la privacidad en línea

Medios sociales y compartir cosas en línea

Su huella de información

Rastreo y anonimato en línea

Virtual Privacy Lab Tour

Phòng Thí Nghiệm Ảo Về Sự Riêng Tư

English   Español   **Tiếng Việt**

Vùng Xây Cất

Học hỏi thêm về các chủ đề về sự riêng tư và soạn một bộ công cụ về sự riêng tư dựa theo nhu cầu của quý vị. Các công cụ gồm các liên kết, mẹo, và các tài nguyên nhằm trợ giúp quý vị hoàn chỉnh bản sắc trên mạng của quý vị. Gởi email hoặc in ra công cụ về sự riêng tư của quý vị để sử dụng trong tương lai.

Tổng Quan: Sự Riêng tư Có Nghĩa Là Gì Trên Mạng?

Chia Sẻ Dữ Liệu và Khai Thác Dữ Liệu

Những Điều Cơ Bản Về An Ninh Trên Mạng

Tình Trạng Riêng tư Trên Mạng

Truyền Thông Xã Hội và Chia Sẻ Trên Mạng

Dấu Ấn Thông Tin của Bạn

Theo Dõi và Giữ Nặc Danh Trên Mạng

Virtual Privacy Lab Tour

🔧 **Data Sharing & Data Mining**	🔧 **Security: How the Internet Works**	🔧 **State of Online Privacy**
🔧 **Social Media & Online Sharing**	🔧 **Your Information Footprint**	🔧 **Anonymity & Tracking**

Level Up

Additional Resources about Privacy

🔧 **Get Started Today**	🔧 **At Your Library**
🔧 **In-Depth Article**	

Virtual Privacy Lab Tour

Get Started Today

Check out these privacy tools, apps, and resources to start managing your online activities and identities today.

General

Surveillance Self Defense – protect yourself and your friends with this guide to privacy and security.

Just Delete Me – directory of direct links to help you delete your online accounts.

Who Has Your Back? – discover who is protecting your data from government requests.

Let's Encrypt – website owners, make visits to your site private. Switch to HTTPS for free.

Browser

Better Web Browsing – discover which extensions/plugins you should add to your browser.

uBlock* – blocks ads, malware, and tracking. Lightweight and effective.

HTTPS Everwhere* – extension that encrypts your communications with many major websites.

Tor – free software that helps you defend against network surveillance and traffic analysis.

Virtual Privacy Lab Tour

Privacy at Your Library

How San José Public Library Manages Your Privacy

- **No Record of Computer Activities** – After you log on to a library computer, the Library has no record of what you do during your session. When you log out, your entire session is wiped, so the next user has no way of accessing your information.
- **HTTPS** – SJPL.ORG and its event website are encrypted with HTTPS, meaning all communications between your browser and the library website are private. Although your account is also encrypted, your catalog searches and browsing activities are not.
- **Reference** – Your online, telephone, and in-person questions for library staff are confidential and private.
- **Reading History** – The Library does not keep a record of your borrowing activities. Once you return your item, that record is wiped from your account unless you enable the Reading History on your account. If an item accumulates late fees a record of the title will remain on the account.
- **Confidentiality of Patron Records** – This policy details how the Library ensures the confidentiality of patron records.
- **Records of Minors** – If a public library cardholder is under the age of 18, the parent or legal guardian listed on the account can request their child's records if that parent or legal guardian has the child's library card.
- **Registration Policy** – This provision includes information on how San José Public Library and San Jose State University Library manage circulation records and other identifying records.
- **Body Cameras** – Library Safety Officers (LSO) at the King Library are equipped with body cameras and can record patron contacts, interviews, and other events when recording could provide value as evidence. Before recording, an LSO is instructed to issue a verbal advisement to the patron, and consent is not needed for recording to commence.
- **eLearning** – Library vendors (e.g. Overdrive, Axis360, Tutor.com, etc.) have their own privacy policies. Sites may or may not be HTTPS. Check site addresses and policies for more information.
- **Email**: Updates that are subscribed through email are serviced by Google's FeedBurner while mailing list subscriptions are serviced by Constant Contact. Refer to their individual privacy policies for more information: Google Privacy Policy | Constant Contact Privacy Policy.

How the Library Community Champions Patron Privacy

- **ALA Statement on Privacy** – Privacy and confidentiality are so important to the American Library Association (ALA) that it not only includes a statement about it in its Code of Ethics, but it also details these values in Privacy: An Interpretation of the Library Bill of Rights. Additionally, the ALA offers a list of State Privacy Laws Regarding Library Records.
- **IFLA Statement on Privacy** – In August 2015, the International Federation of Library Associations and Institutions (IFLA) published its most recent Statement on Privacy in the Library Environment.
- **CLA Resolution on Privacy Rights & Open Government** – The California Library Association (CLA) has published a resolution confirming the need to support privacy and open government. Its Intellectual Freedom Committee

Virtual Privacy Lab Tour

In-Depth Article

Still want to learn more about online privacy? Dive deep with the following topics and become a privacy expert.

Table of Contents

- Unintentional Disclosures of Personal Information: Leakage and Inference
- Limitations of and Misconceptions About Privacy Tools
- Limitations of and Misconceptions About Privacy Regulation
- Variation in Comprehension, Preferences, Concern, and Behaviors Around Privacy
- Combining Technological, Educational, and Regulatory Solutions to Privacy Problems

Unintentional Disclosures of Personal Information: Leakage and Inference

Concerns about online privacy are well-founded. For example, in a 2011 study, Krishnamurthy, Naryshkin, and Wills found that 56% of the popular websites they examined leak private information to third parties (76% if site ids are counted as private information). And as increasing amounts of information are digitized and statistical algorithms for sorting and interpreting that information are improved, more can be easily learned about individuals by linking disparate pieces of data together.

Data aggregation and data mining are respectively the collection of large amounts of data from various sources and the computational analysis of data to gain new knowledge. In many ways, data aggregation and data mining serve the public

Opportunities & Challenges

What we've learned and where we're going

What can my library do?

- Be transparent
- Talk with your community
- Stay neutral
- Customize
- Get informed
- Partnerships

What can my library do?

During 2015-2016, the Intellectual Freedom Committee approved several new privacy guidelines intended to assist librarians, libraries, schools and vendors to develop best practices for online privacy and data management and security. These include:

- Library Privacy Guidelines for E-book Lending and Digital Content Vendors
- Library Privacy Guidelines for Data Exchange Between Networked Devices and Services
- Library Privacy Guidelines for Public Access Computers and Networks
- Library Privacy Guidelines for Library Websites, OPACs, and Discovery Services
- Library Privacy Guidelines for Library Management Systems
- Library Privacy Guidelines for Students in K-12 Schools

These guidelines attempt to balance the need to protect reader privacy with the needs of libraries to collect user data and provide personalized services, while respecting and protecting the individual's right to make their own informed decisions in regards to how much privacy they are willing to trade for convenience or added benefits.

www.ala.org/advocacy/privacyconfidentiality

www.ala.org/lita/advocacy

Library Privacy Checklists

This set of seven checklists is intended to help libraries of all capacities take practical steps to implement the principles that are laid out in the ALA Library Privacy Guidelines. Each checklist is organized into three priority groups. Priority 1 are actions that hopefully all libraries can take to improve privacy practices. Priority 2 and Priority 3 actions may be more difficult for libraries to implement depending on their technical expertise, available resources, and organizational structure.

These checklists were created by a group of volunteers from the LITA Patron Privacy Interest Group and the ALA Intellectual Freedom Committee's Privacy Subcommittee.

1. Overview
2. Data Exchange Between Networked Devices and Services
3. E-book Lending and Digital Content Vendors
4. Library Management Systems / Integrated Library Systems
5. Library Websites, OPACs, and Discovery Services
6. Public Access Computers and Networks
7. Students in K-12 Schools

San José Public Library

Questions?

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