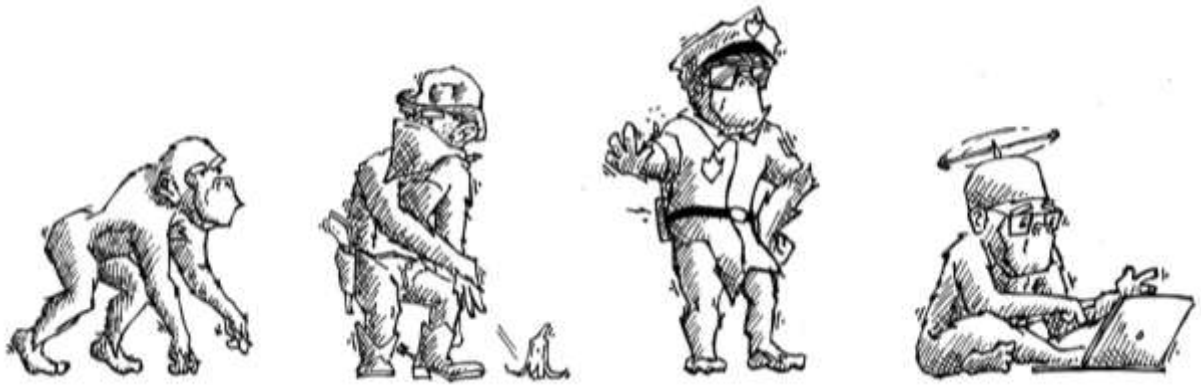


Food on the Table, Privacy in the Cloud

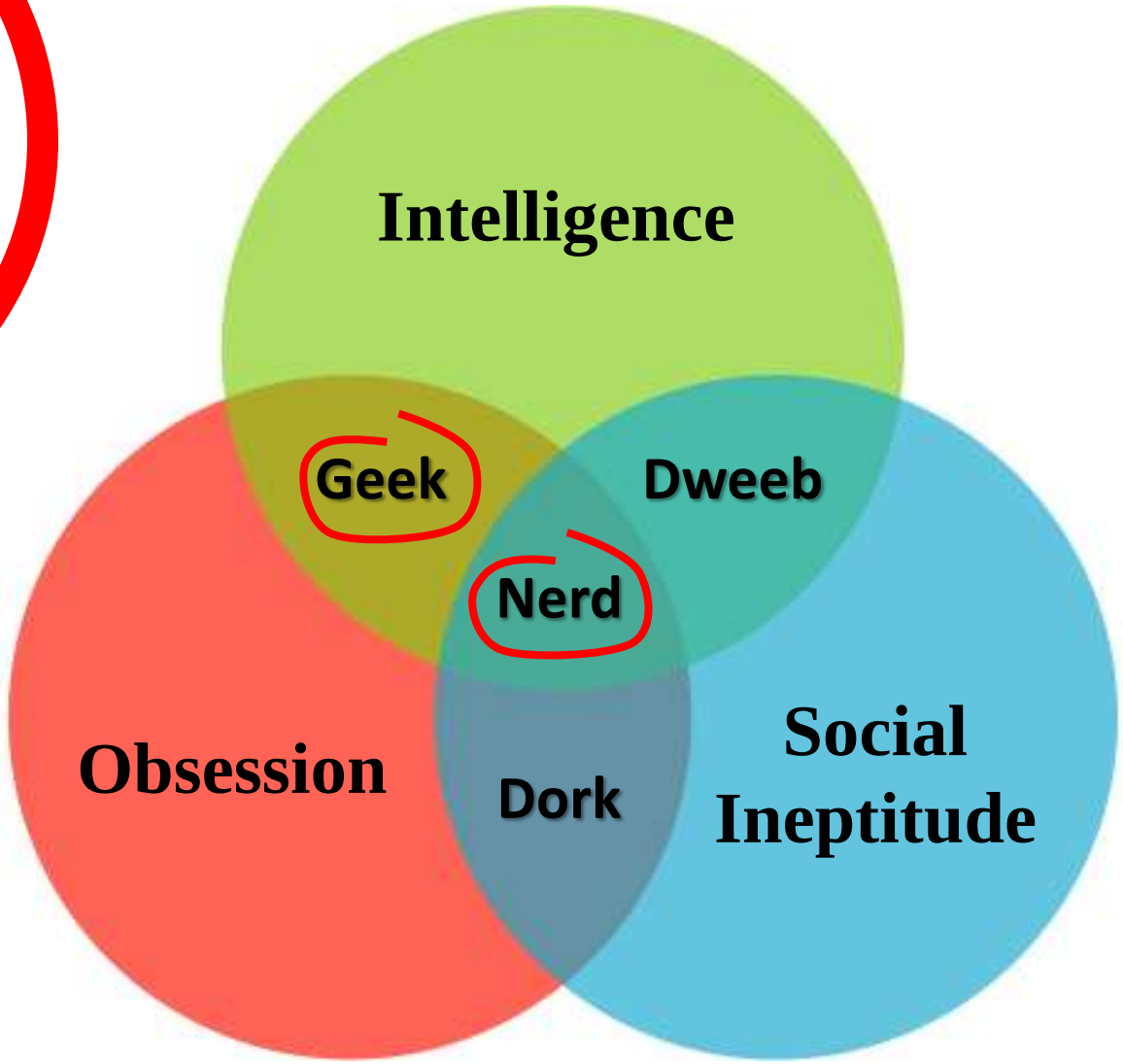
Jim Adler

Chief Privacy Officer & General Manager, Data Systems

twitter: @jim_adler
http://jimadler.me

University of North Carolina at Chapel Hill
September 2011

I am not an Attorney



What to talk about?

- What's Intelius?
- What's a Cloud?
- Data **Use**
- Data **Access**
- Data **Control**
- Privacy **Evolution**
- Questions

About INTELIUS

- Empower individuals to manage their identity and discover others to make better informed decisions.
- Category leader and pioneer of emerging consumer information market
- Top 100 most trafficked sites, according to comScore
- 11M unique customers
- Robust big data and analytics technology

DATA USE IN THE CLOUD

The surface web is small…

167 Terabytes

Compared to the deep web…

91,000 Terabytes

Much of it uploaded by us…

Facebook Pictures: 80M/day uploaded

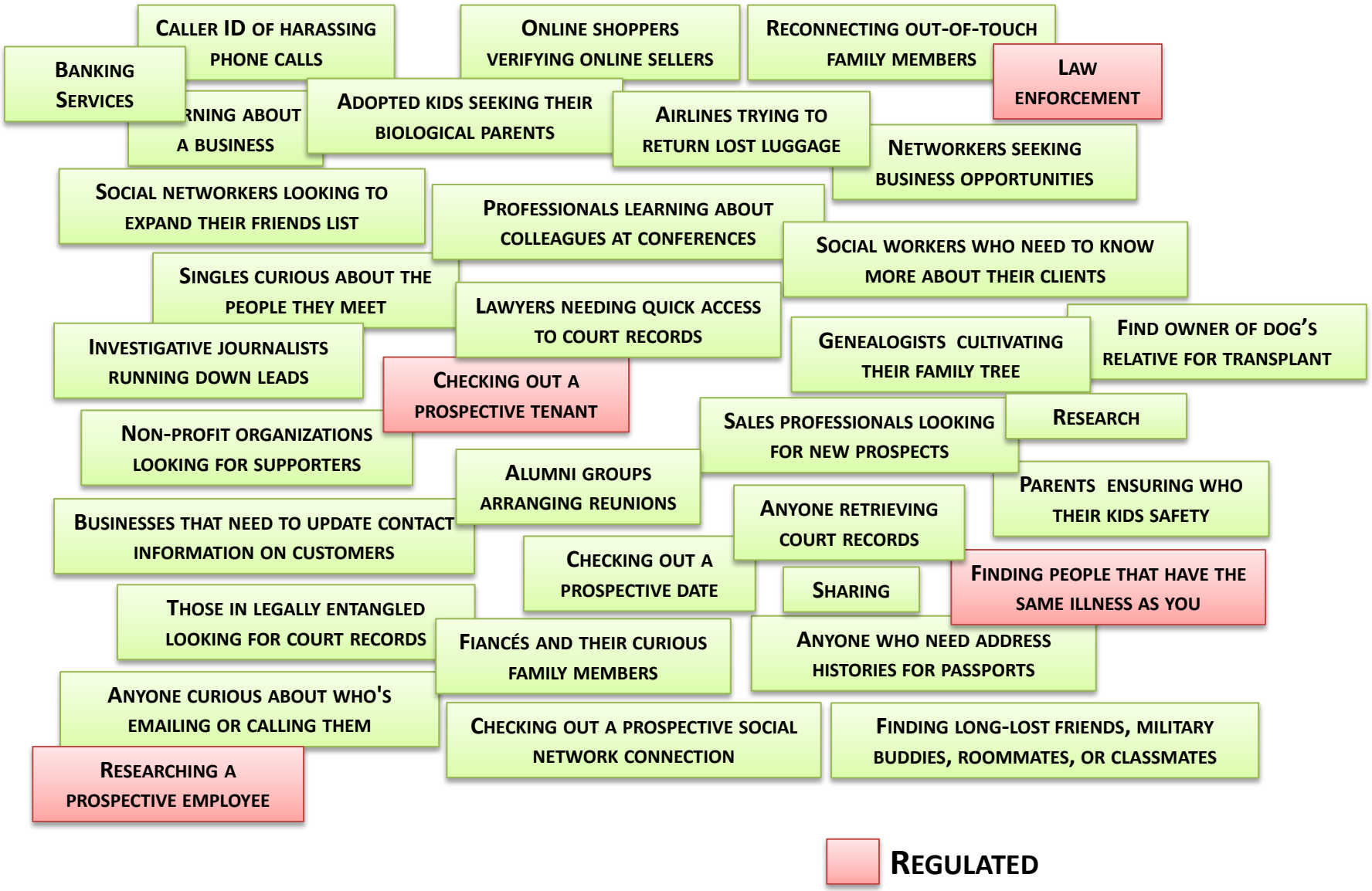
Tweets: 65M/day

YouTube Videos: 19,000 hours/day

Data from
dawn of civilization
through 2002

Data from
April 2011

For lots of reasons… (some regulated)



Providing major benefits…

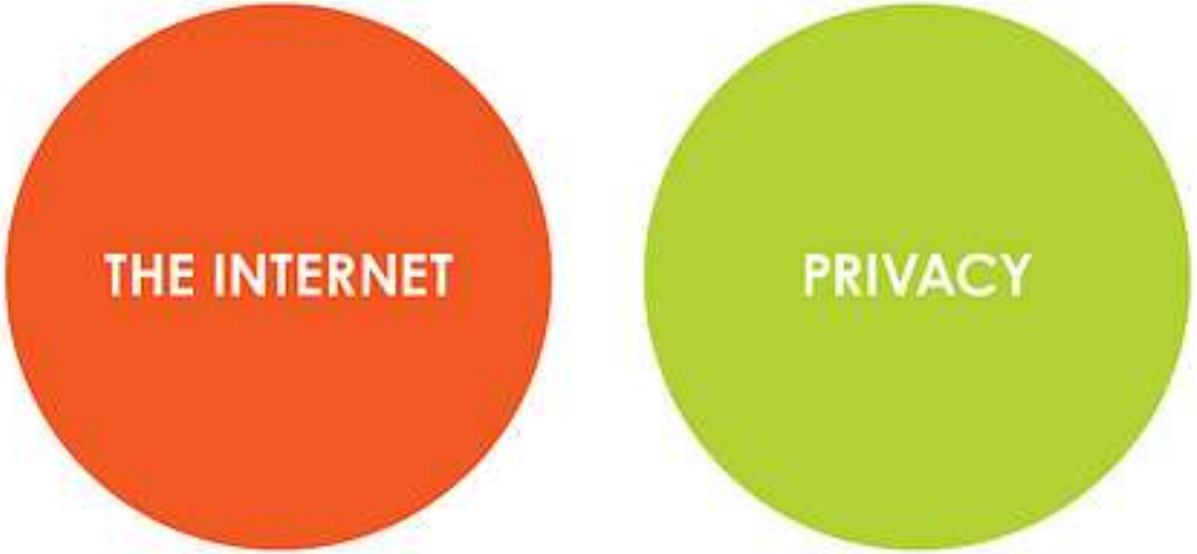
- 51% “major benefit” is ease and convenience
- 41% “major benefit” is portability
- 39% “major benefit is sharing

– Use of Cloud Computing Applications and Services, Pew 2008

But real concerns…

- 90% “very concerned” if data sold
- 80% “very concerned” if photos used for marketing
- 68% “very concerned” if data used to serve them ads

– Use of Cloud Computing Applications and Services, Pew 2008



A Prescient Venn Diagram?

DATA ACCESS IN THE CLOUD

When towns were small …

“The only thing worse than being talked about, is not being talked about.”

– Oscar Wilde

Density↓ → Anonymity↓ → Privacy Expectation↓

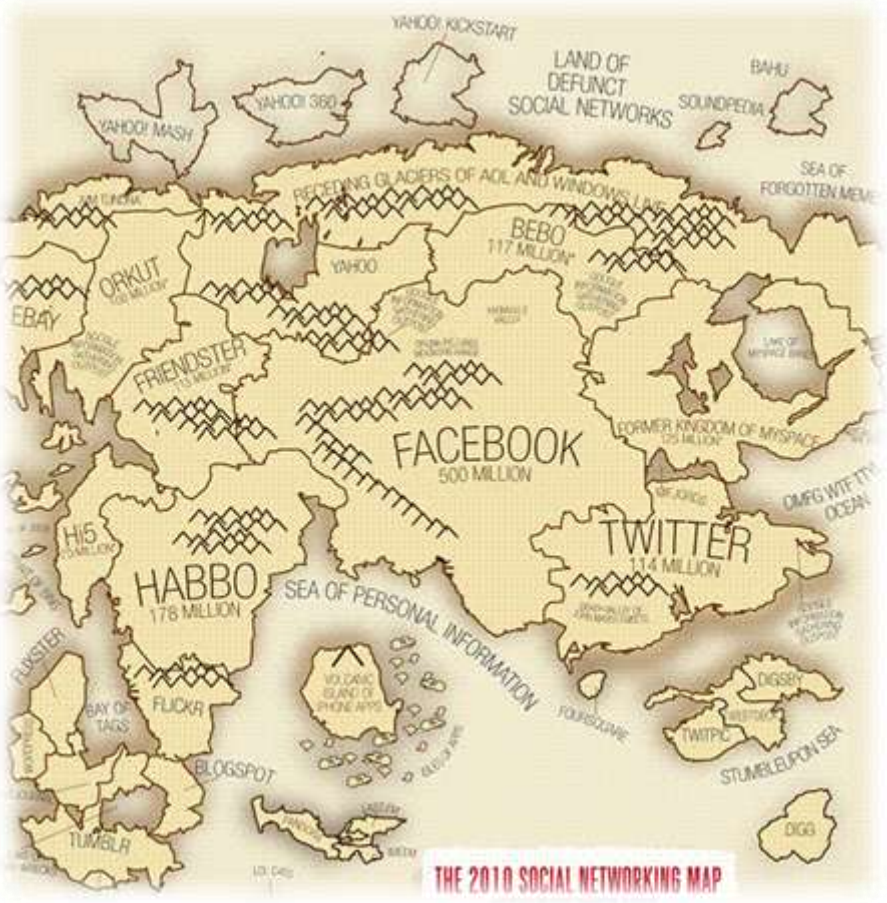
“Good Fences Make Good Neighbors”

- *Mending Wall*, Robert Frost

Density↑ → Anonymity↑ → Privacy Expectation↑

“In times of rapid change, experience could be your worst enemy.”

– J. Paul Getty

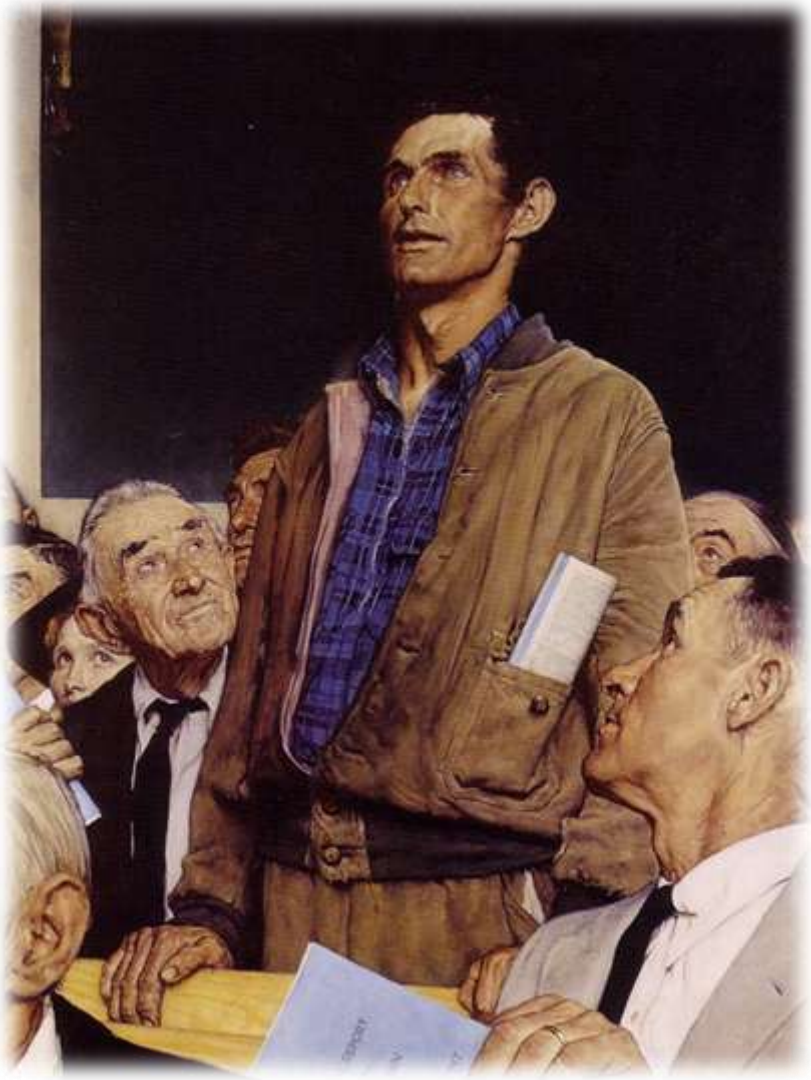


#@?$!!
“Privacy Vertigo”

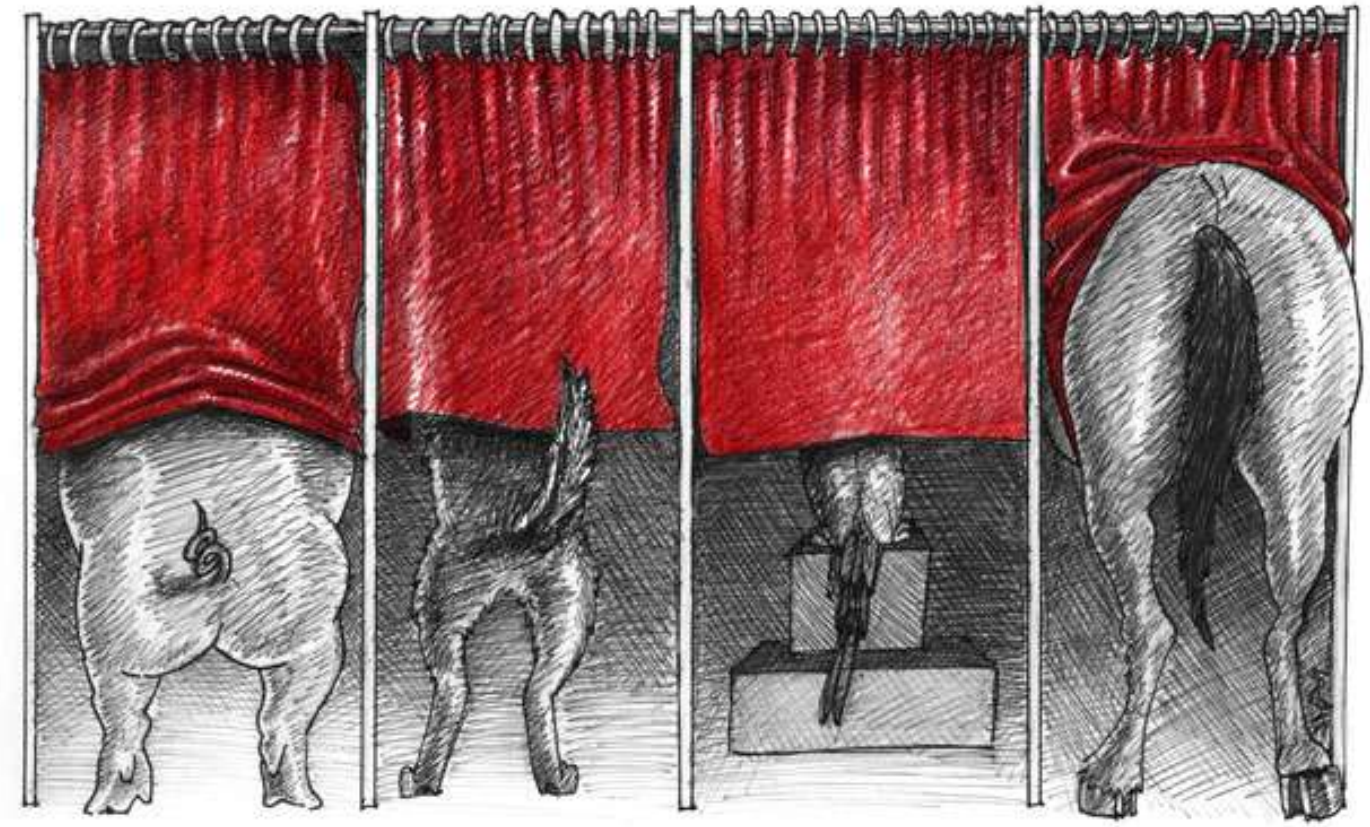
Density↓ → Anonymity↓ → Privacy Expectation↓

So, how do we think about publicness and privacy now?

Public speaking is publicly public

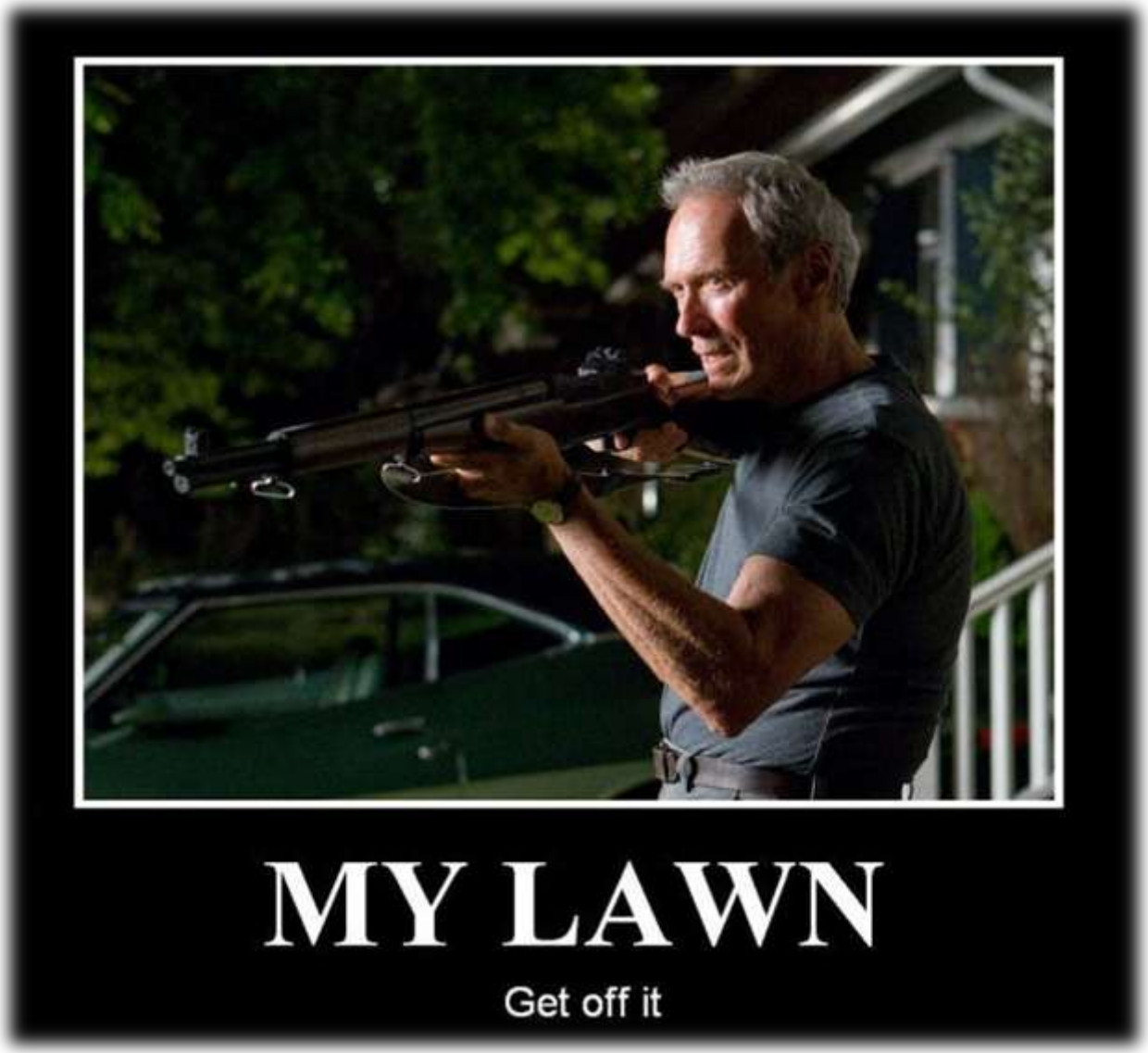


Voting is a privately public

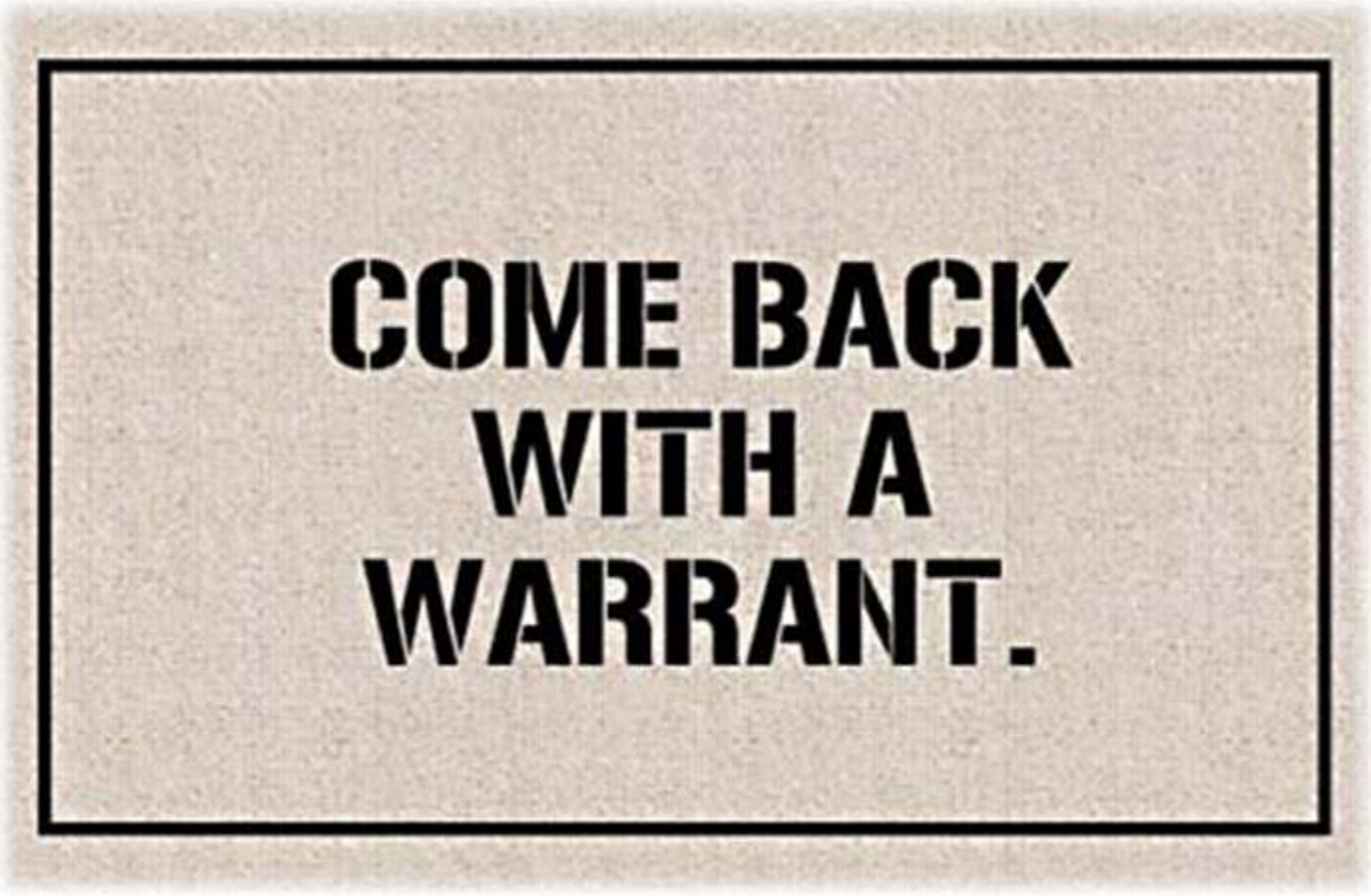


And some things are publicly private

Your home is clearly private



And the Constitution protects your privacy from government …



But no Constitutional protections between citizens

It would be nice …
to use familiar framework for cloud

Cloud banking clearly private

Tweeting is (mostly) public

@detweiler
Detweiler, Brian

I need to stop telling people about Twitter so I can talk about them on it.

28 Mar 09 via web ☆ Favorite ↻ Retweet ↩ Reply

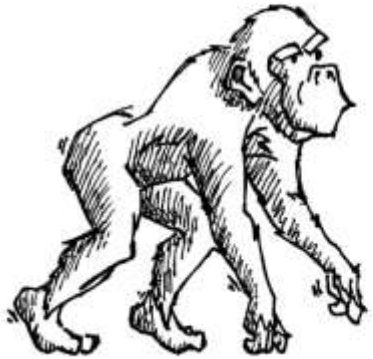
I'm just *tweeting* to tell you I *blogged.*

@Dries

"My parents didn't retweet me enough."

21 Dec via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

Cloud dating is public confidential



Austin Alleman @allemanau

Innocence **Frontier** **Regulation** **Innovation**

PRIVACY EVOLUTION FROM THE DINNER TABLE TO THE CLOUD

First Social Network: The Dinner Table

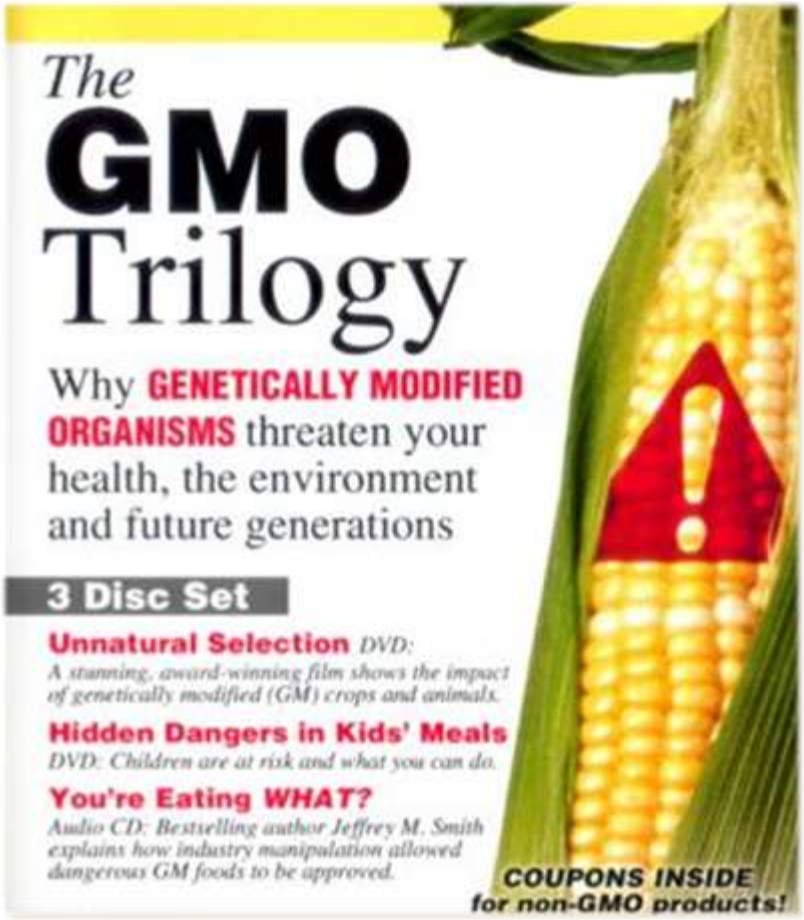
We eat. We share.

Data in April

US Food in April

Is the Science In?

Monsanto's Corn



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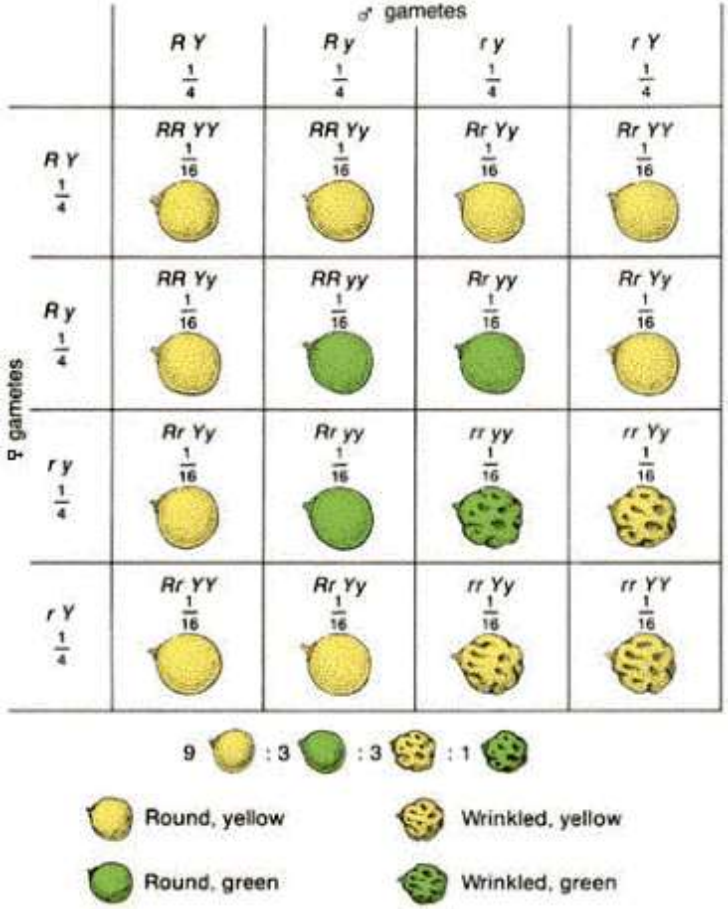
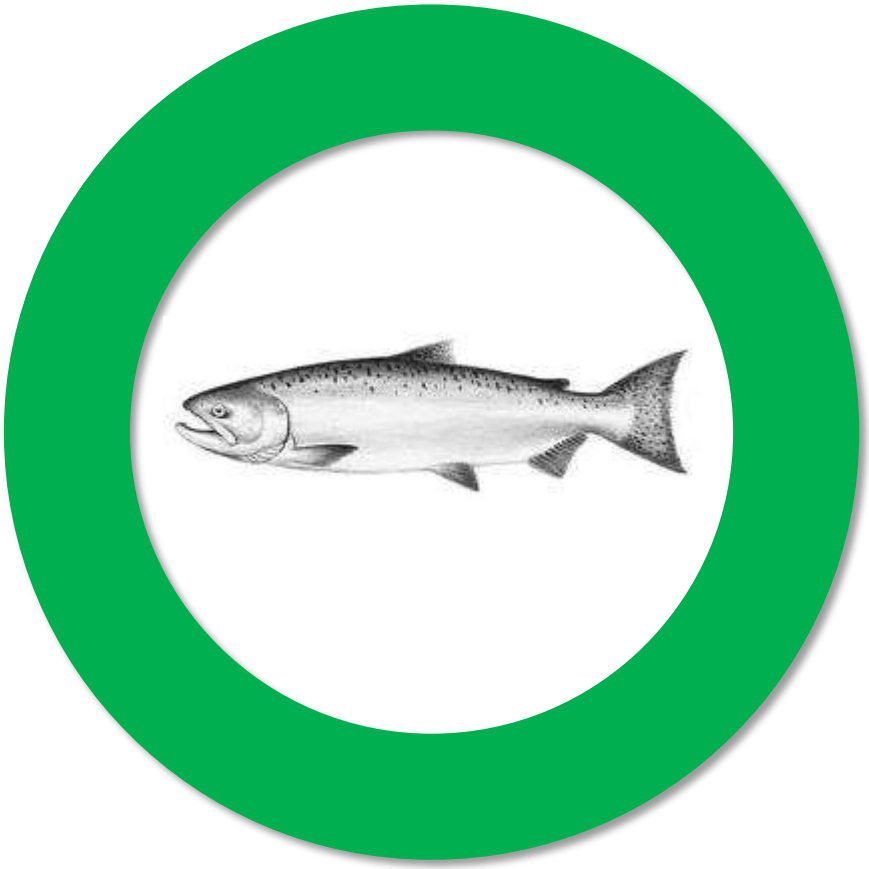
Mendel's Peas

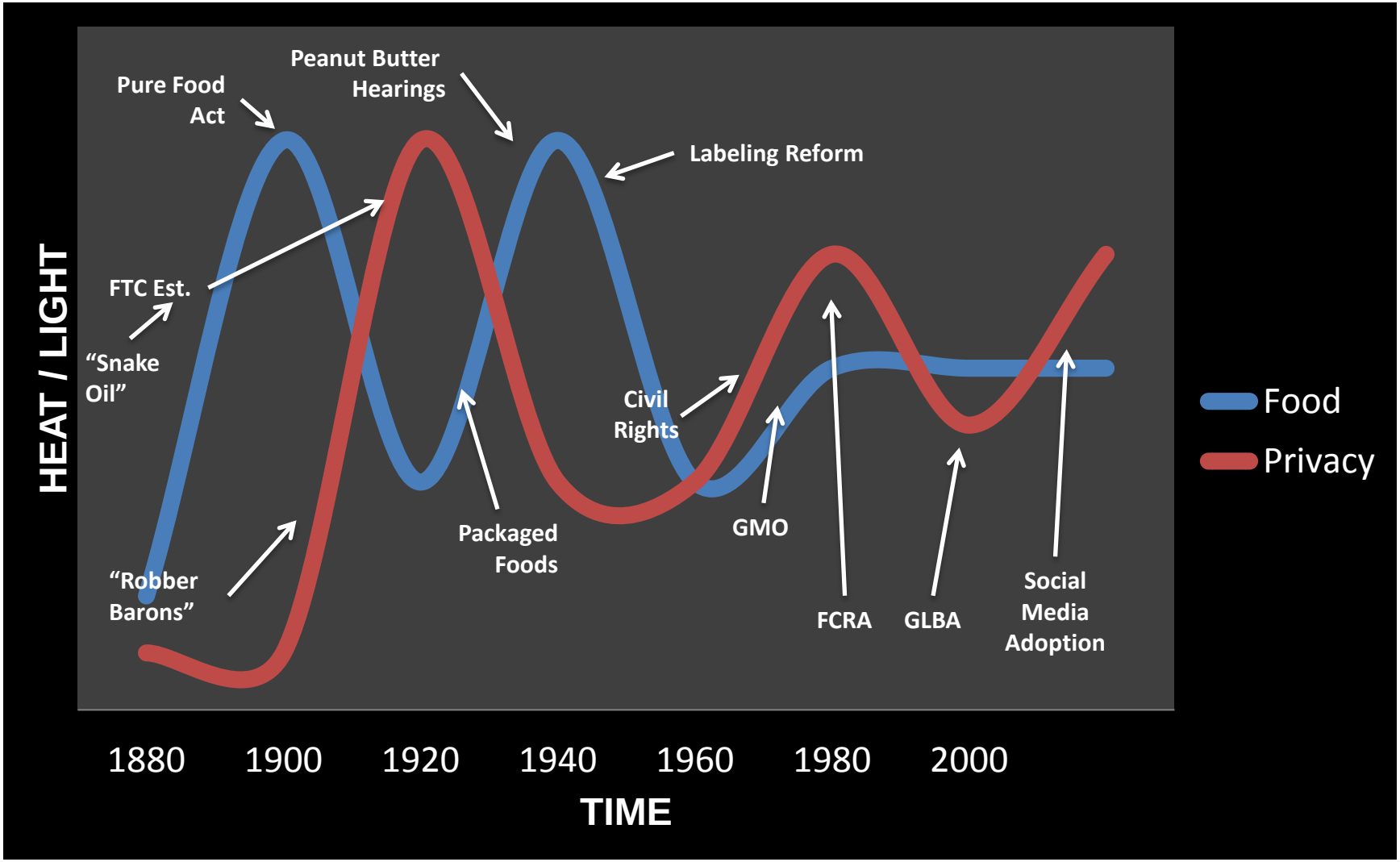


What are the Effects of Abuse?

A Pescatarian Digression



Food Policy Leading Privacy Policy



Ball of Confusion … Matrix

VIOLATIONS	REGULATIONS: "Data Use"	REGULATIONS: "Data Access"
"Data Use"	FCRA	**[INSERT BAD REGS HERE]**
"Data Access"	Ø	4th Amend, GLBA, COPPA, DPPA, HIPPA, ECPA, State Breach Laws

“Give me the bad news first, Doc”

“CDC reports investigations of outbreaks”

“46 states & DC require notification of a databreach. National legislation upcoming.”

Opaque Transparency Does Not Inform

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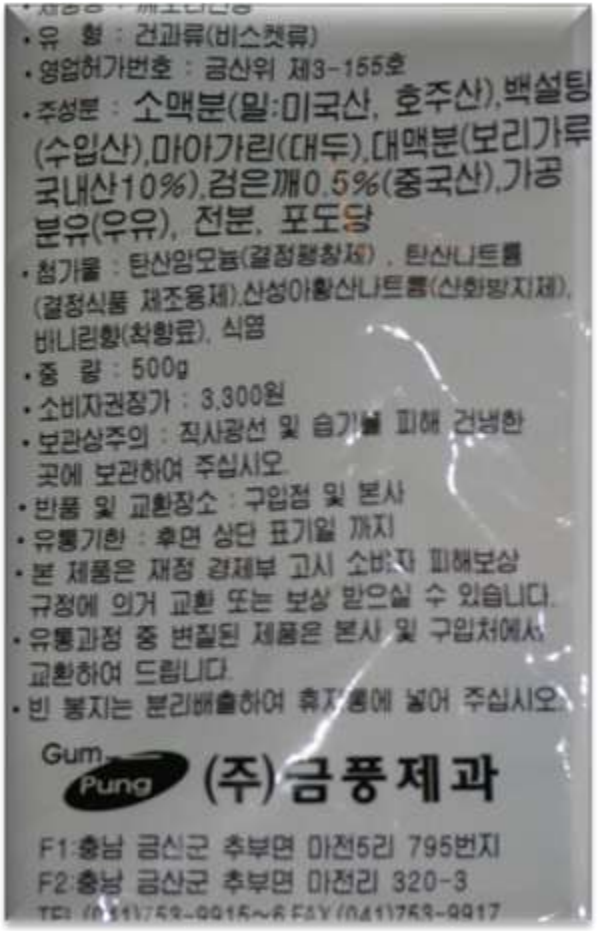

Inform Clearly

Nutrition Facts

Serving Size YOU

Amount Per Serving

Calories	Calories from Fat
	% Daily Value*
Total Fat	%
Trans Fat	%
Cholesterol	%
Sodium	%
Total Carbohydrate	%
Protein	%

Not a significant source of Saturated Fat, Dietary Fiber, Sugars, Vitamin A, Vitamin C, Calcium and Iron.

*Percent Daily Values are based on a 2,000 calorie diet.

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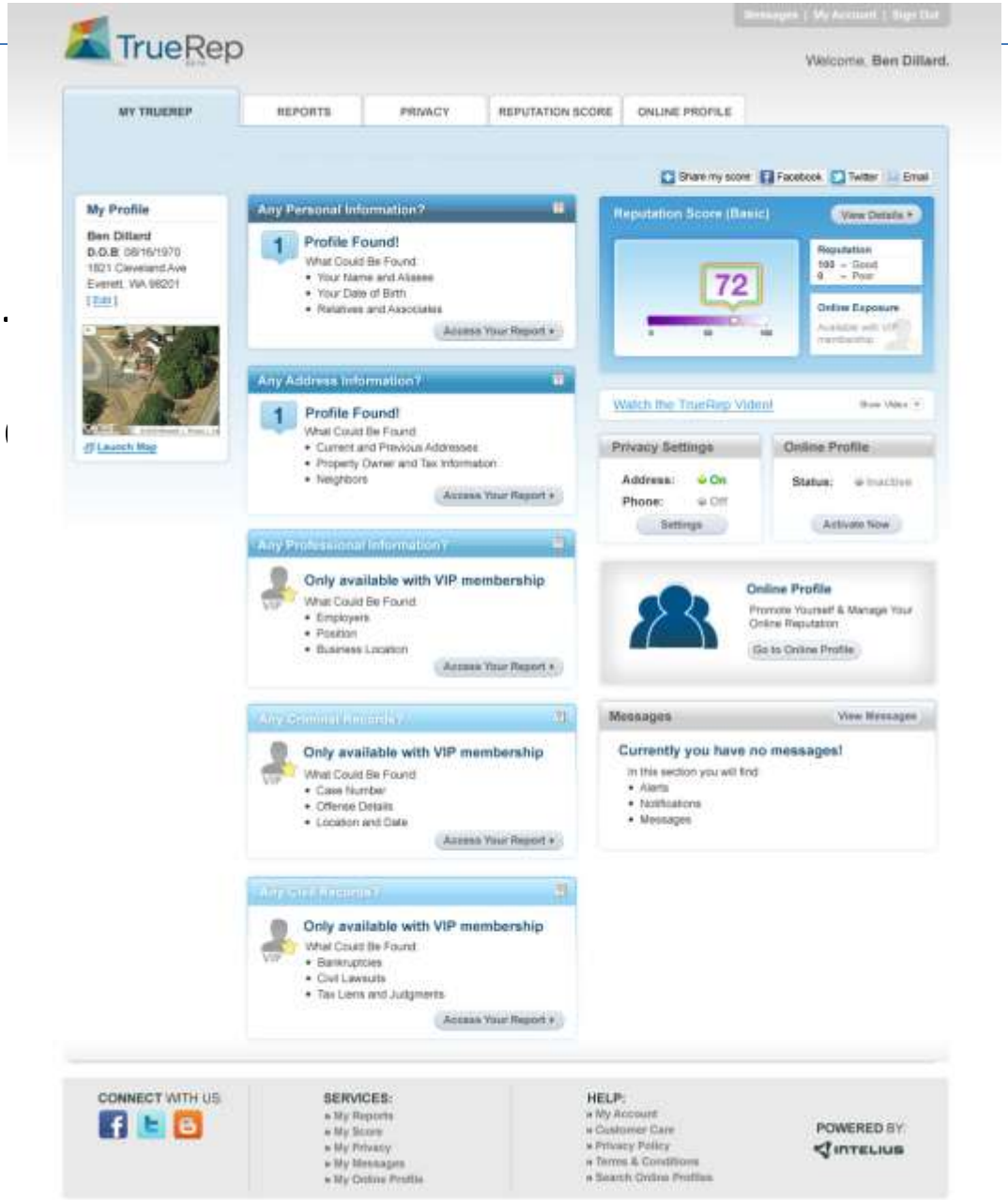
Provide Control

- TrueRep.com
- Awareness and Con
- of your public profil
- Privacy controls
- Reputation manage
- Stay tuned …



Ads

We Found **Andrew Borthwick**

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People Search

First Name	M.I.	Last Name required	City / S
Andrew		Borthwick	

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As a courtesy, Intelius allows you to opt-out information related to you from the Intelius.com people search service.

If you have any questions, please visit the Privacy Policy.

Please follow the opt-out instructions below: Other Options

Step 1:

Attach acceptable identification to help verify your identity

Browse

Please cross out your photo and driver's license number.

Step 2:

Email Address

Optional

Please enter your email address if you'd like to receive confirmation when your information is opted-out.

Reports of privacy's death have been greatly exaggerated …

Questions?

Jim Adler

Chief Privacy Officer & General Manager of Data Systems

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http://jimadler.me