

Food on the Table, Privacy in the Cloud

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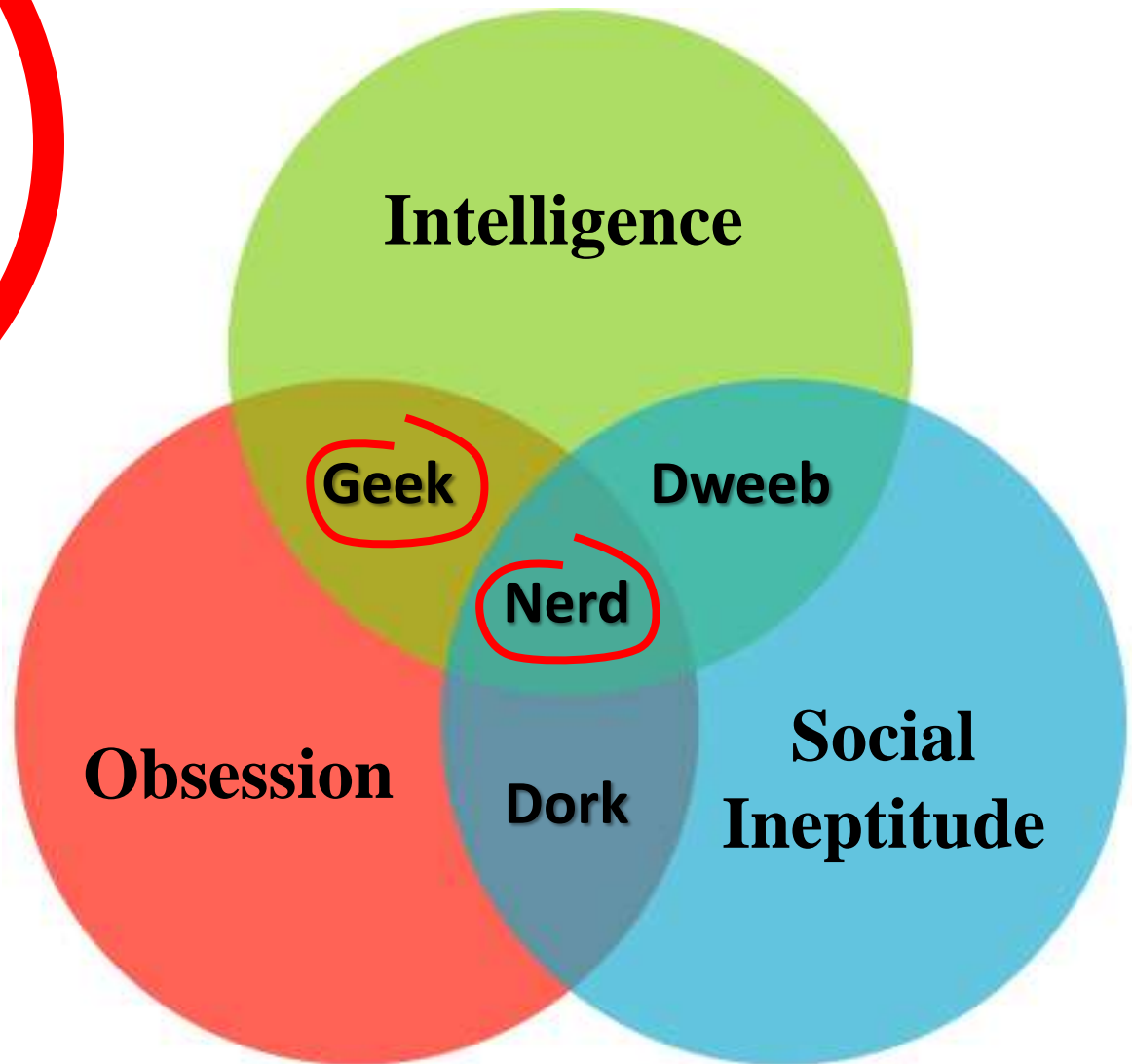
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University of North Carolina at Chapel Hill

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

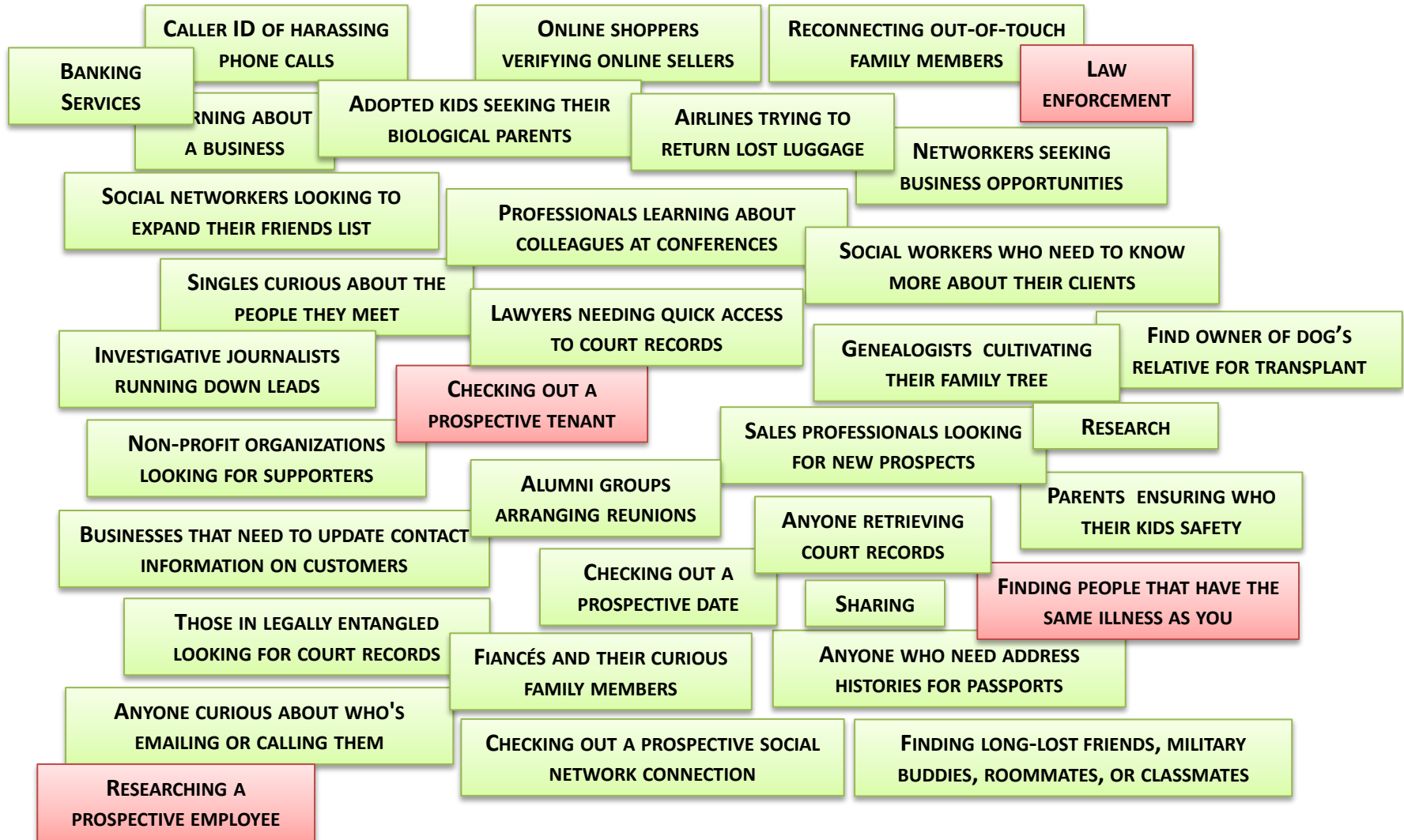


Data from
dawn of civilization
through 2002



Data from
April 2011

For lots of reasons... (some regulated)



Providing major benefits...



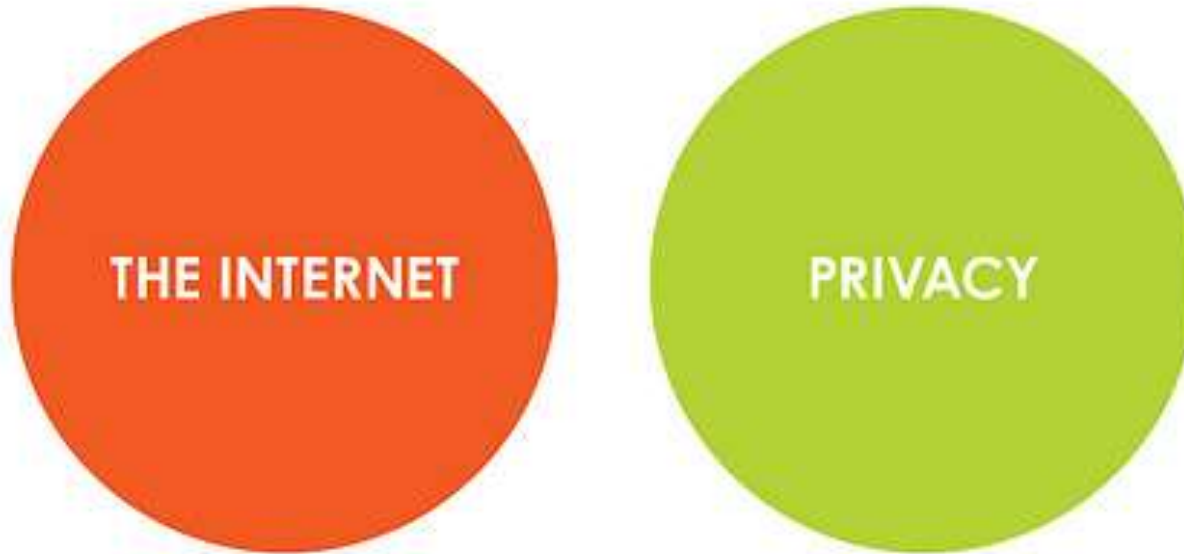
- 51% “major benefit” is ease and convenience
- 41% “major benefit” is portability
- 39% “major benefit is sharing

– 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



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”

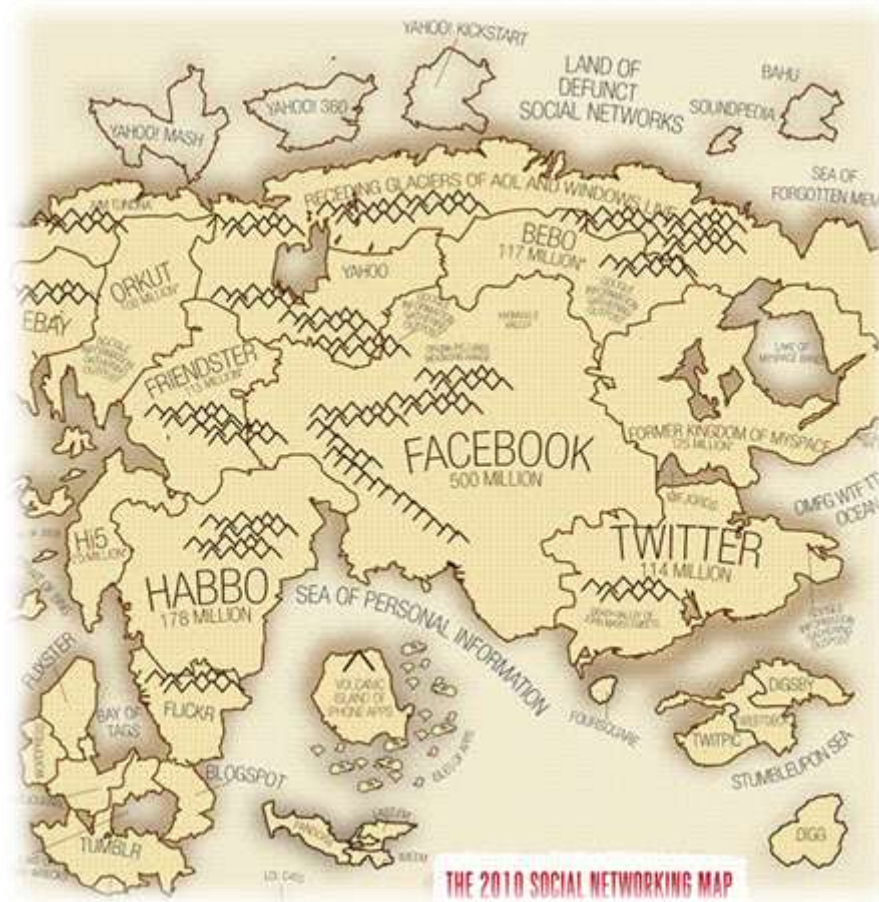
- *Mending Wall*, Robert Frost



Density↑ → Anonymity↑ → Privacy Expectation↑

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

– J. Paul Getty

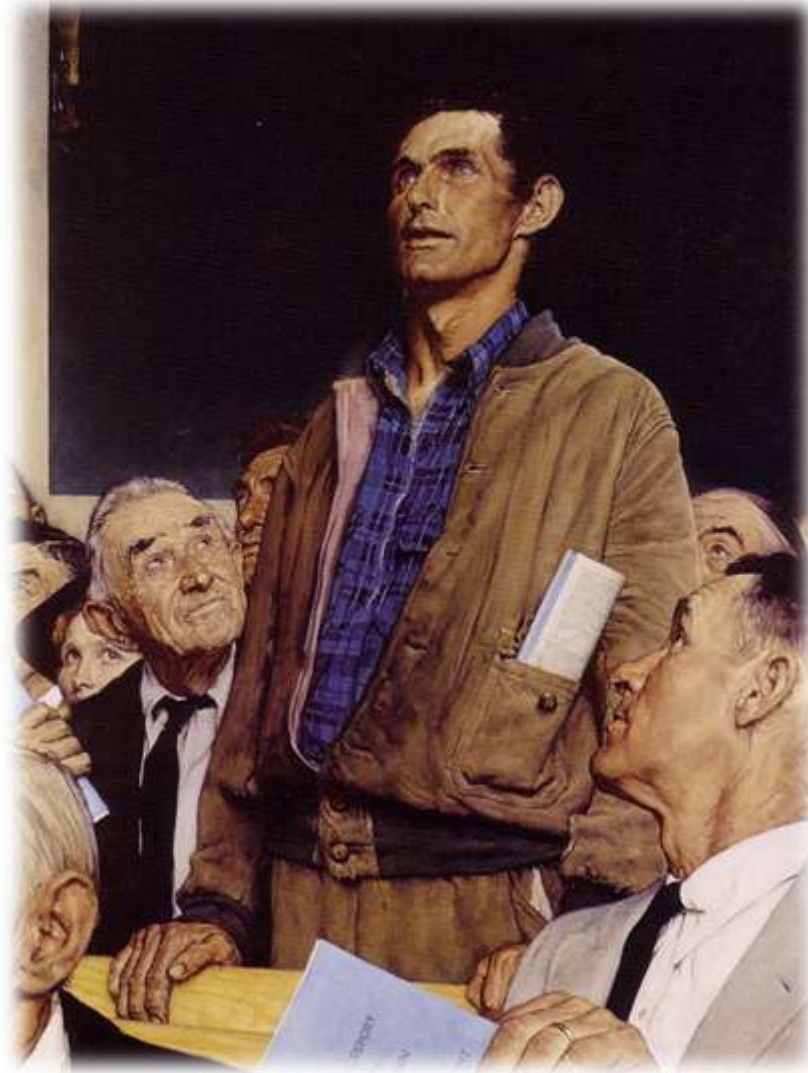


Density↓ → Anonymity↓ → Privacy Expectation↓

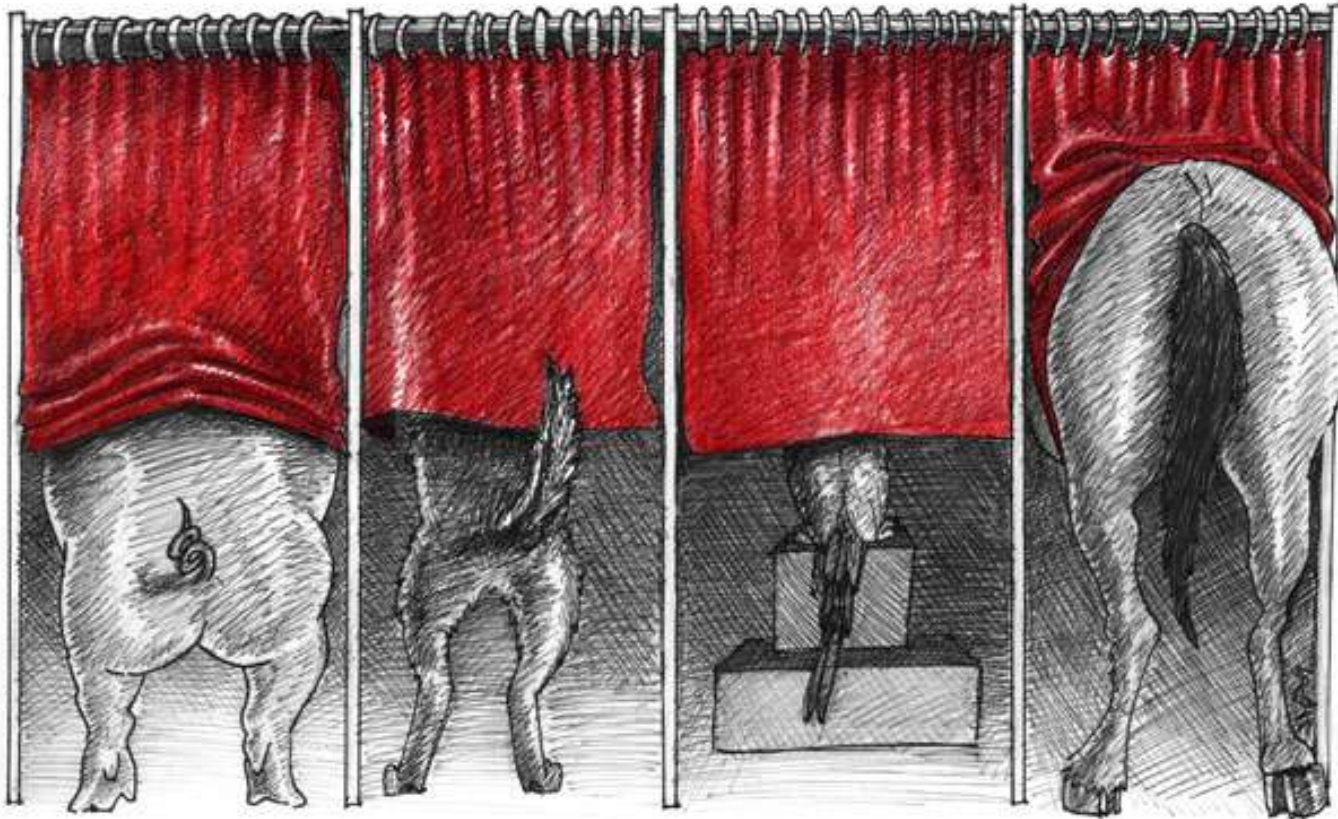
So, how do we think about publicness and privacy now?



Public speaking is publicly public



Voting is a privately public



And some things are publicly private



Your home is clearly private



MY LAWN

Get off it

And the Constitution protects your privacy
from government ...



**COME BACK
WITH A
WARRANT.**

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



@Dries

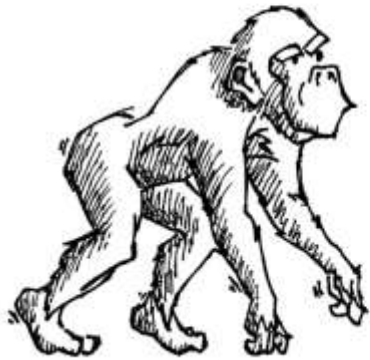
"My parents didn't retweet me enough."

21 Dec via TweetDeck ☆ Favorite ↺ Retweet ↻ Reply

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

Cloud dating is public confidential





Innocence



Frontier



Regulation



Austin Alleman @allemanau

Innovation

PRIVACY EVOLUTION FROM THE DINNER TABLE TO THE CLOUD

First Social Network: The Dinner Table



We eat. We share.



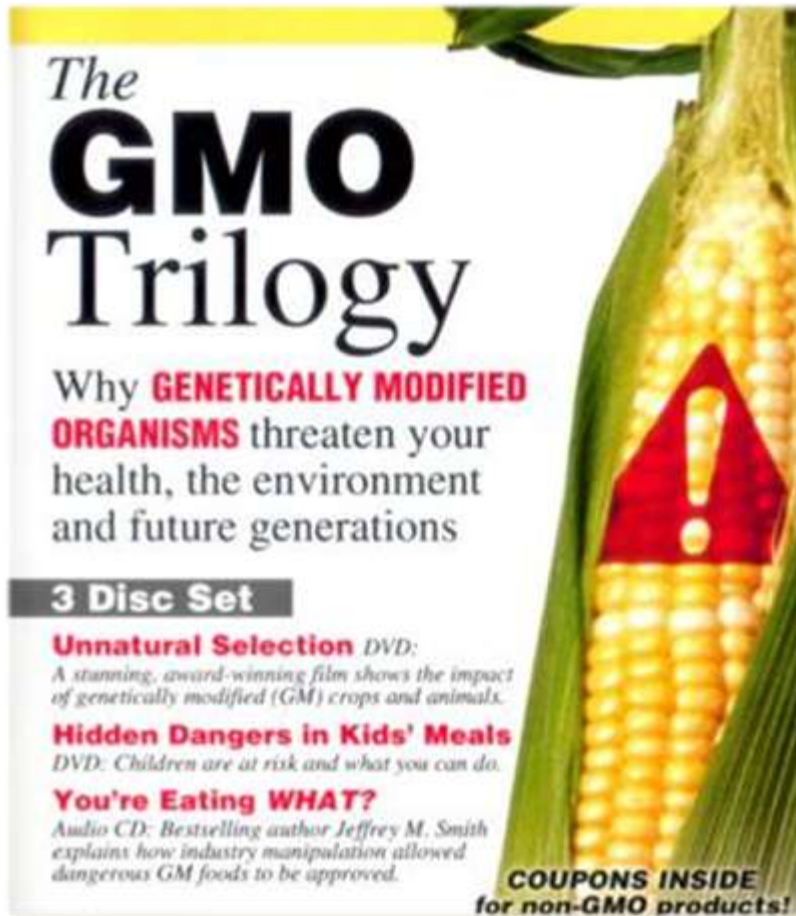
Data in April



US Food in April

Is the Science In?

















Monsanto's Corn









?



==

Mendel's Peas

		♂ gametes			
		$R Y$ $\frac{1}{4}$	$R y$ $\frac{1}{4}$	$r Y$ $\frac{1}{4}$	$r y$ $\frac{1}{4}$
♀ gametes	$R Y$ $\frac{1}{4}$	$RR YY$ $\frac{1}{16}$ 	$RR Yy$ $\frac{1}{16}$ 	$Rr Yy$ $\frac{1}{16}$ 	$Rr YY$ $\frac{1}{16}$ 
	$R y$ $\frac{1}{4}$	$RR Yy$ $\frac{1}{16}$ 	$RR yy$ $\frac{1}{16}$ 	$Rr yy$ $\frac{1}{16}$ 	$Rr Yy$ $\frac{1}{16}$ 
	$r Y$ $\frac{1}{4}$	$Rr Yy$ $\frac{1}{16}$ 	$Rr yy$ $\frac{1}{16}$ 	$rr yy$ $\frac{1}{16}$ 	$rr YY$ $\frac{1}{16}$ 
	$r y$ $\frac{1}{4}$	$Rr Yy$ $\frac{1}{16}$ 	$Rr Yy$ $\frac{1}{16}$ 	$rr Yy$ $\frac{1}{16}$ 	$rr YY$ $\frac{1}{16}$ 

9  : 3  : 3  : 1 

 Round, yellow  Wrinkled, yellow

 Round, green  Wrinkled, green

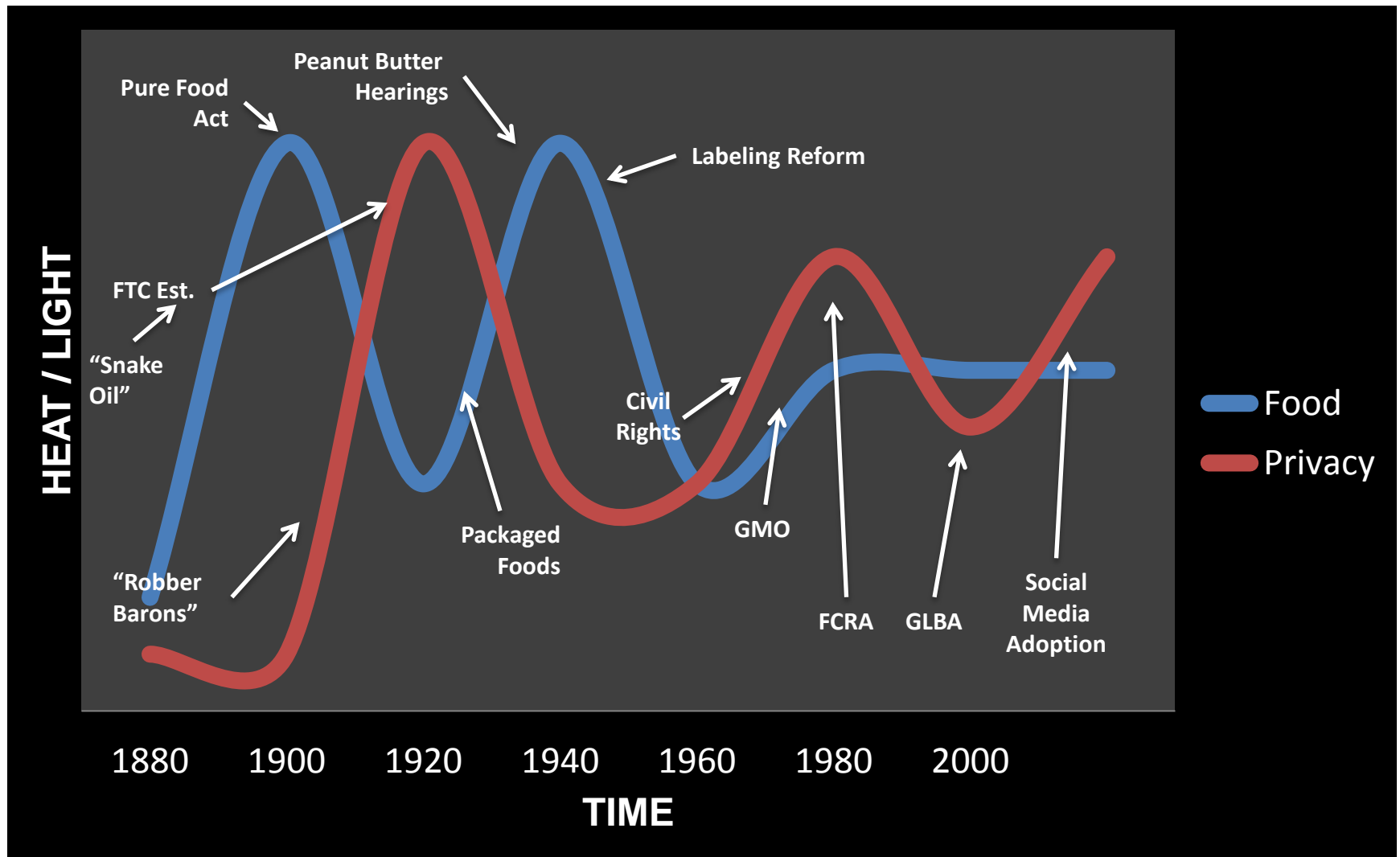
What are the Effects of Abuse?



A Pescatarian Digression



Food Policy Leading Privacy Policy



Ball of Confusion ... Matrix

		<u>REGULATIONS</u>	
		"Data Use"	"Data Access"
<u>VIOLATIONS</u>	"Data Use"	FCRA	[INSERT BAD REGS HERE]
	"Data Access"	∅	4 th 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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Gum Pung (주) 금풍제과

F1:충남 금산군 추부면 마전5리 795번지
 F2:충남 금산군 추부면 마전리 320-3
 TEL : (041)752-0015~6 FAX : (041)752-0017

① **Start Here** →

② **Check Calories**

③ **Limit these Nutrients**

④ **Get Enough of these Nutrients**

⑤ **Footnote**

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

⑥ **Quick Guide to % DV**

• 5% or less is Low

• 20% or more is High



Nutrition Facts
Serving Size 2 Tbsp (36g)
Servings Per Container about 13

Amount Per Serving

Calories 180 Calories from Fat 110

% Daily Value*

Total Fat 12g	18%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 15g	5%
Dietary Fiber 2g	8%
Sugars 4g	
Protein 7g	

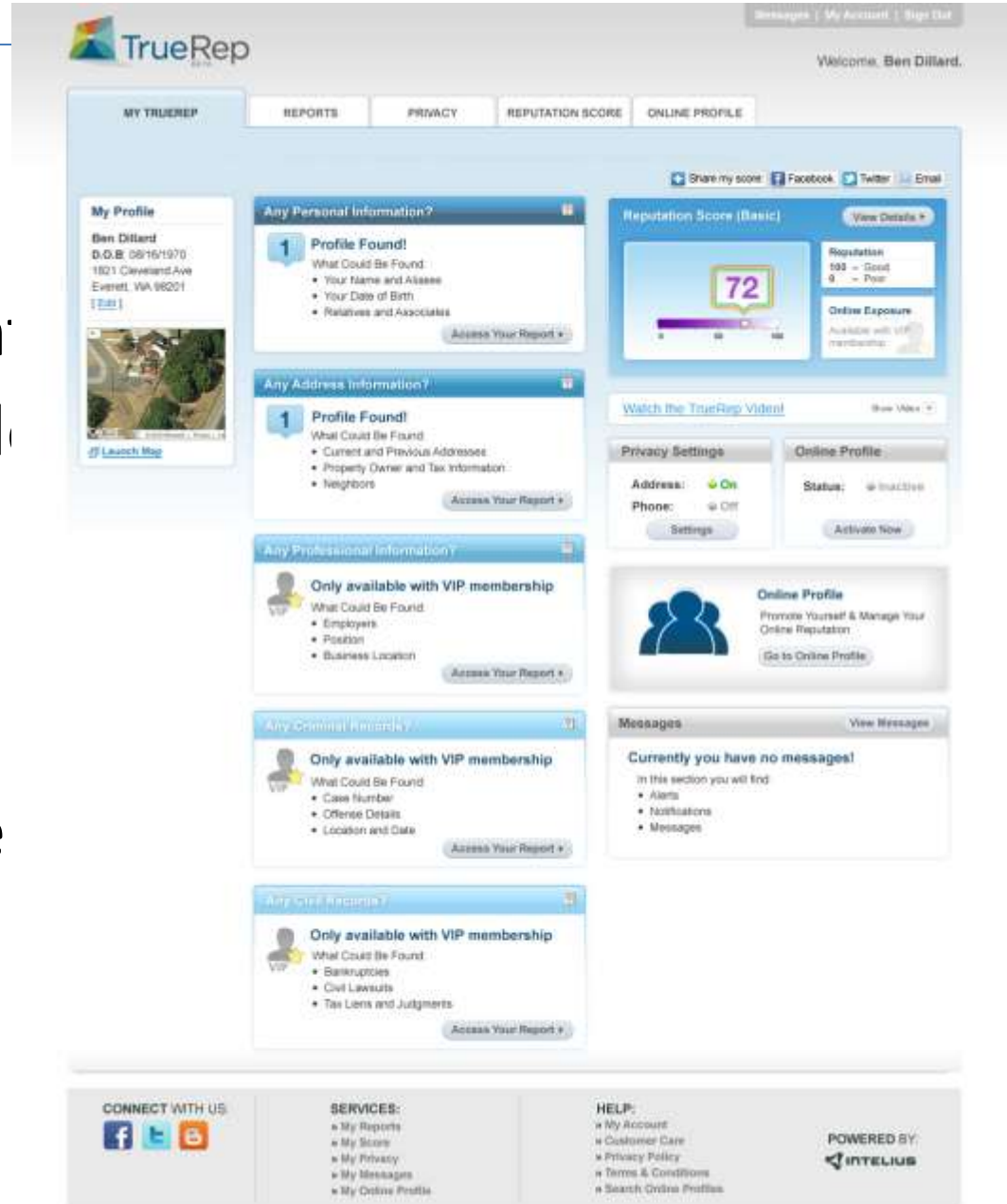
Vitamin A 0% • Vitamin C 0%
Calcium 0% • Iron 4%
Niacin 25% • Vitamin B6 6%
Folic Acid 8% • Magnesium 15%
Zinc 6% • Copper 10%

*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: ROASTED PEANUTS, CORN SYRUP SOLIDS, SUGAR, SOY PROTEIN, SALT, HYDROGENATED VEGETABLE OILS (COTTON-SEED, SOYBEAN AND RAPESEED) TO PREVENT SEPARATION, MONO AND DIGLYCERIDES, MINERALS (MAGNESIUM OXIDE, ZINC OXIDE, FERRIC ORTHOPHOSPHATE, COPPER SULFATE), VITAMINS (NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID).

Provide Control

- TrueRep.com
- Awareness and Control
- of your public profile
- Privacy controls
- Reputation management
- Stay tuned ...



The screenshot displays the TrueRep.com user interface for a user named Ben Dillard. The interface is organized into several sections:

- Header:** Includes the TrueRep logo, navigation tabs (MY TRUERE, REPORTS, PRIVACY, REPUTATION SCORE, ONLINE PROFILE), and a welcome message: "Welcome, Ben Dillard."
- My Profile:** Displays the user's name (Ben Dillard), date of birth (08/16/1970), address (1821 Cleveland Ave, Everett, WA 98201), and a map link.
- Any Personal Information?:** A section titled "Profile Found!" listing what could be found: "Your Name and Aliases," "Your Date of Birth," and "Relatives and Associates." It includes an "Access Your Report" button.
- Any Address Information?:** A section titled "Profile Found!" listing what could be found: "Current and Previous Addresses," "Property Owner and Tax Information," and "Neighbors." It includes an "Access Your Report" button.
- Any Professional Information?:** A section titled "Only available with VIP membership" listing what could be found: "Employers," "Position," and "Business Location." It includes an "Access Your Report" button.
- Any Criminal Records?:** A section titled "Only available with VIP membership" listing what could be found: "Case Number," "Offense Details," and "Location and Date." It includes an "Access Your Report" button.
- Any Civil Records?:** A section titled "Only available with VIP membership" listing what could be found: "Bankruptcies," "Civil Lawsuits," and "Tax Liens and Judgments." It includes an "Access Your Report" button.
- Reputation Score (Basic):** Displays a score of 72 on a scale from 0 to 100. It also shows "Reputation: 100 - Good" and "Online Exposure: Available with off membership." It includes a "View Details" link.
- Privacy Settings:** Includes options for "Address" (On) and "Phone" (Off), with a "Settings" button.
- Online Profile:** Includes a "Status" (Inactive) and an "Activate Now" button.
- Online Profile:** A section titled "Promote Yourself & Manage Your Online Reputation" with a "Go to Online Profile" button.
- Messages:** A section titled "Currently you have no messages!" listing "Alerts," "Notifications," and "Messages."
- Footer:** Includes "CONNECT WITH US" (Facebook, Twitter, YouTube), "SERVICES" (My Reports, My Score, My Privacy, My Messages, My Online Profile), "HELP" (My Account, Customer Care, Privacy Policy, Terms & Conditions, Search Online Profiles), and "POWERED BY: INTELIOUS".

We Found Andrew Borthwick 

Current Phone, Address, Age & More.
Instant & Accurate Andrew Borthwick
www.intelius.com



[Sign In](#) | [Register](#)

People Search

Background Check

Criminal Records

Reverse Lookup

People Search

| [Email Lookup](#)


| [Social Network Search](#)

| [Property Records](#)

Our People Search is Discreet, Anonymous & Instant

Is This You? [Click Here](#) for Privacy Options

People Search



First Name	M.I.	Last Name <i>required</i>	City / S
<input type="text" value="Andrew"/>	<input type="text"/>	<input type="text" value="Borthwick"/>	<input type="text"/>

Privacy: Intelius Opt-Out

The Intelius database includes information from public records and publicly and commercially available information.

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 [?]

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

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<http://jimadler.me>