

What Is Privacy?

City of Phoenix
Information Security and Privacy Office



What Is Privacy?

- The rights and obligations of individuals and organizations with respect to the **collection**, **use**, **disclosure**, and **retention** of **personally identifiable information**
 - American Association of Certified Public Accountants
- The state of being free from unsanctioned intrusion
 - Dictionary.com (and others)
- The right to be “left alone”
 - Ilene (and others)



Security vs. Privacy

- ***You must implement security to ensure privacy***
 - You must use security to obtain privacy
- Security is technical ... privacy is business
- Security is a process ... privacy is a consequence
- Security is the sealed envelope ... privacy is the successful delivery of the message inside the envelope



Why Should You Care about Privacy?

- Dignity
 - Privacy is a basic human need
- Financial impact
 - I have to pay more for goods and services based on my profile
- Personal safety
 - Do strangers know where I am?
- Ick factor
 - Monitored? Is this George Orwell's 1984?
- Stifling individualism, expression, and creativity
 - Will I still express myself knowing that I'm being monitored?



Why Should You Care?

E-ZPass records out cheaters in divorce court
 E-toll devices used to prove cheaters 'took the off-ramp to adultery'



Daniel Hulshizer / AP file


Records from e-tolls, such as those shown here, are used in divorce court to prove a spouse strayed.

RFID "Foiling" Kit

PROTECT your privacy

Instructions for use:

1. Remove aluminum foil from plastic bag.
2. Fold foil around RFID-encoded document.
3. Drop document in your purse or wallet and go!



PERSONAL RFID SHIELD

Sponsored by

epic.org

ELECTRONIC PRIVACY INFORMATION CENTER

	Google Books*	Amazon Kindle	B&N Nook**	Sony Reader	FBReader
Can they monitor what you're reading?	Yes: Logs specific book and page viewed on website.	Yes: May wirelessly collect info on customer's use of the device.	Unknown	No: Does not record info about content on device.	No: Covered only by the GNU GPL open source license.



Why Does the City Care about Privacy?

- Compliance
 - Arizona Breach Law, HIPAA, Public Disclosure Laws
 - Payment Card Industry (PCI) requirements
 - Federal HITECH Act Breach Notification Rule
- Employee and citizen expectations and trust
- Business risk to City's brand and reputation
- Identity theft and fraud
- New technologies
 - Internet, GPS, Online Bill Pay
- Breaches are expensive
 - \$206 per record



How City Employees Protect Citizens' Privacy

- Collect only required personal information about our citizens and entities doing business with the City
- Protect personal information that we come in contact with
- Use information for the purpose it was collected
- Don't share personal information, unless authorized, and redact it appropriately
- Always comply with the City's privacy policies and records management program and dispose of personal information appropriately



What Can You Do?

- **Be aware**
 - Ask how your info will be used or whether it's shared
- Read the fine print and Website privacy policies
 - Don't blindly give out your personal information
- Support those who respect privacy
 - Give your business to responsible retailers
 - Support organizations and initiatives that build privacy into systems
- Respect and safeguard personal information in your care



Quiz:

Would you use this IM service?

From an instant messaging site

Terms of Use / Privacy Policy:

[...] By using our service/website you hereby fully authorize [redux] to send messages of a commercial nature via Instant Messages and E-Mails on behalf of third parties via the information you provide U.S.. This is not a "phishing" site that attempts to "trick" you into revealing personal information. Everything we do with your information is disclosed here. If you are under eighteen (18), you MUST obtain permission from a parent or guardian before using our website/service.

[...] We may temporarily access your [IM] account to do a combination of the following:

1. Send Instant Messages to your friends promoting this site.
2. Introduce new entertaining sites to your friends via Instant Messages.



Thanks!

Questions? Contact
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Information Technology Services
"Connecting Phoenix to Information"

