

Privacy: Whose Information Is It?

- Business transactions expose personal information
 - Pay by check, credit, debit card
 - Buy mail order or web transaction
 - Using “preferred customer” card or number
 - Buying a product that required registration (warranty, service)

- Merchant gathers this information
 - Time, date, place of purchase
 - Buyer personal information
 - Price, product id numbers, products bought together
 - Examples?

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- What is privacy? Examine a transaction of buying *Dating for Total Dummies*
 - Information linking the purchase with the customer
 - Other sensitive topics – political, personal, professional

- How can the information be used?
 - Book merchant collecting information is ordinary business practice
 - Book merchant sending advertisements to customer is ordinary business practice
 - What about merchant selling information to other businesses?

Modern Devices and Privacy

- In the past, violations of privacy were more difficult without a person knowing of it
 - Why?

- Modern devices make it possible to violate people's privacy without their knowledge
 - How?

- In 1890, Brandeis wrote that individuals deserve "sufficient safeguards against improper circulation" of their images