The User in User Privacy

An STM User Privacy WG Perspective

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Contents

- Privacy – what is to be protected
- Personal data – what can it be used for
- The user – expectations and value
- How to build trust with the user?
- Responsibilities of the product team
- Helper guides and concepts

Diving into some details

- **Personal data:** Any information relating to an identified or identifiable natural person (EU)
- **Privacy:** The state or condition of being free from being observed or disturbed by other people (OD)

- **Data Privacy:** Informational privacy encompasses an individual's freedom from excessive intrusion … and an individual's ability to choose … which his or her beliefs, behaviors, opinions, and attitudes will be shared with or withheld from others. [National Research Council and the Social Science Research Council]

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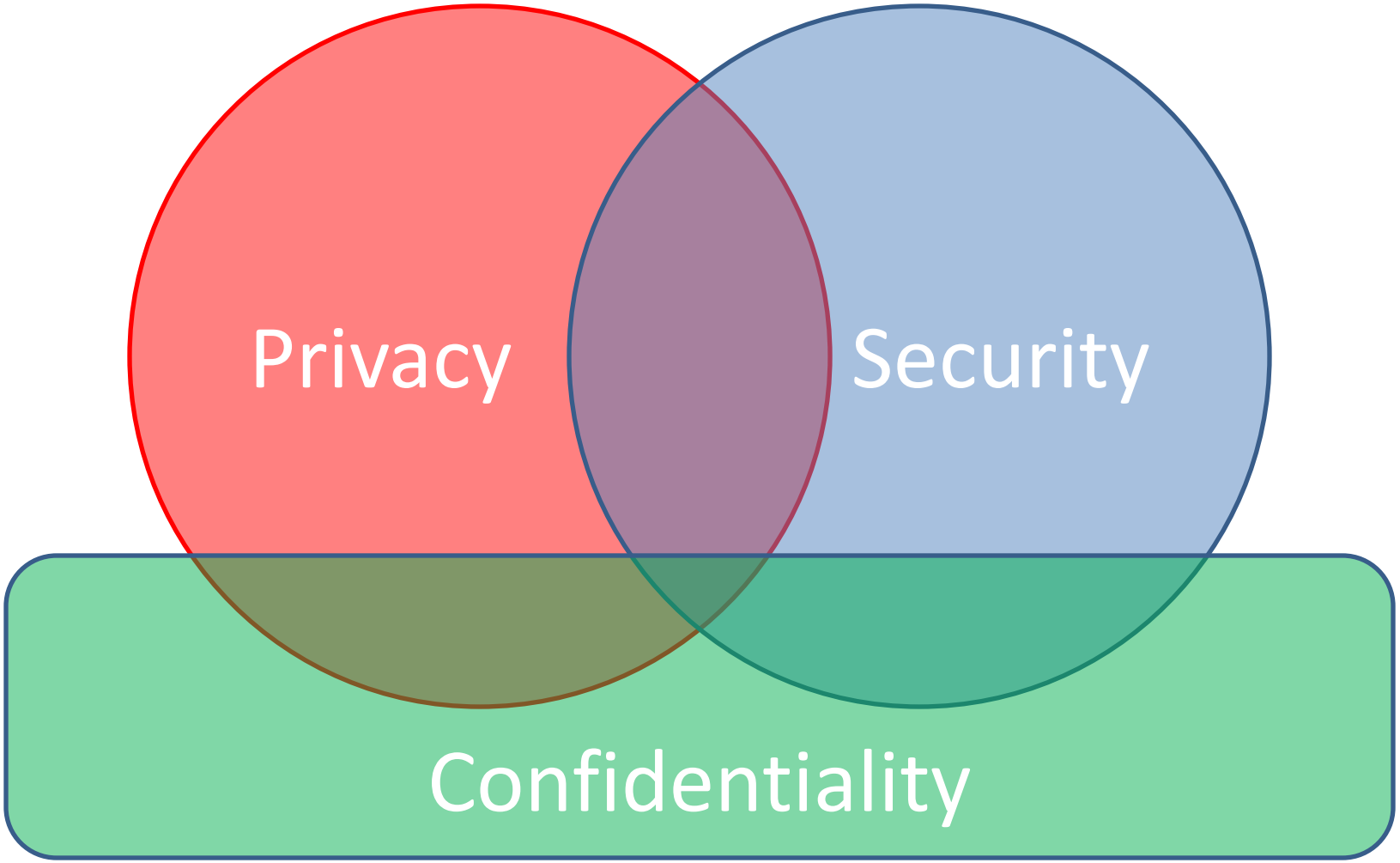
Privacy <> Security



Not black and white

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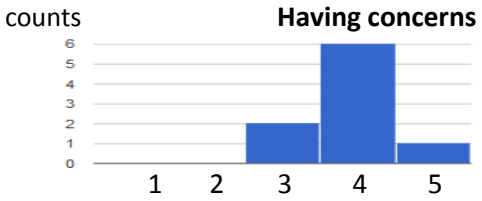
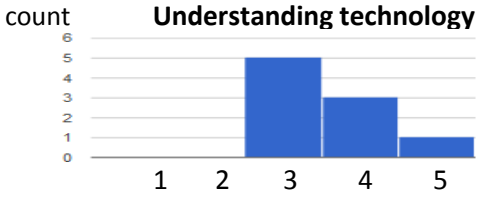
Wikipedia adds: expectation!

- Data privacy is the relationship between [WP]:
  - collection and dissemination of data,
  - technology,
  - **the public expectation of privacy, and**
  - the legal and political issues surrounding them.
- Privacy relates to: the *personal space* of user.
- Attention to privacy should include attention to: *public opinion*, user expectation, and thus user *perception and feelings*.

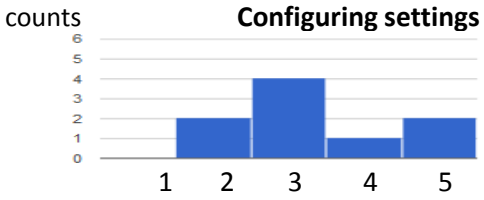
What do our users say / do?



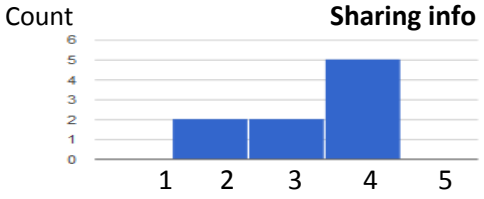
Privacy is on everyone's mind, and for quite a few it is a concern (4 on the scale of concern)



Understanding of technology behind privacy is typically high, and includes misconceptions



People don't configure privacy settings as much as they would like (caused by the hassle)



People are careful about what they share, but generally are ok sharing professional info in professional contexts with sites they trust

"I am more concerned with privacy in private life than in academic life, because the latter should be public"

Variety of use of Personal Data

- Basic operation: providing access
- Improvements: analytics, A/B testing
- Management: account attribution
- Basic features: search history
- Personalization: e-mail alerts
- Added-value features: recommenders

(Research purposes)

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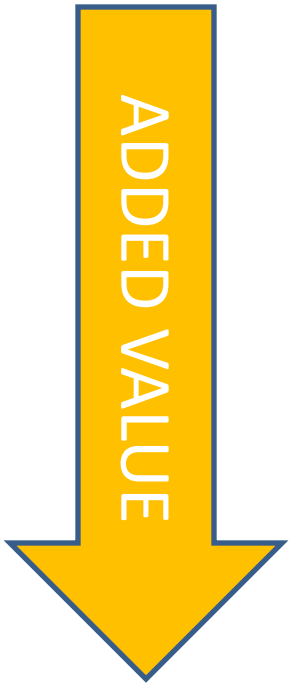

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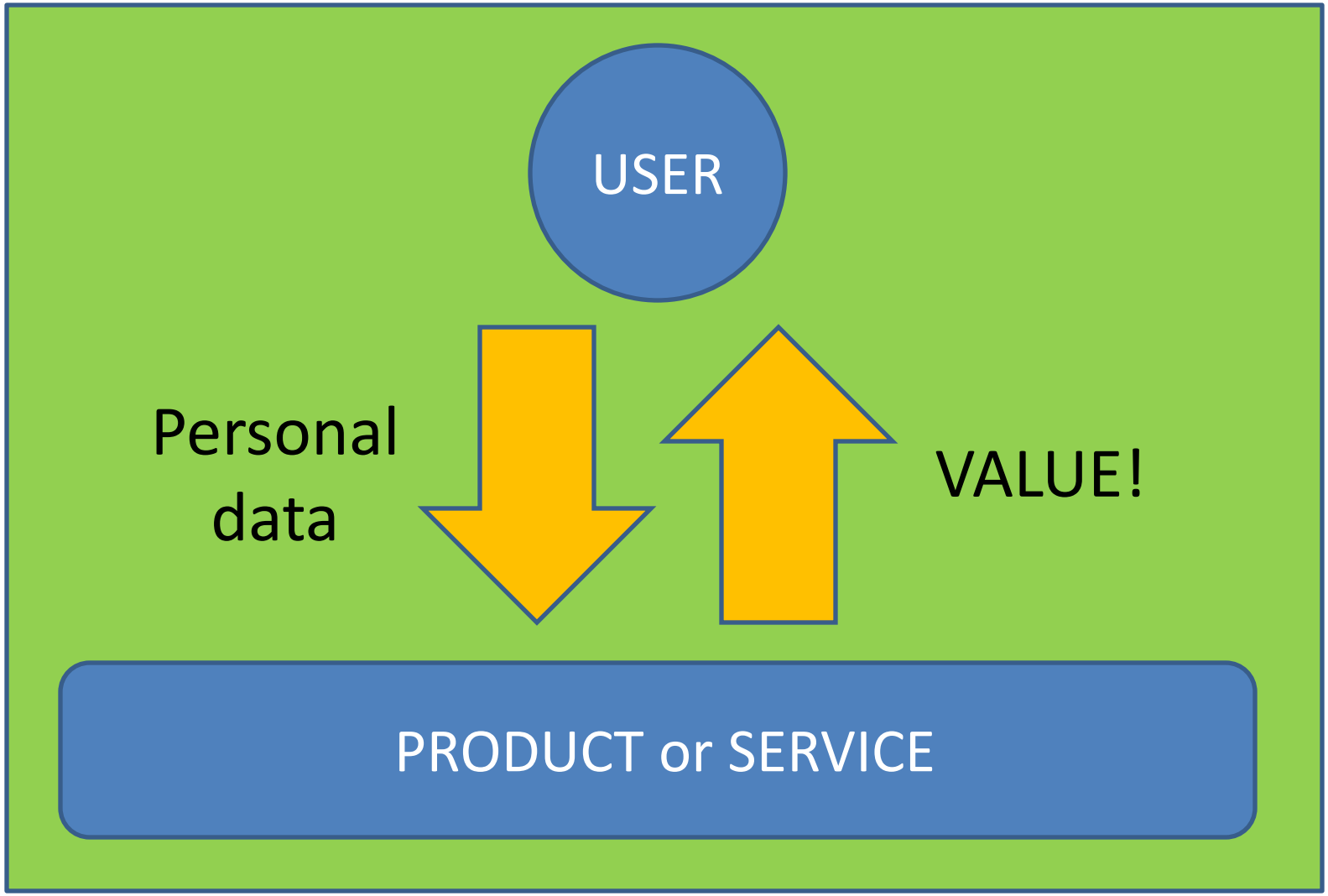
User at center of Privacy



Responsibilities of product team

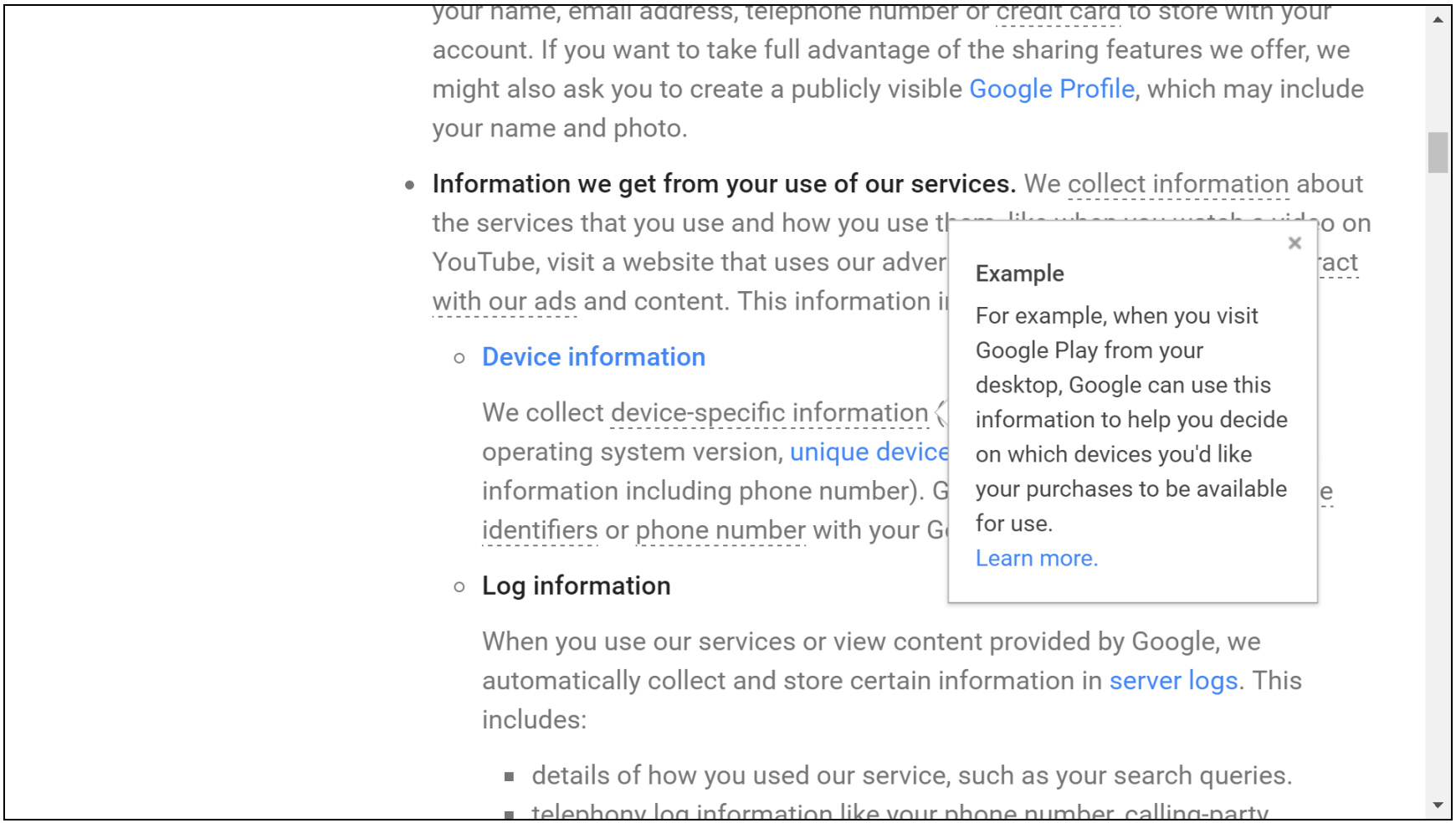
- Build trust from user through:

    1. Transparency
    2. Choice
    3. Added-value

- Corresponds with EU and NISO

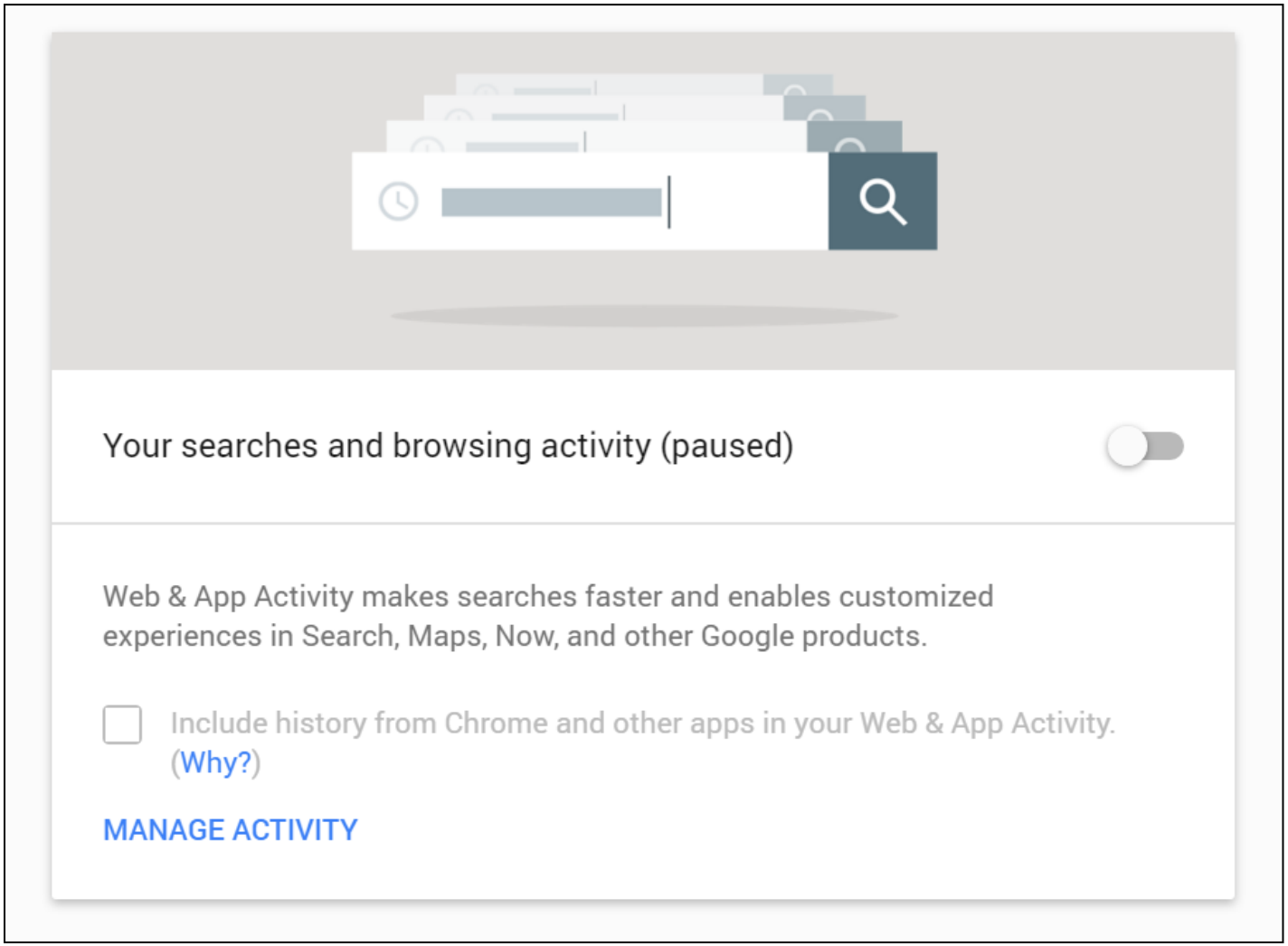
Transparency

(Google Example)



Choice and Added Value

(Google Example)



Helper Guides

1. Privacy-by-design, with concepts like:
   - Respect for user privacy – keep it user-centric
   - Visibility and transparency – keep it open
   - Privacy embedded into design
   - End-to-end security – full lifecycle protection
2. Data Minimization: limit data collection and storage to what is necessary in relation to the purposes for which they are processed
3. Data aggregation and anonymization

User Privacy

- Needs attention, is not limiting
- Requires focus User and Trust
- Through transparency, choice, added-value

THANK YOU

questions?