

# **What is the Role for Publishers in Protecting Privacy? The NISO Framework for Patron Privacy**

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# About



- Non-profit industry trade association accredited by the American National Standards Institute
- Mission of developing and maintaining technical standards related to information, documentation, discovery and distribution of published materials and media
- Volunteer driven organization: 200+ members and 400+ contributors spread out across the world
- Responsible for standards like ISSN, DOI, Dublin Core metadata, DAISY digital talking books, OpenURL, MARC records, and ISBN

*Protecting privacy is  
deeply embedded in  
librarianship and  
library services*

*“III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.”*

***Code of Ethics of the American Library Association***

But how many of you  
are librarians?



That worked well in a world where  
the library looked like this



Leeds Library by Michael D Beckwith on [Flickr](#)



But Libraries more often look like this



Servers, switches, Chris, and such on [Flickr](#)

# Most Library/Information Services Take Place in the Cloud





Why might a publisher  
want to protect  
patron's privacy?

You may feel it's the right thing to do

AND...

It sets you apart from the competition

You may be legally obliged to do so

Customers may include it in the licenses

You may want to avoid legal liability

Privacy is a  
very nuanced  
concept

Not all privacy issues  
are hacks

Not all breaches are  
malicious

Not all data sharing  
is inappropriate



Can we build a framework to  
protect patron privacy  
that is based on consensus  
that simultaneously recognizes  
the nuances with this issue?

# NISO Initiative on Privacy of Patron Data in Information Systems

April 28, 2016

NISO initiative generously funded by:



Goal: Establish a **consensus framework of principles** that proscribe how information systems should **respect the privacy** of patron data



# Virtual Discussions

- Patron privacy in library systems
- Patron privacy in vendor systems
- Patron privacy in publisher systems
- Legal frameworks for patron privacy

# San Francisco, June 29-30, 2015



April 28, 2016

# NISO Privacy Principles

# Preamble



# 1. Shared Privacy Responsibilities

## 2. Transparency and Facilitating Privacy Awareness

# 3. Security

# 4. Data Collection and Use

# 5 . Anonymization

# 6 . Options and Informed Consent

# 7 . Sharing Data with Others



# 8 . Notification of Privacy Policies and Practices

# 9 . Supporting Anonymous Use

# 10. Access to One's Own User Data

# 11. Continuous Improvement

# 12. Accountability (Between Library and Vendors)

# Glossary

What are the next steps?



More information:

[www.niso.org/topics/tl/patron\\_privacy/](http://www.niso.org/topics/tl/patron_privacy/)

# Thank you!

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