Protecting Your Online Privacy: Risks And Strategies

An Infopeople Webinar
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Presented by: Laura Solomon
@laurasołomon

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ON TODAY'S AGENDA

- Privacy: NBD, or is it?
- Risks
- What’s Happening on the Library Front?
- Tools & Strategies
- The Big Take-Aways
I hate how corporations track our every move online.

Uh, sure... so are you gonna leave a tip?

Don't you agree?

Well, according to the pizza tracker, you should've been here 2 minutes ago, so no.

Now if you'll excuse me, I have a tracking number to check for the next 12 hours.
“PUBLIC IS THE NEW DEFAULT.”

Erick Schonfeld
YOU WALK EVERY DAY IN A CROWD, SURE, BUT YOU'RE ONLINE EVEN MORE. UNDERSTANDING HOW TO PROTECT YOURSELF IN BOTH REALMS IS IMPORTANT.

Amira Dhall, head of the women and web literacy programs at Mozilla
WHY CARE ABOUT PRIVACY?

• IDEOLOGICAL REASONS
• PRACTICAL REASONS

HTTPS://MEDIUM.COM/@FABIOAESTEVES/I-HAVE-NOTHING-TO-HIDE-WHY-SHOULD-I-CARE-ABOUT-MY-PRIVACY-F488281B8F1D
THE IDEALOGICAL REASONS
PRIVACY IS A RIGHT YOU HAVEN'T ALWAYS HAD

• IMAGE FROM HTTPS://SITES.GOOGLE.COM/SITE/TYPESOFGOVERNMENTRHAM/HOME/DICTATORSHIP
“No one must be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honor and reputation.”
I KNOW WHAT YOU DO IN THE BATHROOM, BUT YOU STILL CLOSE THE DOOR, RIGHT?
THE PRACTICAL REASONS
INFO IN THE WRONG HANDS BECOMES DANGEROUS
YOU CAN’T PREDICT THE FUTURE
YOUR PRIVATE LIFE OUT OF CONTEXT = WEAPON
YOUR INFORMATION HAS VALUE
WHAT ARE THE RISKS?
FOR SALE

Your browsing history & habits
WHAT IS IT POSSIBLE TO SEE?

- Your political views
- Where you bank
- Your sexual orientation
- Where you shop
- Where you go to school
- Health information
- Listening & Viewing History
…a leaked confidential document prepared by Facebook that revealed the company had offered advertisers the opportunity to target 6.4 million younger users, some only 14 years old, during moments of psychological vulnerability, such as when they felt “worthless,” “insecure,” “stressed,” “defeated,” “anxious,” and like a “failure.”
For $28, you can hack into a stranger's internet-enabled webcam
INTERNET OF THINGS
Hello, welcome to our house!
Thanks for inviting us!
Alexa, order two tons of creamed corn.
Alexa, confirm purchase.

When visiting a new house, it's good to check whether they have an always-on device transmitting your conversations somewhere.

https://xkcd.com/1807/
Advertisers openly say it’s best to sell make-up to women when they feel “fat, lonely and depressed.” With this data, won’t have to guess.

2:08 PM - Apr 26, 2017
Valued at over $8 billion, the educational technology sector in the U.S. has been described as “the world’s most data-mineable industry by far.”
WHAT ‘S HAPPENING IN LIBRARIES?
LIBRARY PRIVACY GUIDELINES FOR PUBLIC ACCESS COMPUTERS AND NETWORKS

- HTTP://WWW.ALA.ORG/ADVOCACY/PRIVACY/GUIDELINES/PUBLIC-ACCESS-COMPUTER
WHAT ABOUT PUBLIC WIFI?
Library Freedom Project
LIBRARY FREEDOM PROJECT IS A PARTNERSHIP AMONG LIBRARIANS, TECHNOLOGISTS, ATTORNEYS, AND PRIVACY ADVOCATES WHICH AIMS TO ADDRESS THE PROBLEMS OF SURVEILLANCE BY MAKING REAL THE PROMISE OF INTELLECTUAL FREEDOM IN LIBRARIES.

HTTPS://LIBRARYFREEDOMPROJECT.ORG/
HTTPS://WWW.TORPROJECT.ORG
I WANT TO PROTECT MY PRIVACY WHEN I USE THE WEB!

TOR BROWSER IS FREE SOFTWARE THAT HELPS PROTECT YOUR PRIVACY WHEN YOU VISIT WEBSITES.

TOR BROWSER KEEPS YOUR BROWSING ON EACH WEBSITE SEPARATE TO PREVENT TRACKING.

...WHICH KEEPS YOUR DATA SAFE FROM CORPORATE OR GOVERNMENT SURVEILLANCE.

TOR MAKES ALL OF ITS USERS LOOK THE SAME AND CONFUSES THE OBSERVER.

TOR PASSES YOUR CONNECTION THROUGH THREE SERVERS OPERATED BY VOLUNTEERS AROUND THE WORLD.

REALITY CENSORSHIP

WITH TOR YOU CAN BYPASS CENSORSHIP... 

...BY USING TOR YOURSELF: YOU CAN ALSO PROTECT ACTIVISTS, JOURNALISTS, AND BLOGGERS.

THIS LIBRARY HAS PARTNERED WITH LIBRARY FREEDOM PROJECT TO SUPPORT TOR! ASK A LIBRARIAN FOR MORE INFORMATION.
WHAT CAN WE DO?
ENCRYPT
HTTPS://OPENVPN.NET
2-FACTOR AUTHENTICATION
HTTPS://WWW.EFF.ORG/PRIVACYBADGER

I will sit up here in your browser and watch for spying ads and sneaky trackers that are recording what you're doing online.
My Password
123456
WHAT DID WE LEARN?
TODAY’S BIG TAKE-AWAYs

• We have to care about privacy
• The risks are many
• There are freely-available tools that can help, a lot.
• Don’t be afraid, take action
I DON'T EXPECT ANYONE IN THIS ROOM TO SET UP A VPN. BUT I DO WANT YOU TO KNOW THAT THERE ARE OPTIONS, AND I DO WANT YOU TO KNOW THAT SOMETHING AS SMALL AS COVERING YOUR WEBCAM IS THE FIRST STEP TO YOU BEING EMPOWERED IN YOUR DIGITAL LIFE.

Amira Dhall, head of the women and web literacy programs at Mozilla
THANK YOU FOR LISTENING!

Lauras Solomon
@laurasołomon
laurasolomon.designtforthelittleguy.com
www.meanlaura.com