Cybercreeps, Data Miners and Peeping Uncle Sams - Teaching Patrons about Privacy Online

Oregon Library Association Conference
April 17, 2015

Amy Honisett (Multnomah County Library)
Buzzy Nielsen (Hood River County Library)
Roberta Richards (Portland Community College)
Garnetta Wilker (K-12 Schools)

Protecting privacy from ….

- Cybercreeps
- Nosy people
- “Free” web services
- Dataminers
- Peeping Uncle Sams

Online privacy education – basic tips

- Recognize that online privacy is a BIG complex issue.
- Start anywhere!
- Go for the low-hanging fruit.
- Don’t try to teach too much at once.

Pair and Share

- How have your privacy and safety been compromised online?
- What problems have you seen or what problems have your patrons encountered?

Issues for Youth

- Cyberbullying
- Cyberbaiting
- Messaging and chats
- Scams
- Phishing
- Data gathering

*Image from 123RF

Digital Literacy in the K-12 World

Garnetta Wilker
K12 Schools : Teacher Librarian/District Librarian
Intellectual Freedom Committee Co-Chair
Statewide Database Licensing Advisory Committee

Youth and the Internet

- Early online experience = comfort level
- Learn to navigate early but need to know how to make decisions
- Parents should be first teachers
- Youth are living the “connected life”
- Legislation impacts some experiences (CIPA, COPPA)

The Education Perspective

- Responsibility to develop digital literacy for research tools and resources
- Critical thinking component in standards and curriculum supports digital literacy
- Digital era requires new core competencies
- Personal decision making skills are preferable to external controls

Digital Literacy

- Oregon School Library Information System (OSLIS)
- OASL: Standards
- AASL Standards for the 21st Century Learner
- ISTE Standards (NETS)

Integrating Digital Literacy

- Oregon Standards subject area competencies included digital literacy
- Common Core Standards Crosswalk with AASL Standards for 21st Century Learner
- Authentic learning activities are best place to learn/ practice digital literacy
- Copyright and fair use are part of ethical behavior in digital world

Educational Resources

- Common Sense Media : Digital Citizenship
- CyberWise CyberCivics
- Fordham Center on Law and Information Policy : Volunteer Privacy Educators Program
- Internet Safety Coalition : iKeepSafe

Privacy and Safety – learning with our patrons in the public library

Amy Honisett, Public Training Librarian
Multnomah County Library

Formal classes

Photo by Yvonne Thompson - Creative Commons Attribution-NonCommercial-ShareAlike License
https://www.flickr.com/photos/44328150@N03

Subject-specific or integrated content

- Privacy & Safety Online class focuses on the issues
- Basic computer classes include information about passwords, phishing and spam.

PROGRAMS

By Rico Shen (Rico Shen) CC BY-SA 2.5-2.0-1.0 via Wikimedia Commons

Learning moments

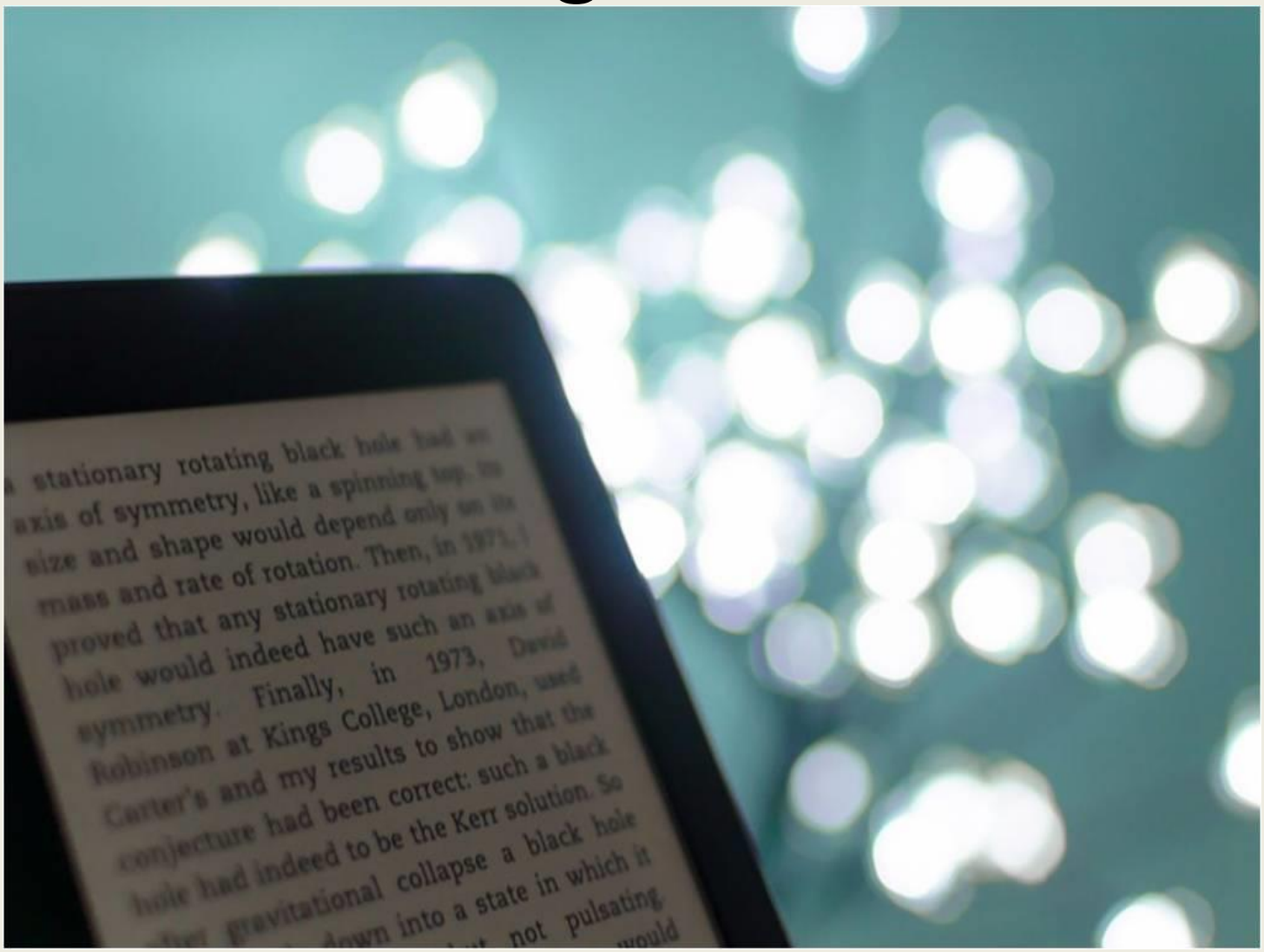

Photo by Danny Smedley - Creative Commons Attribution License https://www.flickr.com/photos/56752809@N03

Volunteers

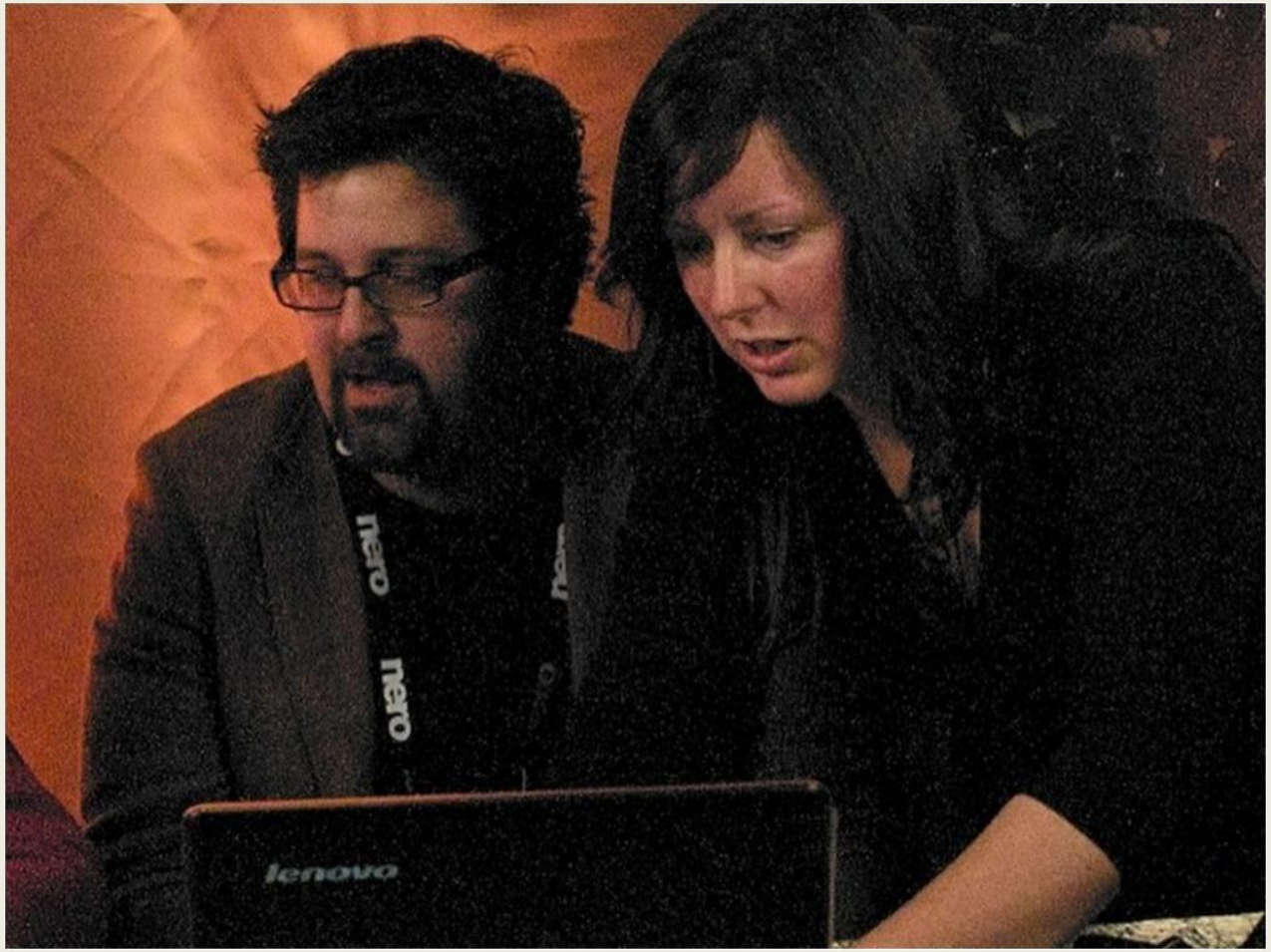

Photo by jdlasica - Creative Commons Attribution-NonCommercial License
https://www.flickr.com/photos/36521958135@N01

Reference!

Photo by Duke University Archives - Creative Commons Attribution-NonCommercial-ShareAlike License
https://www.flickr.com/photos/19219926@N04

Privacy Policy

A tool for opening the discussion

bit.ly/mclprivacy

Staff!

Knowledge = Comfort

Photo by B Tal - Creative Commons Attribution-NonCommercial License
https://www.flickr.com/photos/68634595@N00

Point of service education

Buzzy Nielsen, Library Director
Hood River County Library District

It starts with your notices

Internet & Computer Use Notice

HOOD RIVER COUNTY LIBRARY DISTRICT

Because our computers are located in a public space shared by people of all ages, patrons are reminded that:

- Patrons should use discretion when choosing what to view.
- The library cannot guarantee confidentiality.
- Other patrons should respect the privacy of computer users.

Please don't hesitate to contact library staff if you have any questions, concerns, or comments.

It starts with your notices

HOOD RIVER COUNTY LIBRARY DISTRICT

Internet and Computer Use Agreement

As part of our mission, Hood River County Library District is pleased to offer publicly-accessible computers and networks. Because these computers and networks are open to the public and are available in public areas of the our facilities, the Library District cannot guarantee privacy for the data you transmit while using our services.

With this service come the following rules:

We can only guarantee usage of library-provided computers for one hour.

In accordance with our Internet and Computer Use Policy, the following is prohibited:

- Viewing pornography.
- Creating material that is obscene, libelous, threatening, or harassing.
- Violating intellectual property laws.
- Damaging equipment or systems or using them to create malicious software.

Failure to comply with these rules may result in loss of library privileges, exclusion from District libraries, and/or prosecution.

Please don't hesitate to contact us if you have any questions, concerns, or comments.

I agree

Something a little different

DuckDuckGo

“Is your network secure?”

No

.

Sensitive topics

- Bank accounts
- E-commerce
- Medical information
- Proprietary business data
- Social Security Numbers
- Taxes
- Tracking

Public networks

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Public networks

TaxACT Prepare & File Taxes Return Status Tax Info Support Small Business Professional Taxes Sign In

Like 221k

All e-fileable IRS forms

ABSOLUTELY FREE

Start Free Return

Returning User? Sign In »

Biggest Refund GUARANTEED Fastest Way Possible

4.5 out of 5 customers would recommend TaxACT.*

Need more time to file? File an IRS extension free.

Free Federal

- Simple AND complex tax forms free!
- Itemizers, investments, interest, dividends, sole proprietors, LLCs, landlords
- Guaranteed maximum refund fast
- 100% accuracy guaranteed
- Free tax help & audit support

FREE

Deluxe Federal

Best for returning users

- Import prior year TaxACT data
- Import investments, Form 1099s, Schedule K-1s and more
- Maximize deductions for donations
- Free tax help & audit support
- Bonus free phone support!

$14.99

Ultimate Bundle

Best value federal + state

- Best tax preparation value! Deluxe + State + free e-files
- Finish & e-file your state taxes in minutes
- Free tax help & audit support
- Bonus free phone support!
- Price Lock Guarantee

$24.99

Messag

Scams

From Toyota prize <info@hamtatrading.com>

Reply | Forward | Junk | Delete

Subject **Congratulations! You have won**

04/02/2015 07:16 PM

Reply to toyota@eupromotion.com

To info@hamtatrading.com

Other Actions

Toyota Car Promotions

You have been selected to receive a Cash prize of GBP 650,000.00 (Six Hundred and Fifty Thousand Great British Pounds) and a brand new Toyota Prius Car. Your e-mail address has been selected amongst 10 other e-mail address in our 10th Annual Toyota E-mail Award 2015.

This award selection was carried out through random selection of e-mail addresses from a database of over 250,000 email owners drawn from all the continents of the world. The Toyota Promotion is approved by the British Gaming Board and also Licensed by the The International Association of Gaming Regulators (IAGR).

For more information and in order to claim your prize, you are to confirm your Name, contact telephone number and contact e-mail, to Mr. Christopher Seaman, our disbursement agent through his E-mail below;

Mr. Christopher Seaman
E-mail: Toyota@eupromotion.com

Yours Faithfully,
Mrs. Elizabeth Harrow (PRO)
Toyota 2015 Annual Promotion

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Scams

From Oregon State University <mytchettcentre@btconnect.com>

Subject **Irregular account activity**

Reply | Forward | Junk | Delete

10:30 AM

Other Actions

We've tried to contact you several times and to this date,
have not heard back from you.
kindly update your account below

https://sds.oregonstate.edu/olb/auth/LoginLink.action

If we do not hear back from you within 24 hours

Your account will be disable.

thank you for your time and expect a letter from us in your mail box soon
regards,
customer support

.

You're being tracked

Suggested Post

[guff]

Guff
Sponsored

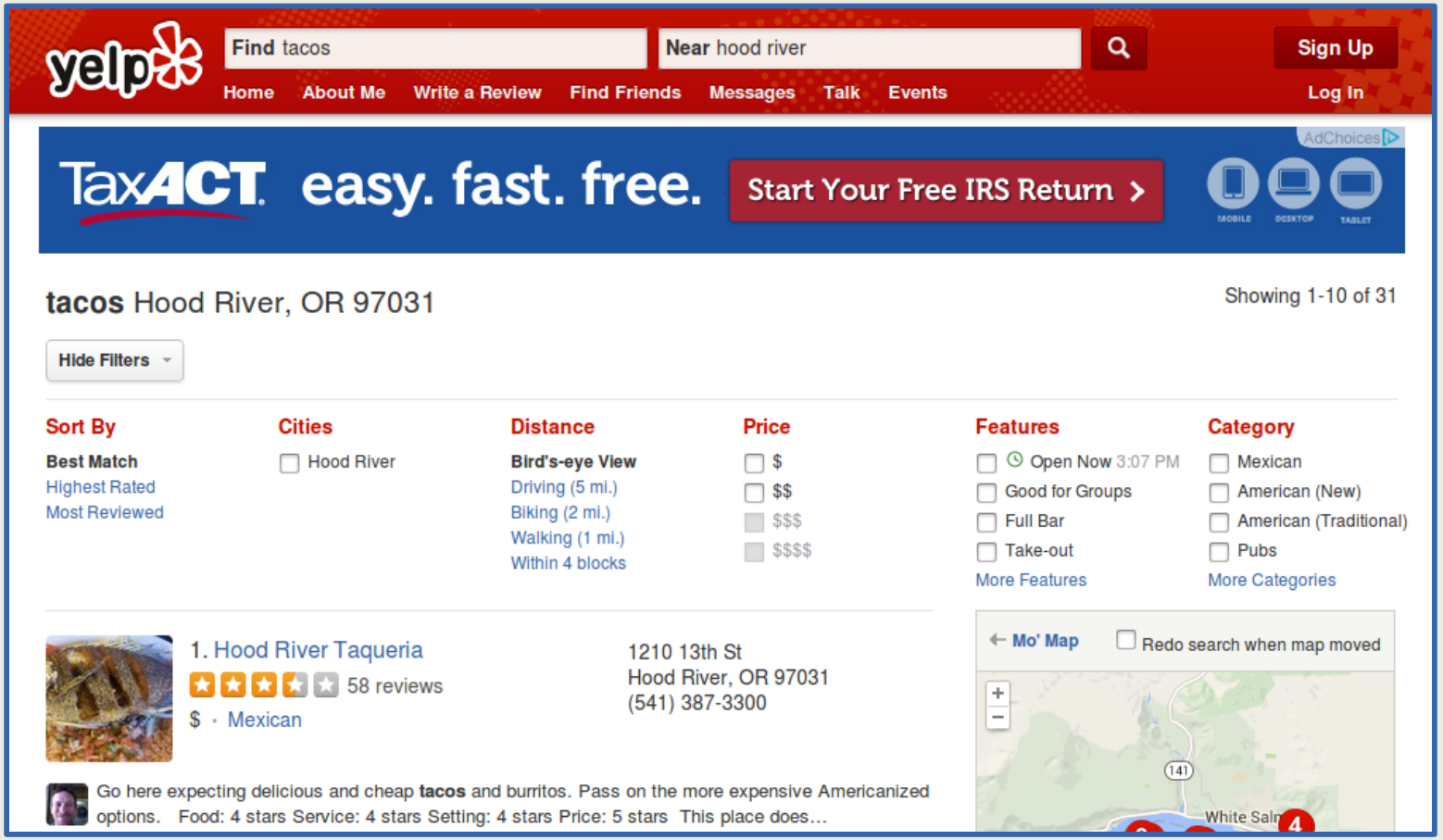
These hilarious notes take bathroom reading to a whole new level.

Hilarious Notes Left In Bathrooms
guff.com

1,578 likes 37 comments

Like Comment Share

You're being tracked



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You're being tracked

Google

hood river

Web News Maps Images Videos More Search tools

About 13,600,000 results (0.58 seconds)

Hood River County Chamber of Commerce - Located at the ...

hoodriver.org/ ▾ Hood River County Chamber of Commerce ▾

Downtown **Hood River** Hotel Lodging Deals for 2015 The **Hood River** Inn is a unique **Hood River** hotel on the Columbia River shoreline, Offer good at Mt. Hood ...

Events & Calendars - Calendars - Where to Stay - Things to Do

You've visited this page many times. Last visit: 4/8/15

Public spaces

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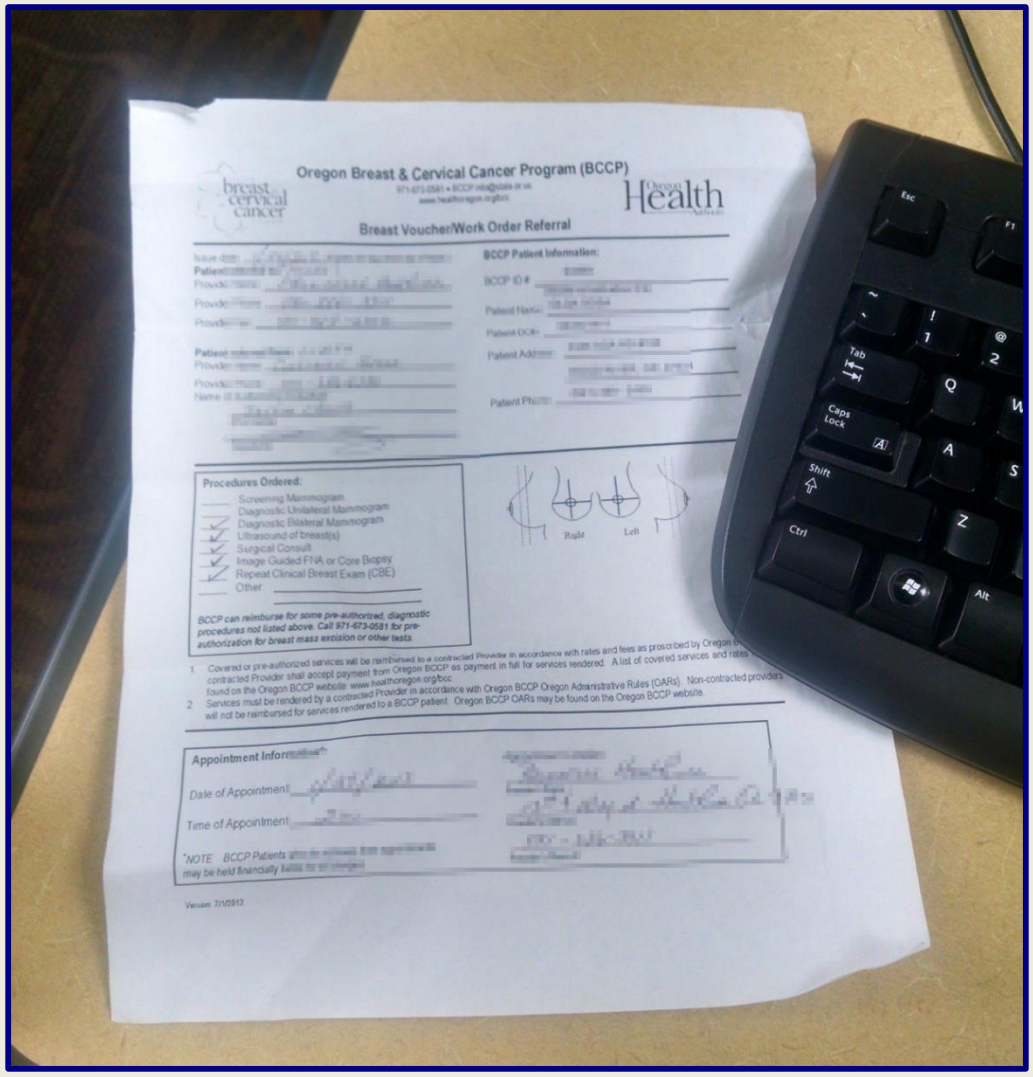
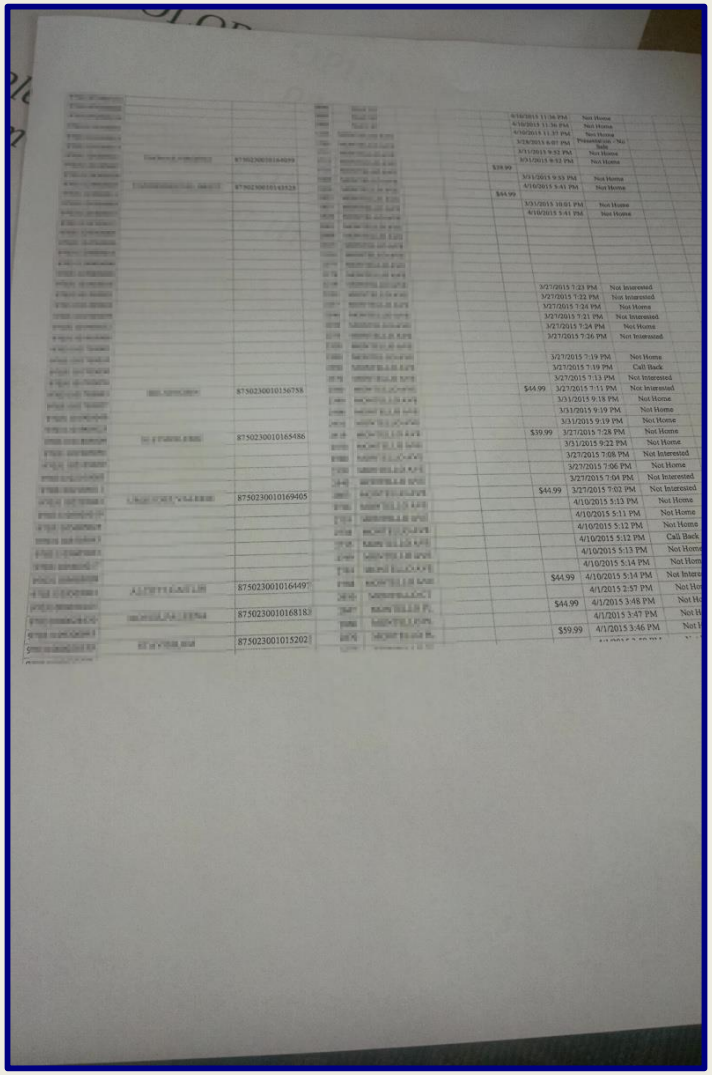
Public spaces



Public spaces

Public spaces



Public spaces

Privacy education at Portland Community College

Roberta Richards
Reference and Instruction Librarian

- 90 minute drop-in workshops
- Classroom visits by invitation

Portland Community College

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Online Privacy Resource Guide

http://guides.pcc.edu/privacy

Portland Community College

Portland Community College / LibGuides / Privacy Online / Privacy 101

Privacy Online: Privacy 101

Enter Search Words | Search

Privacy 101 | Why care about privacy? | Social Media | Google | Govt surveillance | Basic privacy tips | Advanced privacy tips | Laws and legislation | Present and future

Privacy basics

This guide compiles information about threats to privacy online and strategies for protecting privacy. This first page provides some basic information about who might be tracking you online and how they are doing it. Explore the additional tabs for information about these topics:

- Why care about privacy, even if you have nothing to hide
- Social media and privacy
- Google (search and gmail) and privacy
- Government surveillance
- Basic privacy tips
- Advanced privacy tips
- Privacy laws and legislation
- Privacy present and future

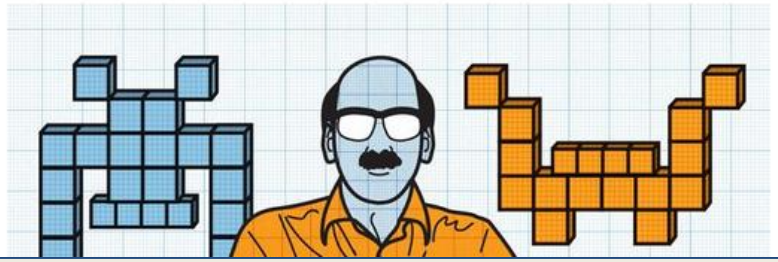
graphic by Kevin Moore

Who is tracking you online?

The first step to protecting your privacy is to recognize who might be tracking your online activity. These links provide information about some of the main agents:

- cybercriminals
- so called "free" web services (See also the tabs for Social Media and Google)
- dataminers (See also video The Data Brokers below)
- peeping Uncle Sams (See also the tab for Government surveillance)

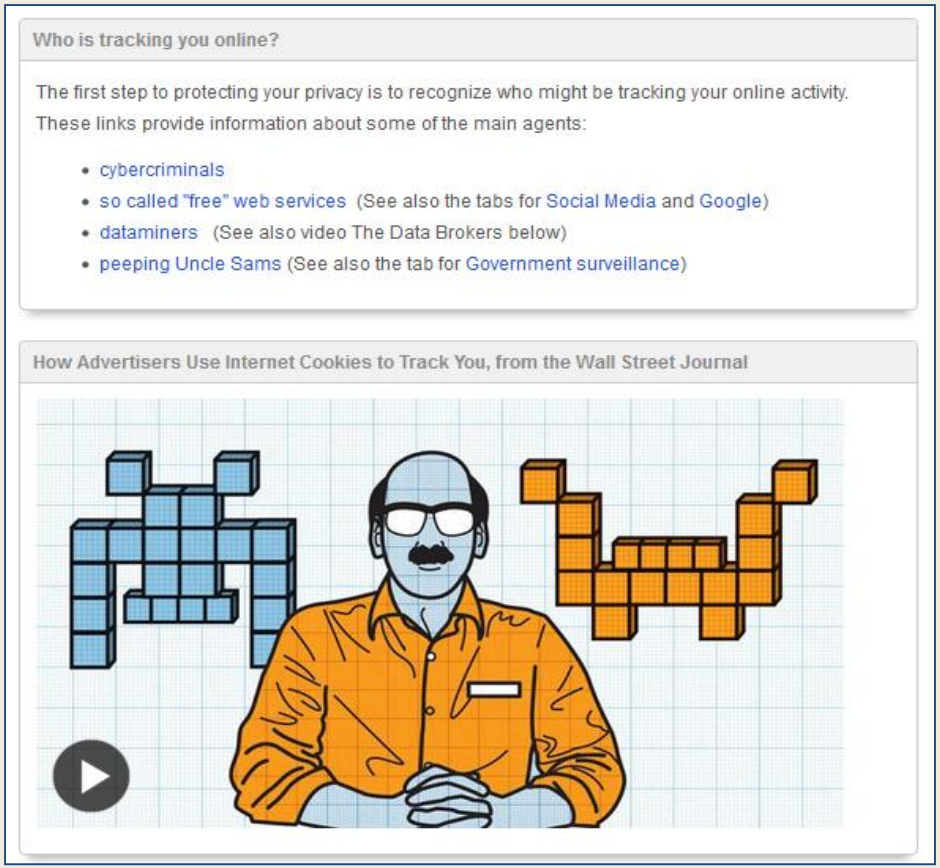
How Advertisers Use Internet Cookies to Track You, from the Wall Street Journal



Data Brokers - Selling Your Personal Information (CBS 60 Minutes)

Privacy 101 – resources

Who is tracking you online and how they do it.



How Advertisers Use Internet Cookies

(7 minute video from Wall Street Journal)

Why Care About Privacy resources

… even if you have nothing to hide

Why Privacy Matters

Some say you should only be concerned about privacy if you have something to hide. Here's why this is the wrong way to think about the issue. From the Zero Knowledge Privacy Foundation.

More reasons to care about privacy

The personal information about you on the Internet can be used against you in many ways, including

- identity theft
- job and college applications
- price discrimination
- digital red-lining

Ted Talk - Glenn Greenwald

Watch this 20 minute Ted Talk by award-winning investigative journalist Glen Greenwald for a critique of the idea that privacy if only important for those with something to hide.

Glenn Greenwald Ted Talk

Social Media

Social Media resources

… why you should avoid over-sharing,

and how to set privacy settings to control what you do share

Facebook founder Mark Zuckerberg

Privacy is “no longer a social norm.”

-- Mark Zuckerberg

Image from https://en.wikipedia.org/wiki/Mark_Zuckerberg

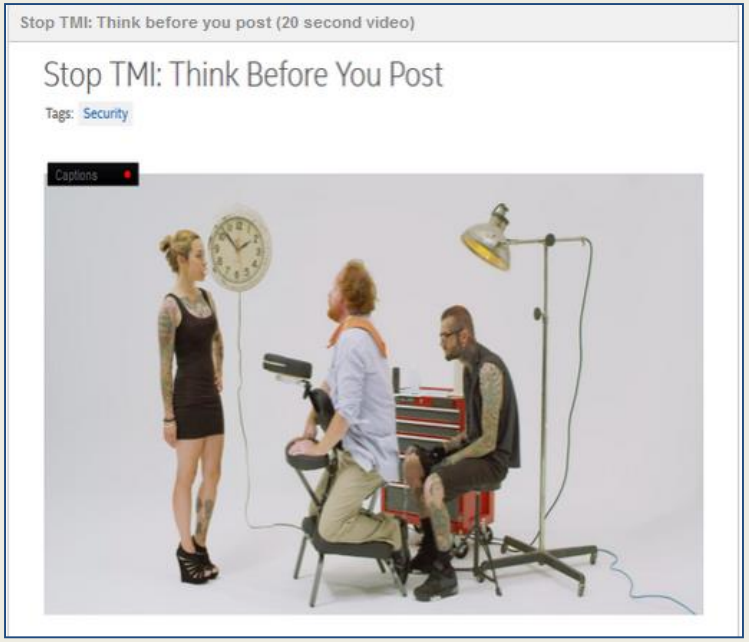
Mark Zuckerberg's concern for his own privacy:

- Mark Zuckerberg is taking extreme measures to keep his lavish new $10 million home construction private
- Upgrading his privacy settings: Mark Zuckerberg buys FOUR houses next to his Silicon Valley home for $30million - but doesn't even plan on living in them

Social Media

Social Media resources

Humorous videos



[Stop TMI](#)
from Intel, 20 seconds

[If your shop assistant was an app…](#)from Denmark, 2 minutes

Social Media

Social Media resources

Facebook privacy settings

Helping library users lock down their Facebook privacy settings is definitely “low hanging fruit” of privacy education.

Google resources

Who knows more about you, Google or your mother?

Google (former) CEO Eric Schmidt

"If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place."

-- Eric Schmidt, Google CEO

Image from https://en.wikipedia.org/wiki/Eric_Schmidt

Eric Schmidt's concern for his own privacy:

- CNET: We've been blackballed by Google - Tech news site says Google froze out its reporters for publishing Eric Schmidt's personal info.
- Eric Schmidt Tried To Get Google To Hide His Political Donation In Search Results

Gmail and privacy

Google search and privacy

- Everything Google knows about you (and how it knows it)
  from the Washington Post, Nov. 2014
- Stop Google from tracking your search history
  from Komando.com, Aug. 2014
- How to Stop Google From Tracking You on the Web
  from NDTV Gadgets, June 2014, includes smart phone tips

Search engines that don't track you

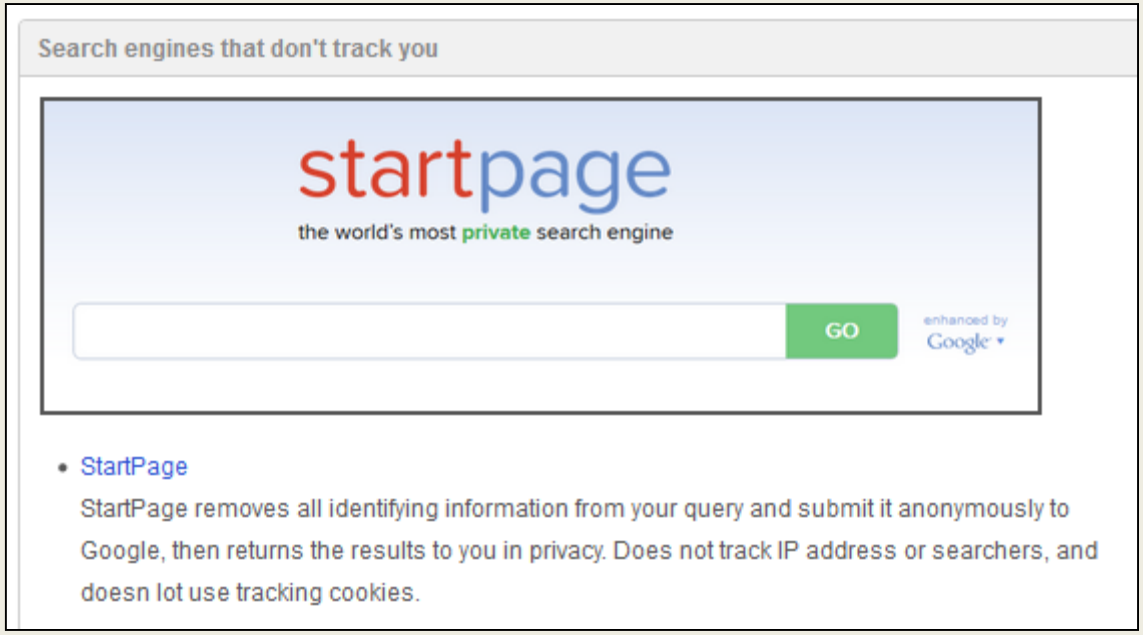
startpage
the world's most private search engine
GO
enhanced by Google

- StartPage
  StartPage removes all identifying information from your query and submit it anonymously to Google, then returns the results to you in privacy. Does not track IP address or searchers, and doesn lot use tracking cookies.

DuckDuckGo

Google resources

Alternative search engines that don't track you



DuckDuckGo provides the whole story of why you don't want a search engine to track you in a single html page: http://donttrack.us

Govt surveillance

Government Surveillance resources

Privacy 101 | Why care about privacy? | Social Media | Google | Govt surveillance | Basic privacy tips | Advanced privacy tips | Laws and legislation | Present and future

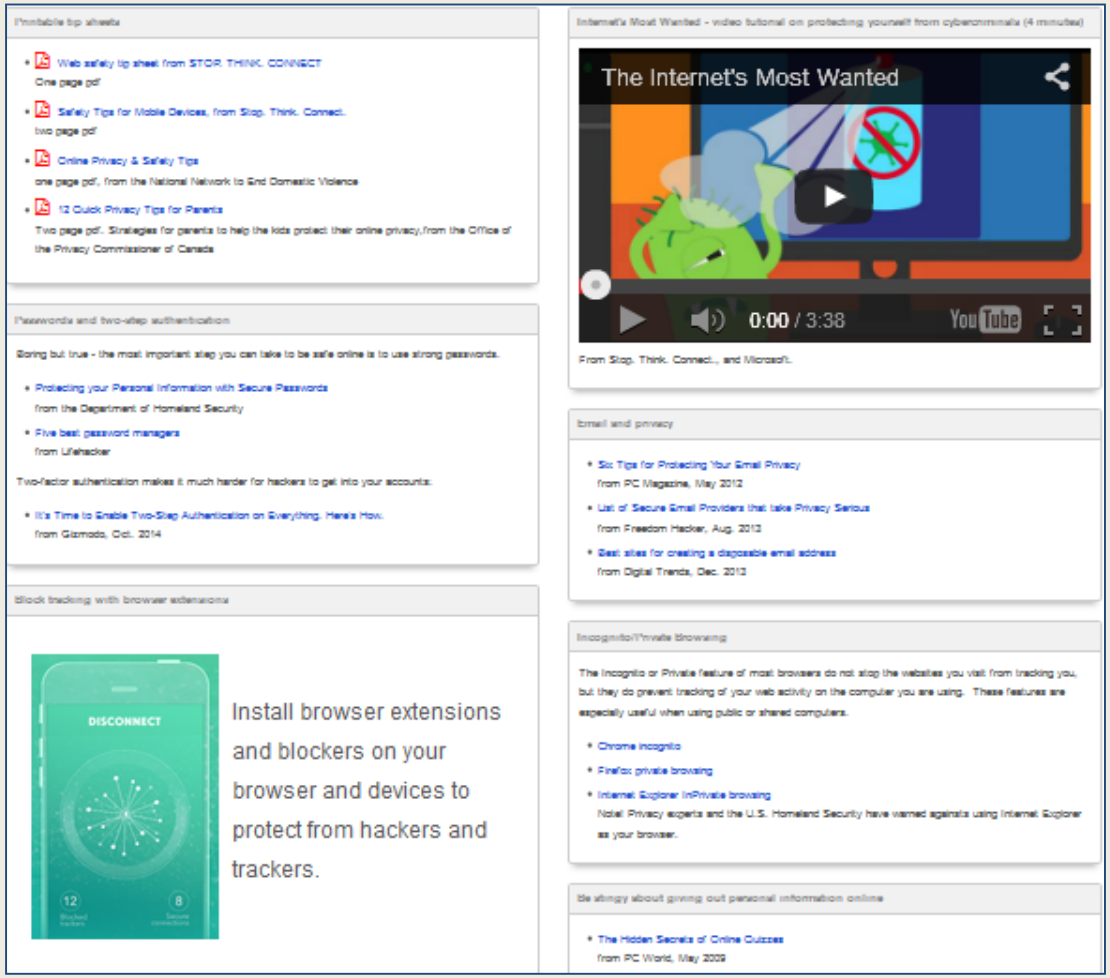
Government surveillance in the United States

- NSA Spying on Americans
  from the Electronic Freedom Foundation
- Global Government Surveillance Reform
  from leading companies including Google, Facebook and Microsoft
- Surveillance Law
  from Stanford University, an open course on how police and intelligence agencies can access your data, and how the law (might) protect you. 2015.
- Protecting Your Data from Government Requests 2014
  from the Electronic Freedom Foundation
- Google transparency report, Jan. - June 2014
  Law enforcement agency requests for information from Google and YouTube

NSA Surveillance and What To Do About It - Bruce Schneier

Showing the Google Transparency Report of law enforcement requests shows concretely how information trusted to private companies is available to the government.

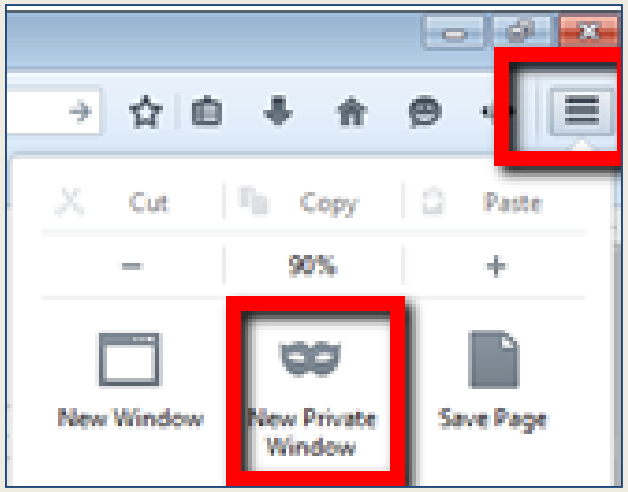
Basic Privacy Tips resources



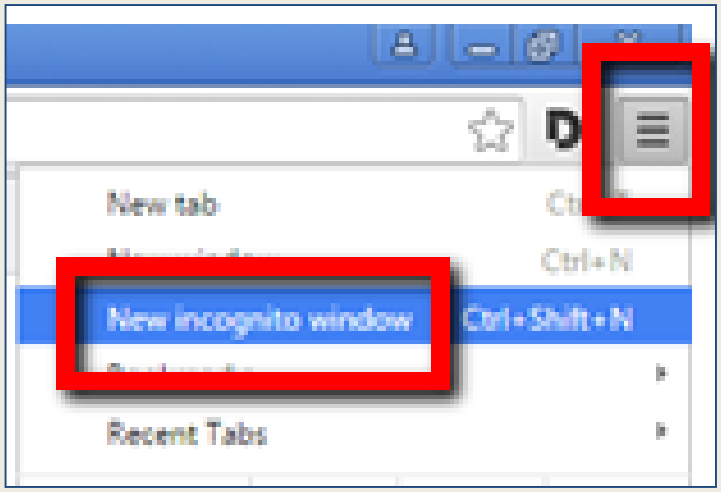
There are plenty of easy, practical, steps that any Internet user can do to improve privacy protection.

Basic Privacy Tips resources

Example of “low-hanging’ fruit: private browser windows



Firefox Private window



Chrome Incognito window

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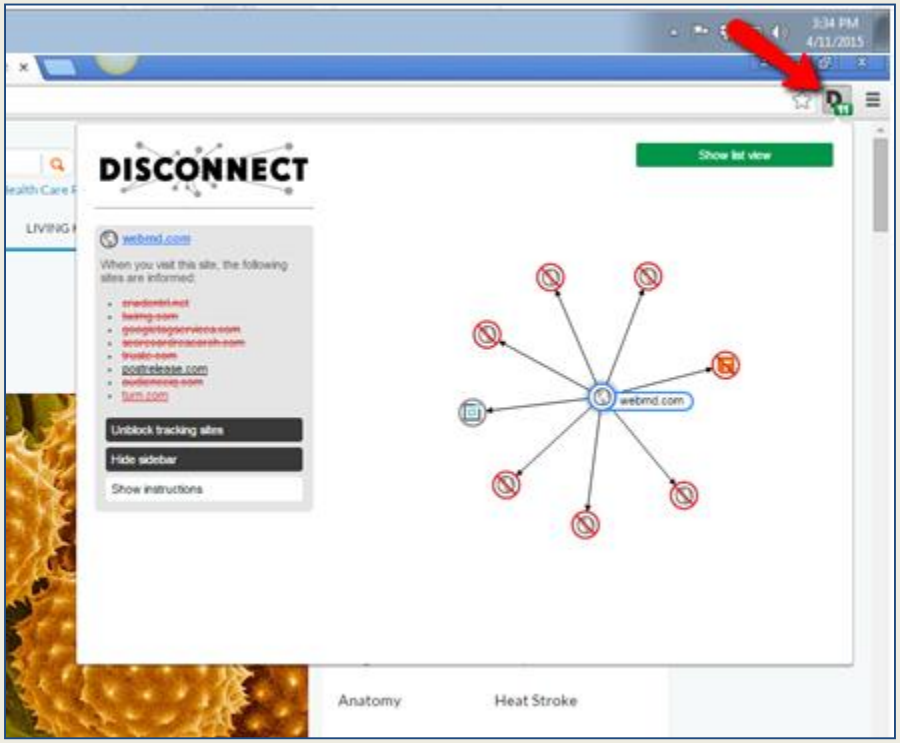
Basic Privacy Tips resources

More “low-hanging fruit”: Browser extensions that block tracking such as https://disconnect.me



Advanced Privacy Tips resources

Privacy 101 | Why care about privacy? | Social Media | Google | Govt surveillance | Basic privacy tips | Advanced privacy tips | Laws and legislation | Present and future

Tor

Home About Tor Docu

Anonymity Online

Protect your privacy. Defend yourself against network surveillance and traffic analysis.

Download Tor

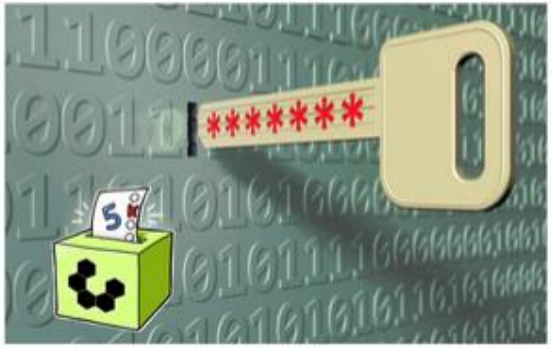
- Tor prevents people from learning your location or browsing habits.
- Tor is for web browsers, instant messaging clients, and more.
- Tor is free and open source for Windows, Mac, Linux/Unix, and Android

Tor is free software and an open network that helps defend against traffic analysis, a form of network surveillance.

- Tor project
- Informational brochures about TOR
- Browsing with Tor: Online Anonymity to Outsmart the NSA
  YouTube video of lecture at Stanford University

Encryption

Five Best File Encryption Tools



- A Beginner's Guide to Encryption: What it is and How to Set it Up
  from LifeHacker, Jan. 2014
- Five Best File Encryption Tools
  from LifeHacker, Feb. 2015
- HTTPS Everywhere
  from Electronic Frontier Foundation

Cell Phones

- How to Dial Up the Privacy on Your Phone - Five steps to keep your smartphone private and secure
  from Wall Street Journal, July 2014
- Most apps don't care about privacy, CMU study finds
  from Pittsburgh Post Gazette, March 2015
- Your Cell Phone Can Continue Talking Even After You Get Rid of It
  from Privacy Rights Clearinghouse
- What cellphone companies don't want you to know
  from USA Today, March 2015

VPN - Virtual Private Network

lifehacker

Five Best VPN Tools

"VPNs (Virtual Private Networks) are no longer just for work. VPN prevents snoops from eavesdropping

Laws and Legislation resources

Present and Future resources

Current communication about privacy

- #privacy
  Twitter feed for #privacy
- #SmartOnPrivacy
  Twitter feed with strategies for protecting privacy
- #EndThisDraget
  Twitter feed about government surveillance
- Privacy in the news
  Google news feed on privacy

Privacy in 2025: Experts' Predictions

The Pew Research Center asked hundreds of technology and privacy experts about their predictions for the state of privacy in the year 2025.

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Choose Privacy Week (ALA), May 1 – 7

https://chooseprivacyweek.org

Resources

PCC Privacy Online Guide

guides.pcc.edu/privacy

OLA Intellectual Freedom Committee Toolkit

www.olaweb.org/intellectual-freedom-toolkit#Privacy

Questions? Comments? Contact us!

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Roberta Richards <rrichard@pcc.edu>
Garnetta Wilker <gkwilker2@gmail.com>