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Privacy Edition

The University of California is at the forefront of higher education, as one of the first universities to embed privacy as not only a compliance element, but an integral community value. As one of the world’s leading academic and research institutions, UC’s growing privacy and information security governance structure is used to guide policy development and strategic decision-making in the discretionary space beyond compliance. These articles and tools provide insight into the complexities of debates about existing privacy norms and necessary evolutions, including appropriate uses of surveillance, the difference between privacy and keeping secrets, use and governance of big data, the current regulatory landscape, and UC-based privacy resources.

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Surveillance

1. [**FBI Director Continues Crusade against Apple's Encryption of iPhone**](#)
"James Comey, director of the U.S. Federal Bureau of Investigation, has once again slammed Apple's iPhone and devices running Android that can hold secure, encrypted data that is inaccessible by law enforcement, saying that such capabilities allow users to 'place themselves beyond the law.'" (Apple Insider)
2. [**Wearable Devices: Inspiring Coaches or Naughty Toddlers?**](#)
"Most people know that wearable devices can be watches, fitness bands and glasses. But they can also be rings, communication devices that harken back to Get Smart and Agent 99, smart contact lenses, solar-powered charging shoes....Are they inspiring coaches, egging us on to better health and fitness or naughty toddlers with very little parental supervision, who can't really be expected to behave until they mature and start to care about rules and social norms?" (International Association of Privacy Professionals, IAPP)
3. [**Collect Your Employees' Data without Invading Their Privacy**](#)
"Research shows that businesses using data-driven decision-making, predictive analytics, and big data are more competitive and have higher returns than businesses that don't. Because of this, the most ambitious companies are engaged in an arms race of sorts to obtain more data, from both customers and their own employees." (Harvard Business Review)
4. [**Chase Bank Hack Persuades Obama to Make Cyberwarfare a Top National Security Issue**](#)
"President Obama will now receive regular updates on foreign cyber attacks after the largest data breach ever compromised more than 75 million JP Morgan Chase bank accounts. That summer attack now ranks alongside Islamic State group news as a national security concern, according to reports, in part because of worries that the Russian government might have supported the attack." (International Business Times)

Privacy vs. Keeping Secrets

1. [**Why Privacy Matters: with Glen Greenwald**](#)
"Glenn Greenwald was one of the first reporters to see - and write about - the Edward Snowden files, with their revelations about the United States' extensive surveillance of private citizens. In this searing talk, Greenwald makes the case for why you need to care about privacy, even if you're 'not doing anything you need to hide.'" (TED Talk, Ted.com)
2. [**Privacy and Disclosure: Competing Values in Higher Education**](#)

“Colleges and universities face the unique new challenge of fostering academic freedom and open learning for faculty, students, and staff while also deploying IT resources to protect campus networks, data, and individuals' privacy rights. Why is privacy still important, now that social networking, open learning, mass surveillance, and data breaches entail wanted and unwanted accessibility?” (Educause 2014 Annual Conference Presentation)

3. [Whisper and the Meaning of Anonymity](#)

“Once upon a time, few people cared about online anonymity beyond privacy activists and hardcore security types. Now it’s anyone who uses an app that promises to keep their secrets.” (Wall Street Journal blog, Digits)

4. [What Will a Future without Secrets Look Like?: with Alessandro Acquisti](#)

“The line between public and private has blurred in the past decade, both online and in real life, and Alessandro Acquisti is here to explain what this means and why it matters. In this thought-provoking, slightly chilling talk, he shares details of recent and ongoing research - including a project that shows how easy it is to match a photograph of a stranger with their sensitive personal information.” (TED Talk, Ted.com)

Big Data

1. [Big Data: A Tool for Inclusion or Exclusion?](#)

Big data analytics can bring enormous benefits to society, but it can also wrongfully label individuals, stigmatize protected classes and perpetuate societal prejudices and discrimination. This Federal Trade Commission (FTC) site includes conference materials, including videos of the workshop talks. (Federal Trade Commission, FTC.gov)

2. [Intel Execs on Big Data and Privacy: It’s a Balancing Act](#)

“Big data has the potential to play a tremendous role in enriching education, cities, and healthcare, among other verticals touching our everyday lives. But for that to happen, individuals will need to embrace those innovations -- and that can only be achieved through trust and security, argued Intel global privacy officer David Hoffman.” (ZDNet.com)

3. [A Unified Ethical Frame for Big Data Analysis](#)

“Big data provides unprecedented opportunities to drive information-based innovation in economies, healthcare, public safety, education, transportation and almost every human endeavor. Big data also creates risk to both individuals and society unless effective governance is in place.” The Information Accountability Foundation put together its first version of a multi-disciplinary, holistic approach to an ethical framework for big data. (Information Accountability Foundation, PDF document)

4. [The Potemkinism of Privacy Pragmatism](#)

“A revolution is afoot in privacy regulation. In an assortment of white papers and articles, business leaders—including Microsoft—and scholars argue that instead of regulating privacy through limiting the collection of data, we should focus on how the information is used.” UC Berkeley Law Professor, Chris Hoofnagle, analyzes the pitfalls of protecting privacy through regulating data use. (Slate.com)

Regulatory Landscape

1. [California’s Newest Privacy Wave](#)

California has been the state at the forefront of privacy legislation for more than a decade. In October, “California Governor Jerry Brown signed several bills into law addressing a variety of privacy, security, breach notification and surveillance concerns.” IAPP’s current Westin Research Fellow updates 2013’s article on California’s privacy landscape ([Straight from the Pacific Ocean: A Tidal Wave of California Privacy Laws](#)). (IAPP login required for full 2014 article)

2. [Supreme Court to Consider Privacy Rights of Hotels](#)

“Should hotels and motels be forced to turn over guest records to police without a warrant? The U.S. Supreme Court will soon take up the privacy question, agreeing on Monday to review a federal appeals court ruling that struck down a Los Angeles ordinance requiring that hotel guest records ‘be made available to any officer of the Los Angeles Police Department for inspection.’” (Wall Street Journal, Law blog)

3. [Employee Text Messages Are Not Protected by Stored Communications Act Says CA Court](#)

“While employed at Sunbelt Rentals, Inc. as a salesman, Santiago Victor received a company-issued iPhone and iPad, which he linked to his personal Apple account. When he left Sunbelt, he returned the work-issued devices to Sunbelt, but failed to unlink them from his Apple account.” Sunbelt continued to monitor the messages arriving on its device, and the court agreed that the messages were not protected by the Stored Communications Act. (Nixon Peabody; Username and Password NOT required in pop-up box)

4. [What FTC Enforcement Actions Teach Us about the Features of Reasonable Privacy and Data Security Practices](#)

“In at least 47 cases since 2002, the FTC has cited companies for failing either to design or to implement an appropriately comprehensive privacy or data security program. Almost all of these cases have been settled.” (IAPP Westin Research Center, PDF document)

Privacy Resources

1. [UC Campus Privacy Officials](#)

2. [UC Privacy Policies and References](#)
3. [UC Statement of Privacy Values & Principles](#)
4. [Glossary of Privacy-Related Terms at UC](#)