

Stalking 2.0: privacy protection in a leading Social Networking Site

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MILDLY SLEAZY USES OF FACEBOOK, PART 14:

LOOKING UP SOMEONE'S PROFILE BEFORE INTRODUCING YOURSELF SO YOU KNOW WHICH OF YOUR FAVORITE BANDS TO MENTION

FAVORITE BANDS? HMM...
MAYBE REGINA SPEKTOR
OR THE POLYPHONIC SPREE.

WHOA, THOSE ARE TWO
OF MY FAVORITES, TOO!
CLEARLY, WE SHOULD
HAVE SEX.

OKAY! MY FAVORITE
POSITION IS THE
RETROGRADE WHEELBARROW.

OHMYGOD, MINE TOO!



What does one find on Facebook?

- (a) the racial or ethnic origin of the data subject
- (b) his political opinions
- (c) his religious beliefs or other beliefs of a similar nature
- (d) whether he is a member of a trade union
- (e) his physical or mental health or condition
- (f) his sexual life

Let's see...

Networks: London
Sex: Male
Interested In: Men
Relationship Status: In an Open Relationship with Jeanette Blower
Hometown: Ilford, England
Political Views: Liberal
Religious Views: Liberal Catholic

Looking for: Friendship Dating
 A Relationship Random Play
 Whatever I can get



Group: **Positive Survivors Living With HIV/AIDS**
Network: Global
Size: 103 members
Type: Organizations - Non-Profit Organizations
Matches: Name



Group: **CWU- Communication Workers' Union (UK)**
Network: Global
Size: 29 members
Type: Business - Companies
Matches: Description and Name

[View Group](#)

Tagging

- Should you have a right to control what is “tagged” with your name or identifier?
- Analogous to concept of structured filing system?



The screenshot shows a Facebook interface. On the left is a navigation sidebar with the Facebook logo, a search bar, and a list of applications including Groups, Photos, Events, X Me, Flickr Photos, and LOL Cats. The main content area is titled "Photos of You Added by Others" and shows "Photo 11 of 15". A photo of a man in a light blue t-shirt holding a beer is displayed, with a black tag over his chest that reads "Ian Brown". Below the photo is a caption: "ian with his thimble of beer". At the bottom right, it says "From the album: 'beer fest etc' by Nic Morris".

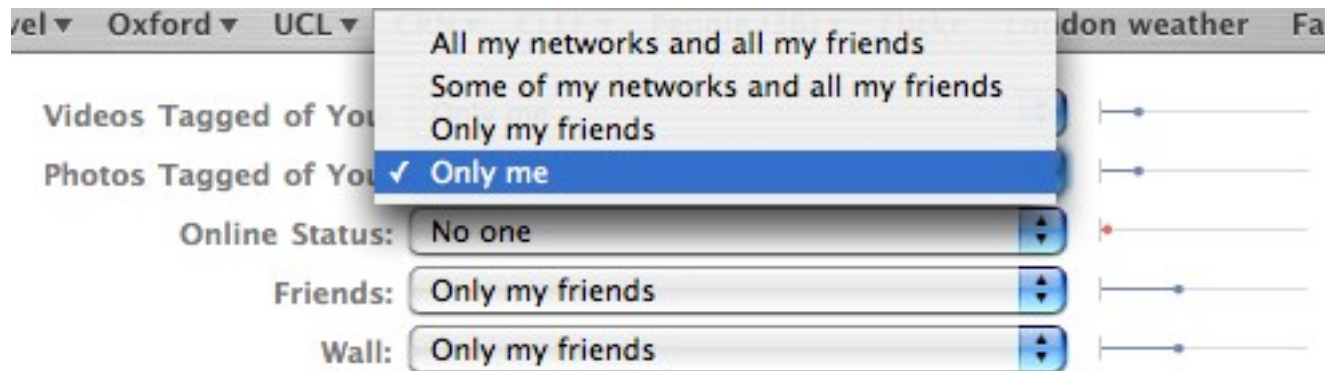
Hotels.com
Out of this world

ian with his thimble of beer

From the album: "beer fest etc" by Nic Morris

In this photo: thimble of beer (photos), Ian Brown (photos | remove tag), michael (photos), Dominic Brady

Tag control



- You can control who sees items tagged as you
- Not possible in sites that expose tags to search engines
- PIPL etc.

Facebook applications

- Big part of Facebook appeal
- **No effective user control over data released to applications**
- X's consent to FB may reveal personal data about Y also
- Y must consent to **some** info

Allow this application to...

- Know who I am and access my information
- Put a box in my profile
- Place a link in my left-hand navigation
- Publish stories in my News Feed and Mini-Feed
- Place a link below the profile picture on any profile

Zombies was **not created by Facebook**. By clicking 'add,' you agree to the [Platform Application Terms of Use](#). By using Zombies, you also agree to the [Zombies Terms of Service](#).



Viral app spread

- Apps tend to spam all of your contacts
- Facebook itself encourages you to invite /Friend entire address book
- 2002 directive, 2008 revision
- Bait and switch tactics?

Select 10 | Unselect All | Show Bitten Chumps 28 friends aren't Zombies yet. BITE them for a stronger Zombie!

 Adam Greenhalgh <input checked="" type="checkbox"/>	 Adam Joinson <input checked="" type="checkbox"/>	 Ann Light <input checked="" type="checkbox"/>	 Becky Hogge <input checked="" type="checkbox"/>
 Ben Goldacre <input checked="" type="checkbox"/>	 Chris Marsden <input checked="" type="checkbox"/>	 Christopher Lyon <input checked="" type="checkbox"/>	 Danny O'Brien <input checked="" type="checkbox"/>

Networks and privacy settings

- Privacy settings of FB are technically sophisticated but the core concept is of “openness” given college origins
- “Friend whoring” - 41% users befriended Sophos frog
- University/employer networks are accessed by having appropriate email address; city networks require no proof

 **Notes:** (Privacy settings available on another page)

Posted Items:  

Groups:  

Video:  

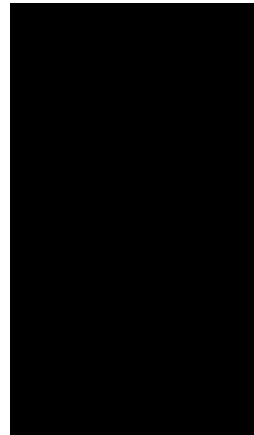
X Me:  

 **Neighborhoods:**  

Graffiti:  

Oxford

UCL



Perceptions of privacy

- “Reasonable” expectations of FB users?
- “Network” disclosure policy?
- School/university networks
- Cf Regional networks (1.2m London members)
- The Oxford proctors and the philosophy student – surveillance using FaceBook (July 07)



Whose responsibility?

- The student because she didn't take appropriate security measures using available tools?
- Oxford's fault for snooping on a "private place"?
- FB's fault because it did not provide the right defaults for a "reasonable expectation of privacy"?
- "Invite-only" networks differ from open networks
- No standardisation of expectations across SNSs eg LJ -> FB
- No standardisation within FB privacy controls

Oxford: Undergrad Grads Alumni Faculty Staff

UCL: Undergrad Grads Alumni Faculty Staff

User population issues

- If adults rarely take steps to protect their privacy, should we expect teenagers to? Risk awareness; jam today; culture of disclosure. But when FB users grow up...
- What *would* make kids privacy-aware?
- *Wired* July 17 2007 report => “It seems the privacy threat is not so much Big Brother as your mother.” (Otter)
- Some suggestions of default of no spider-able profiles for under 18s on SNSs.
- Some sites much more protective – cf Bebo.

How to further privacy on Facebook and SNSs?

- EU Data Protection law on the whole requires consent to legitimise data collection, processing and transfer
- Is the consent given when signing up for Facebook (and apps) good enough? Informed? “Explicit” for sensitive data?
- Should *current* consent expose users to *future* risks? “The eternal memory of Google”
- Can T & C which exclude liability for privacy and security breaches be potentially void as unfair consumer terms?
- Some ideas:
 - A legal regime requiring that defaults be provided at the most privacy-friendly setting?
 - Automatic expiration of data?
- Or just let the market decide? Is privacy a bug or a feature?
- Change society? Out with privacy, in with disclosure and compassion?
- But what will the state, and ID thieves, make meanwhile of the data we give away? Is Generation Y the lost generation for privacy?