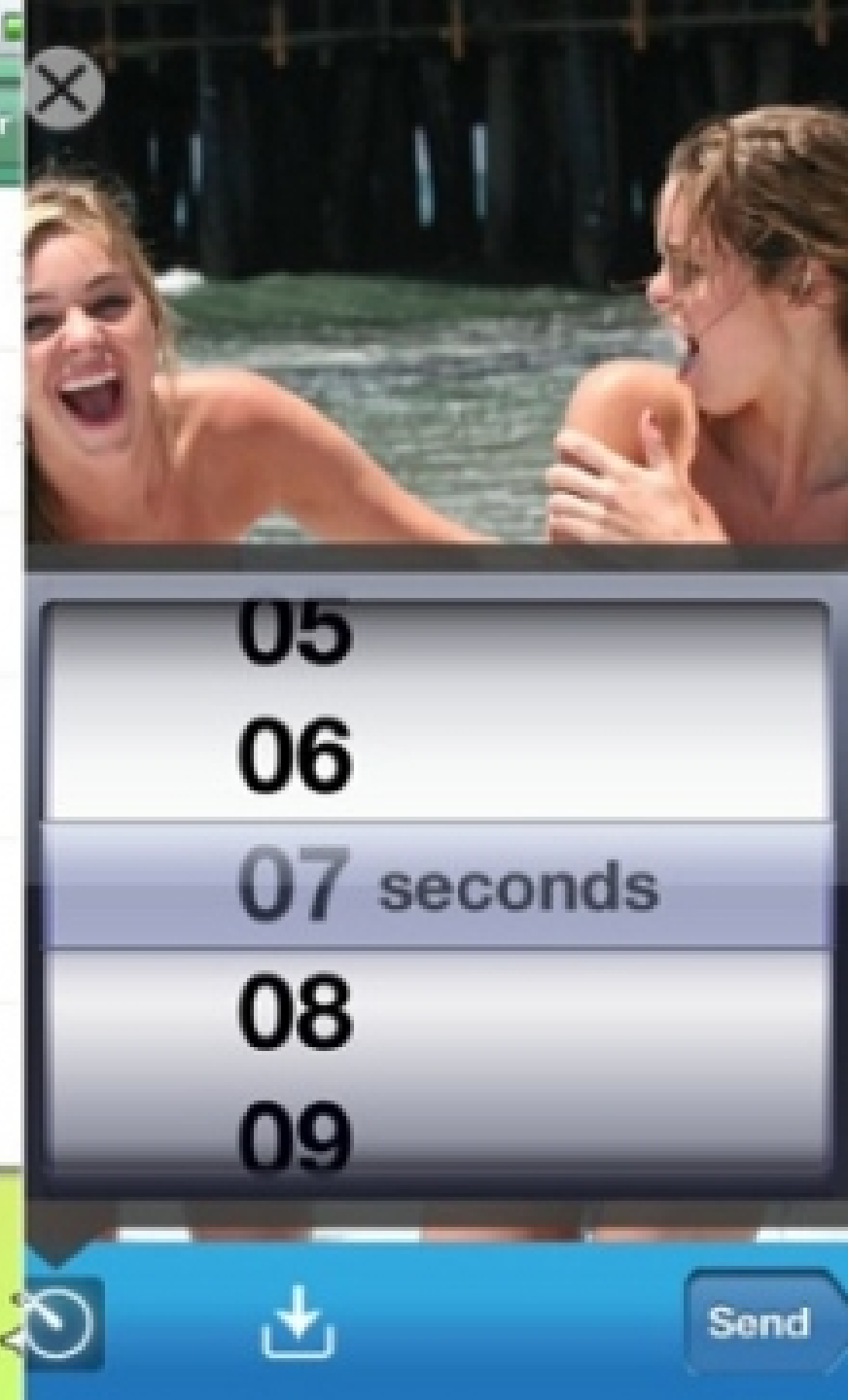
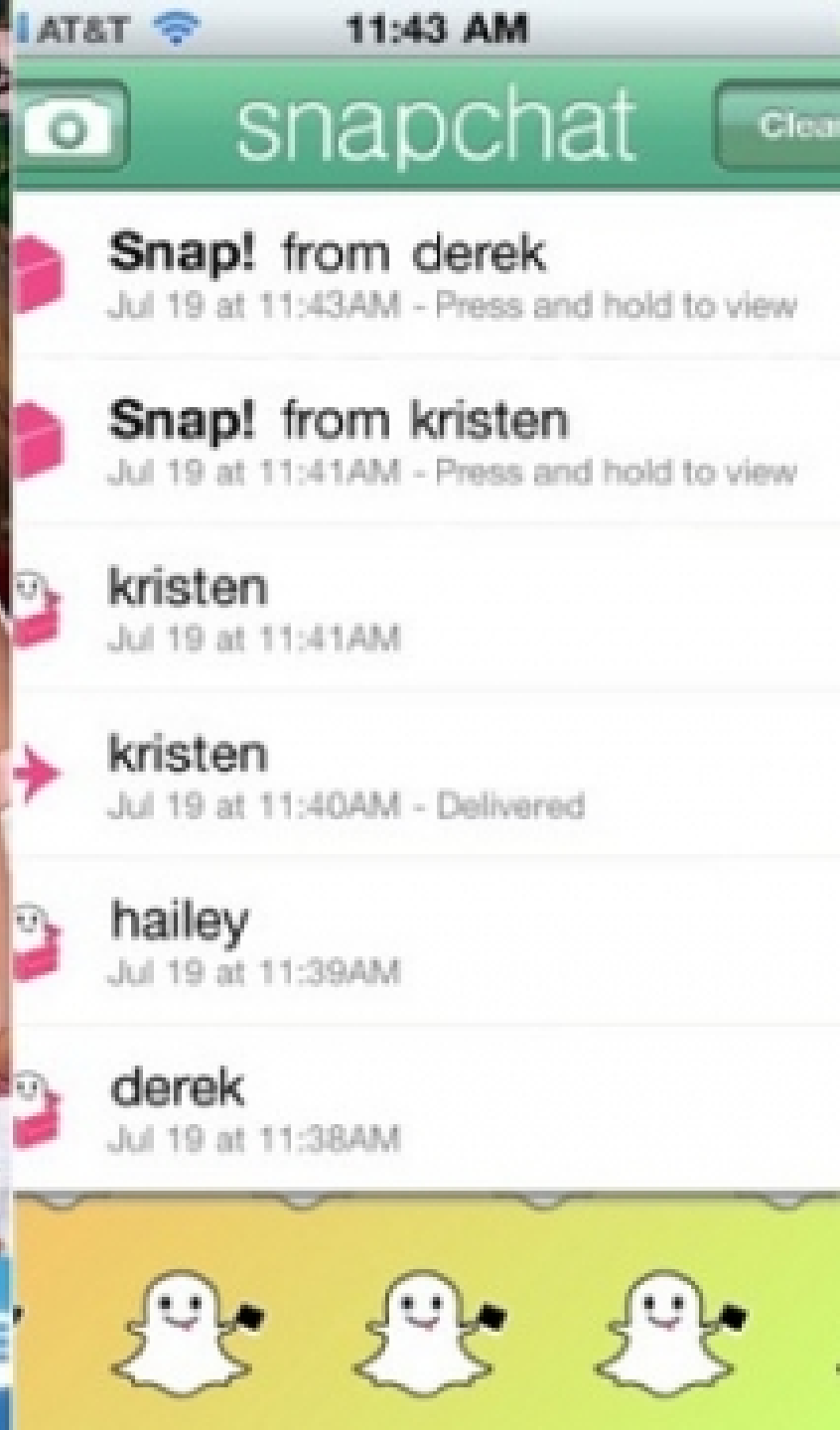


PRIVACY'S BLUEPRINT: WHY DESIGN MATTERS FOR INFORMATION TECHNOLOGIES

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Samford University's Cumberland
School of Law





Philou

2015-12-16 23:57:02





Design

THREE POINTS

1. Design matters for privacy
- 2. Privacy law should take design more seriously**
3. A design agenda should have roots in consumer protection and surveillance law

1. Design matters for privacy

Design is everywhere







Design is power



How BAD Are U???



4. Have you ever smoked marijuana (i.e. pot, weed)?

☐ Yes

☐ No

5. Have you ever "cheated" while in a relationship?

☐ Yes

☐ No

6. Have you ever driven when you were pretty sure you were over the legal blood alcohol level?

☐ Yes

☐ No



4. Have you ever smoked marijuana (i.e. pot, weed)?

- ☐ Yes
- ☐ No

5. Have you ever "cheated" while in a relationship?

- ☐ Yes
- ☐ No

6. Have you ever driven when you were pretty sure you were over the legal blood alcohol level?

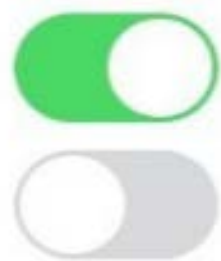
- ☐ Yes
- ☐ No

“There are no bad
technologies, only
bad users.”

2. Privacy law should take
design more seriously

Privacy law's design gap

Give people control



[Location Services](#) System Services

Compass Calibration



Find My iPad



Location-Based Alerts



Location-Based iAds



Setting Time Zone



Share My Location



Spotlight Suggestions



Wi-Fi Networking



PRODUCT IMPROVEMENT

Diagnostics & Usage



Popular Near Me

[Location Services](#) App Store

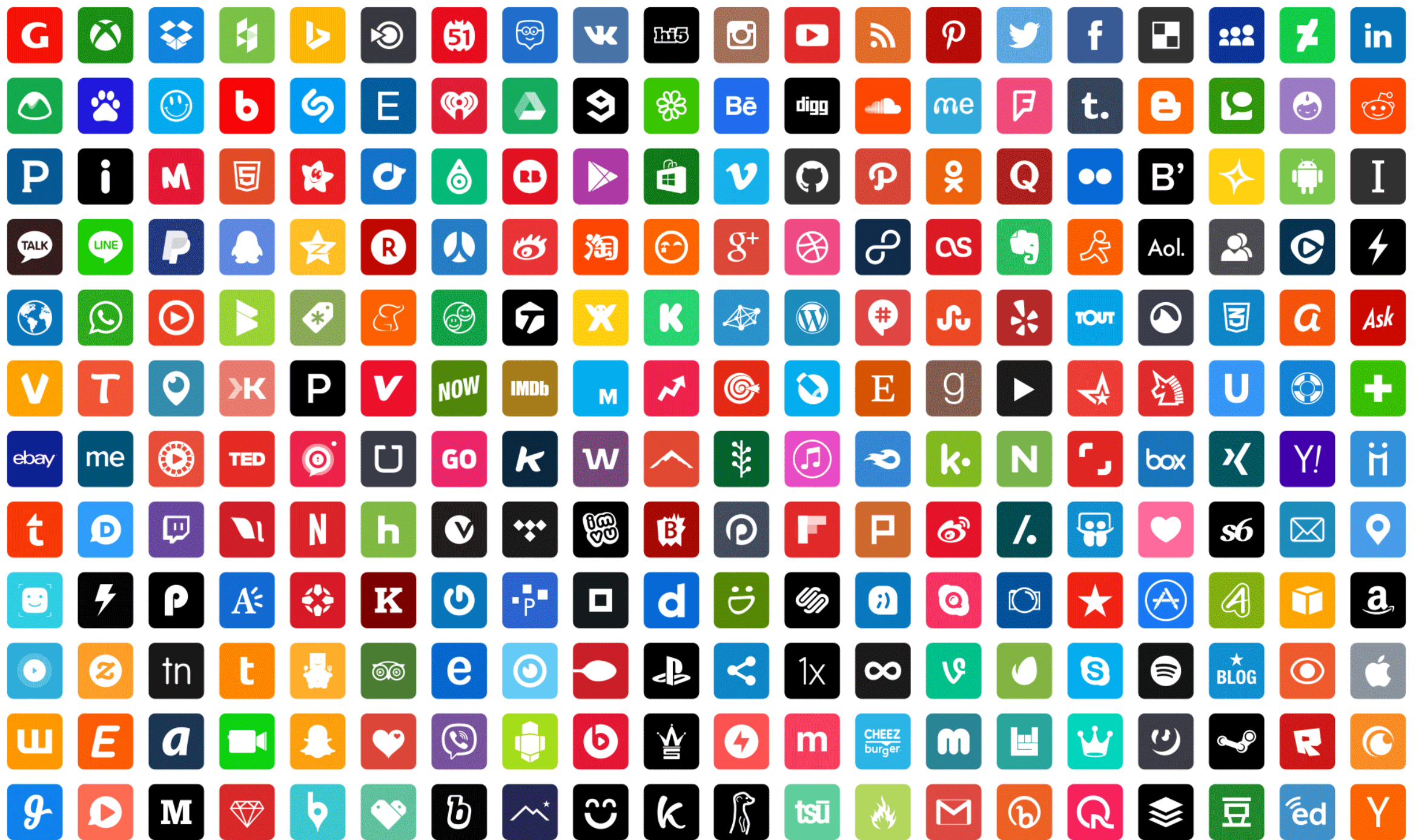
ALLOW LOCATION ACCESS

Never

While Using the App

Always 

"Always" allows "App Store" to access your location even when the app is in the background.



Do not lie

Do not harm

Privacy's Blueprint: A Theory of Privacy Law and Design

THREE PARTS OF THE BLUEPRINT

1.Values

2.Standards

3.Tools



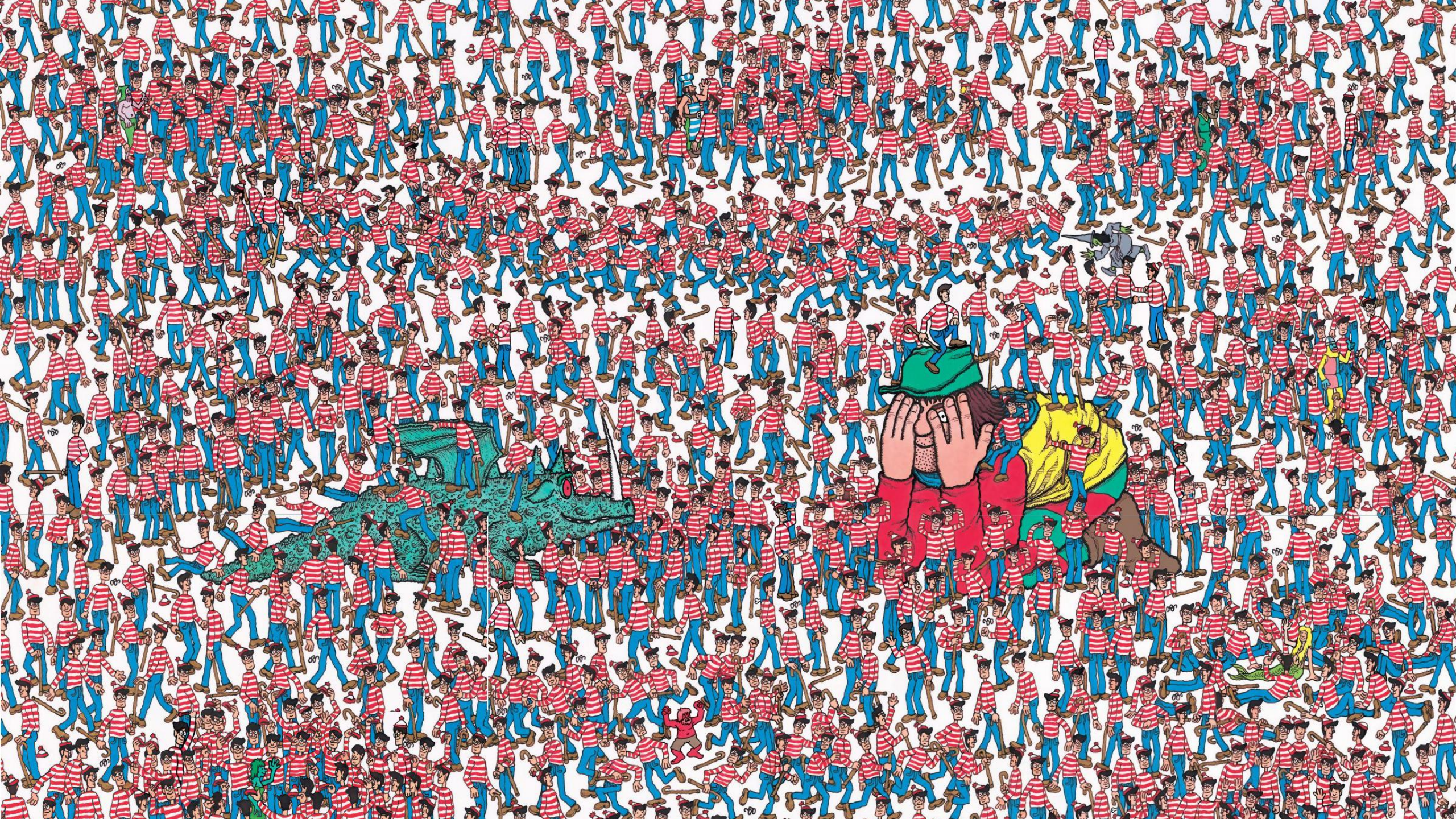
VALUES IN DESIGN

1.Trust

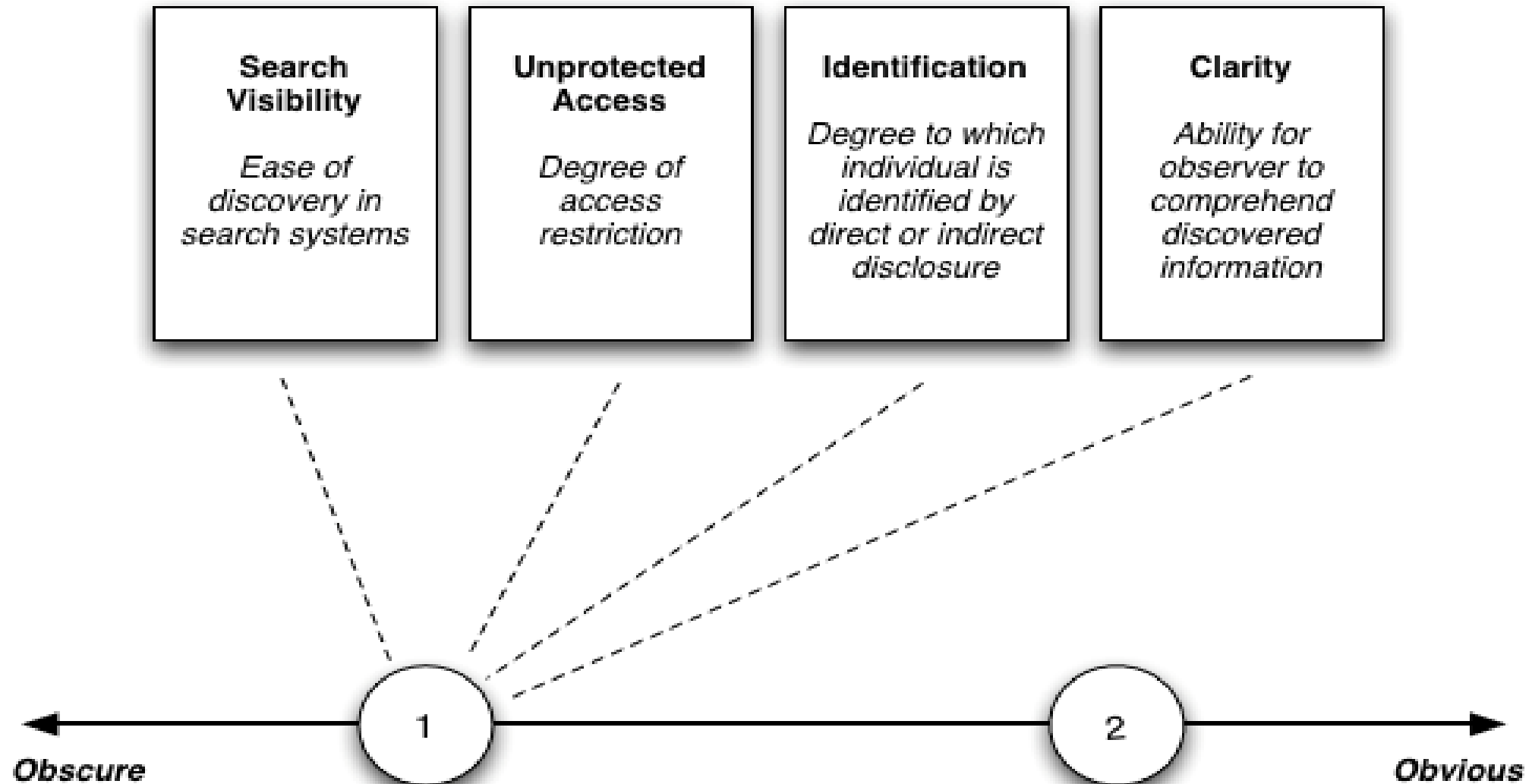
2.Obcurity

3.Autonomy

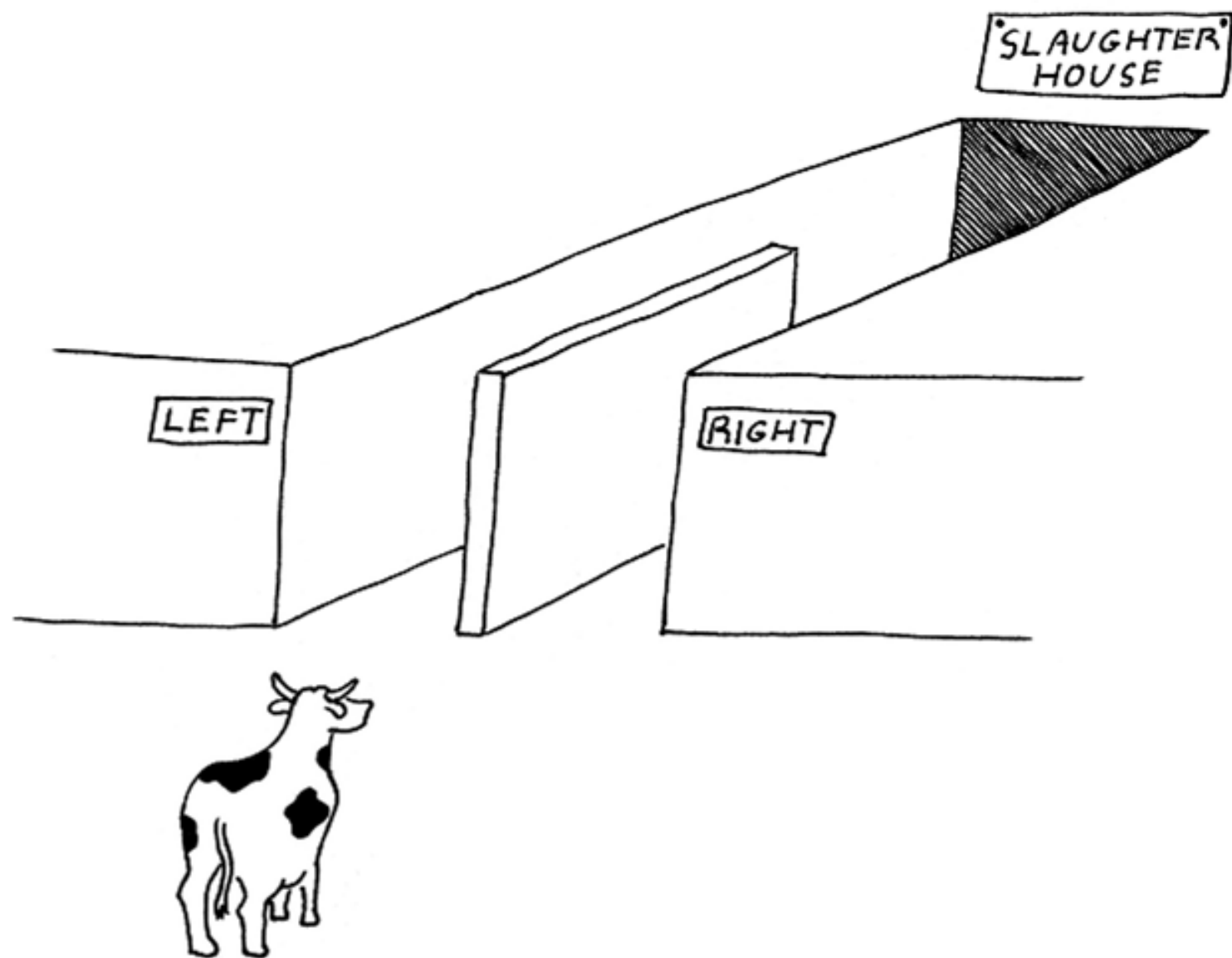




Factors Determining Online Obscurity



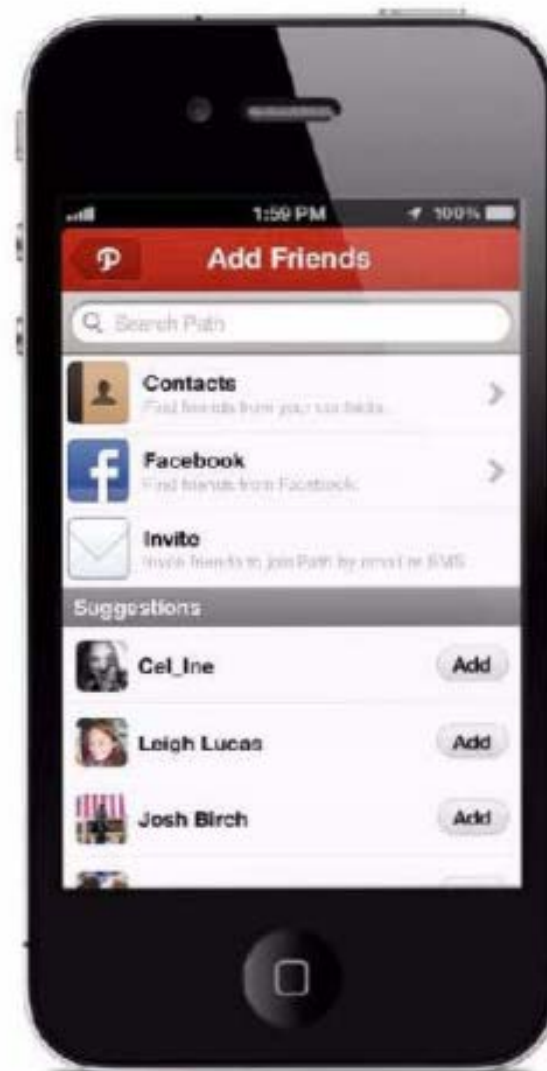
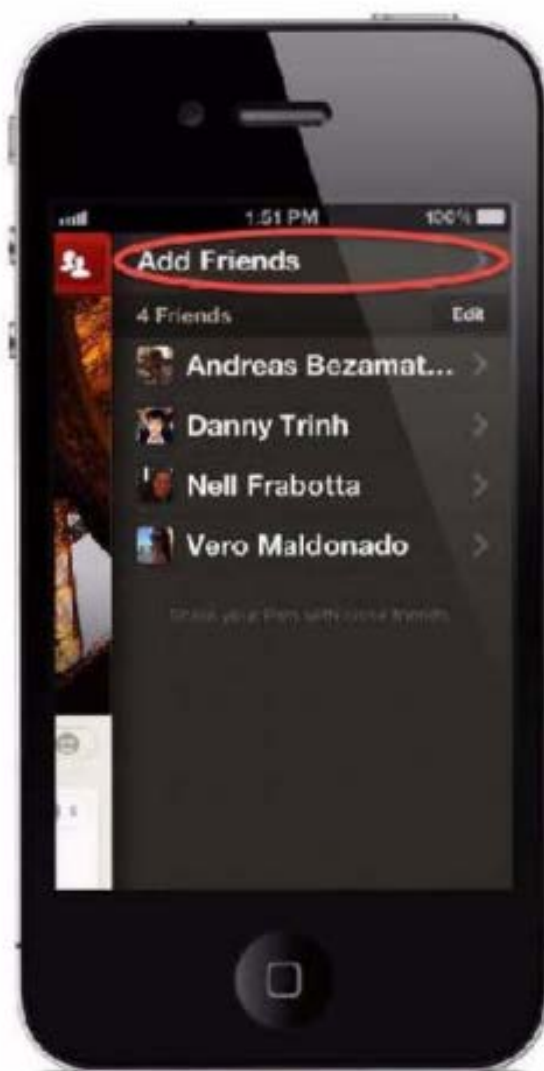
Obscurity is a continuum, where presence of these factors diminishes obscurity



3. A design agenda should
have roots in consumer
protection and surveillance law

DESIGN STANDARDS

1. Deceptive design
2. Abusive design
3. Dangerous design



Michelle's price:

Discount car rentals and more

www.hotwire.com/car/results.jsp?searchTokenId=3

Apps Pin It Add to Wish List Gmail My SFPL Login Other Bookmarks

☒ Round-trip ☐ One-way


Pick up and drop off
iad

Pick up Date
12/23/14 at 7:00am


Drop off Date
12/30/14 at 8:30am

Search

OUR LOWEST PRICE
\$38.75¹
\$15.95 per day
\$167.79 total*
Continue


Economy


\$39.65¹
\$16.95 per day
\$178.39 total*
Continue


Compact


Hotwire Hot Rate
Guaranteed car from
Alamo Enterprise Dollar Rent A Car Hertz National Thrifty
Agency is revealed immediately after you book.
And that's why you save big with Hotwire Hot Rates.

\$40.71¹
\$19.95 per day
\$204.99 total*
Continue

Midsize


\$42.42¹
\$19.95 per day
\$207.99 total*
Continue

Standard

Feedback

Can we help?
Car experts 24/7

Unknown customer's price:

Discount car rentals and more

www.hotwire.com/car/results.jsp?searchTokenId=3

Apps Pin It Add to Wish List Gmail My SFPL Login Other Bookmarks

☒ Round-trip ☐ One-way


Pick up and drop off
Washington, DC - (IAD)

Pick up Date
12/23/14 at 7:00am


Drop off Date
12/30/14 at 8:00am

Search

OUR LOWEST PRICE
\$38.75¹
\$15.95 per day
\$166.82 total*
Continue


Economy


\$39.65¹
\$16.95 per day
\$177.34 total*
Continue


Compact


Hotwire Hot Rate
Guaranteed car from
Alamo Enterprise Dollar Rent A Car Hertz National Thrifty
Agency is revealed immediately after you book.
And that's why you save big with Hotwire Hot Rates.

\$40.71¹
\$18.95 per day
\$195.88 total*
Continue

Midsize


\$42.42¹
\$18.95 per day
\$198.37 total*
Continue

Standard

Feedback

Refine your search



TOOLS

1. Soft response

2. Moderate response

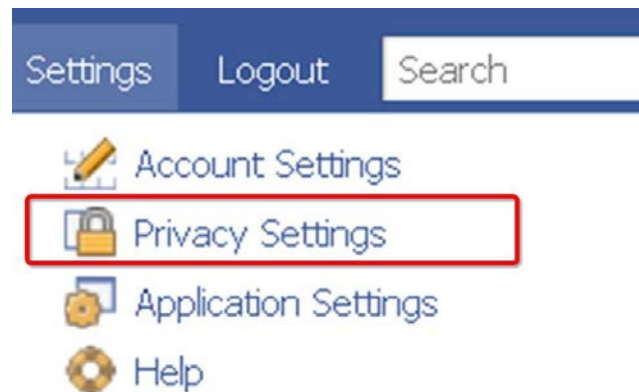
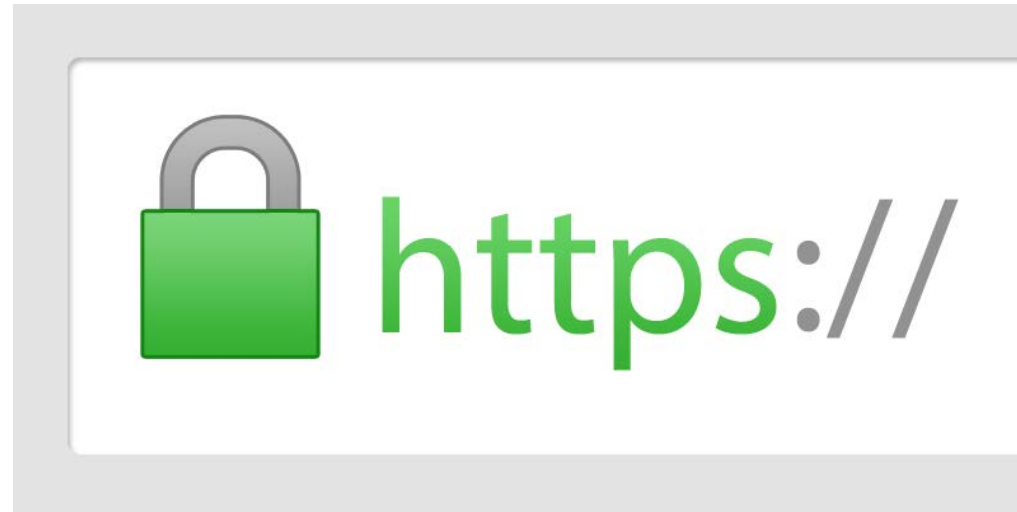
3. Robust response

NIST

**National Institute of
Standards and Technology**

U.S. Department of Commerce







Spyware

Malware

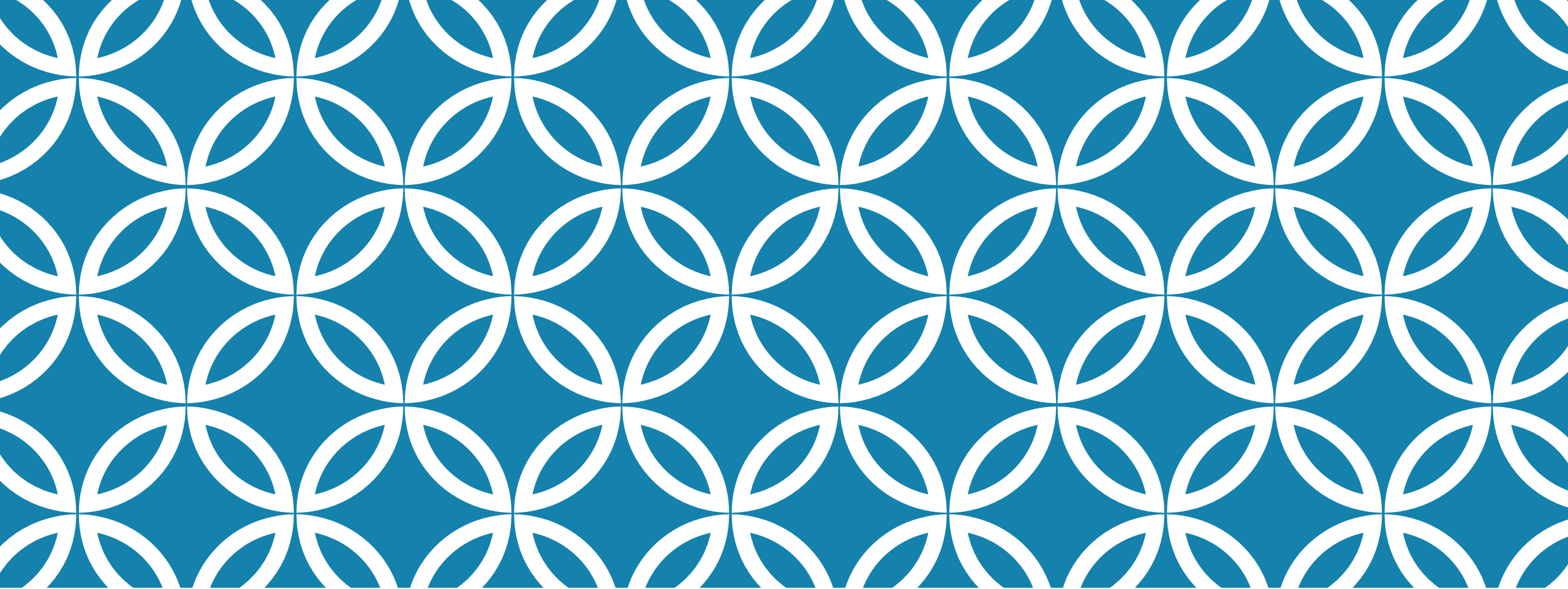
Adware

PRIVACY'S BLUEPRINT IN ACTION

1. Social media

2. Hide and seek technologies

3. The Internet of Things



THANK YOU

Twitter:

[@hartzog](#)