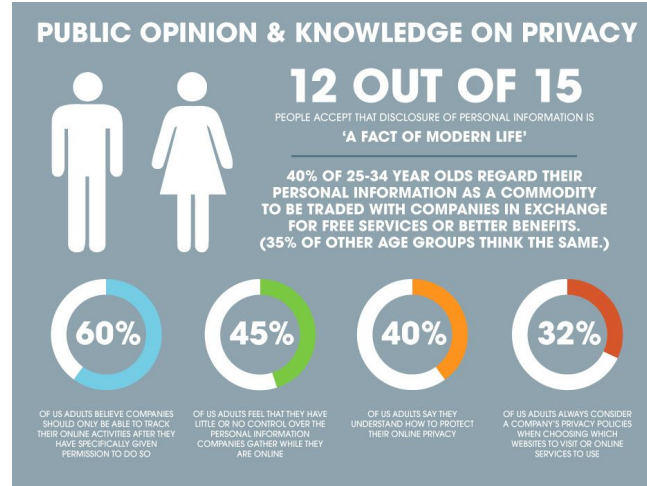


The Tricks and Trades of the Privilege or Right of Internet Privacy

Anisha Barde

Introduction

- ❖ Many people heavily rely on technology in the modern world.
- ❖ However, as technology grows, the vulnerability to serious cyber threats increases as well.
- ❖ Unfortunately, people most often prefer convenience over safety when it comes to using digital technology.
- ❖ Additionally, online services involve tracking cookies and flawed website policies which raise invasion of privacy issues.
- ❖ Users' fears of being victims to such issues as well as businesses' lack of effort—intentional or not—to address these fears motivate the research aimed at the research question.



Research Question

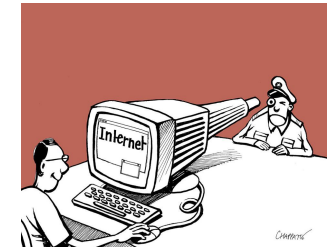
To what extent are individuals culpable for their lack of control over their Internet privacy and recognizing this culpability?

Thesis

An individual's control over their internet privacy is based on the amount of awareness they have of their privacy rights, but they are culpable for not taking advantage of known privacy protection methods.

Conceptual Framework

- ❖ The less self-control a human has—in regards to taking online risks—along with a low level of Internet privacy knowledge, the more likely they are to become a victim to Internet scams (H. Chen et al. 291).
- ❖ Some people tend to disregard the possibility of such dangers, and people decide whether to act on a problematic event based on the relevance of the event and their general emotions towards it. In other words, **whether people are fully protected from a privacy issue can depend on their reaction to the issue** (Rogers 93).
- ❖ However, companies can be equally at fault for privacy issues because **to avoid increasing privacy concerns, businesses must establish a relationship based on trust with consumers** which will reduce the possibility of fear and greed (Luo 111).
- ❖ Trust plays a large role in the way businesses communicate with and provide for their users because businesses must continue to ensure the online privacy of customers in order to thrive, but **businesses are often prioritizing their own financial gain over their customers' privacy**, causing the same issues to reappear (Luo 112)





- ❖ Determining subtopics that were specific but still easy to connect to one another
- ❖ Finding enough relevant sources to support all of the multiple possible perspectives

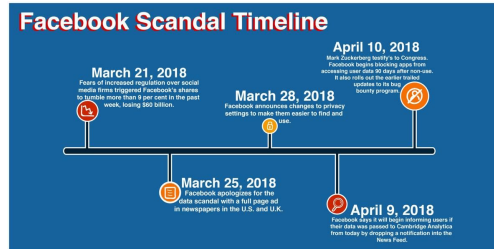


Main Case Studies

- ❖ Limits of Privacy Policies
 - Targeted advertising
 - An “advertising company [can] create a detailed profile about...browsing habits, which is then linked to his or her personal information[, and sell it] to other organizations wishing to use the information for marketing purposes” (Ekert 5).
 - Privacy Policies
 - “The vast majority of these privacy policies exceed the college reading level” (Litman-Navarro par. 6).
 - By using websites, **Internet users are agreeing to websites’ cookie policies**—explicitly stated on many sites through a banner on the bottom or top of the site—and, therefore, to the examination and the use of their information (Ekert 1).



- ❖ Misuse of Corporate Power Over Online Content
 - Cambridge Analytica scandal
 - Users were **not explicitly told** what their information would be used for, but the users also **gave their consent** for companies to access the information available to them once the users logged in (A. Chen par. 2).
 - Surveillance programs
 - These programs “**violate the Fourth Amendment’s guarantee against unreasonable search and seizure**. And they underscore the dangers of growing executive power” (Donohue par. 1).



- ❖ Control of Children’s Internet Privacy
 - Government Regulation
 - The Children’s Online Privacy Protection Act **requires website operators to clearly provide safety measures** like privacy policies for children (Crawford 1).
 - Use of the mobile application TikTok
 - “The operators of [TikTok] knew many children were using the app, but they still **failed to seek parental consent** before collecting names, email addresses, and other personal information from users under the age of 13” (Lieber par. 9).



Main Conclusions

- ❖ **Both Internet users and other parties are responsible** to a certain extent for how users’ privacy is treated.
- ❖ By creating policies, companies should be intending to minimize privacy issues.
- ❖ By agreeing to policies, users are claiming that they understand what privacy they are giving up.
- ❖ **Internet users should educate themselves more** about what is written in privacy policies and how they can change privacy settings in order to control their privacy.
- ❖ **Businesses and government agencies should modify laws and policies** so that they ensure they are clear and explicit in explaining how users’ information is affected

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