Library Privacy & Commercial Surveillance

Mike Robinson
Chair, Intellectual Freedom Committee
Alaska Library Association
http://consortiumlibrary.org/blogs/mcrobinson/
Introduction

- Online Privacy Threats
- Library Landscape
- Safeguards
Online Privacy Threats

- National security
- Law enforcement
- Criminals, hackers
- Commercial
- ISPs, employers, schools
- Peers, family
Commercial Surveillance

- Social media
- Personalization
- Mobile apps
- Activity tracking
- Data sharing
- Data mining
Library Landscape

THE FUTURE-PROOF LIBRARY

The Extinction Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2018</td>
<td>Blackberries</td>
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<tr>
<td>2019</td>
<td>Russian Democracy</td>
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<tr>
<td>2020</td>
<td>Libraries</td>
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<tr>
<td>2021</td>
<td>Copyright</td>
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<tr>
<td>2022</td>
<td>Buckets</td>
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From newer technologies to rising costs and budget cuts, public and academic libraries are facing serious challenges.

Luckily, libraries—and librarians—are meeting these challenges head on, and preparing for the technological and demographic disruptions on the horizon.

Academic Libraries

Public Libraries

Search Tools

Cost of Serials

No Space

Funding Cuts

How Many Shades of Grey?

The Digital Divide

Man's Retirement of Librarians

Retraining

Social Media

Library Bookstores

Language Programs

Information Commons

Librarian Sharing

Open Access

The extinctions of these critical technologies will require librarians to repurpose their current infrastructure and skill sets.

Availability of different types of social media networks may require librarians to publish their events and services.

Many libraries now provide “bookmobiles,” where they will deliver books to the same places on which have been donated.

78% of libraries report that their number one language priority is non-English/English.

Many libraries now offer these facilities with the help of community partners and other work spaces, study rooms, etc.

This encourages use of the library facility and resources.

Increasingly, reference librarians are assigned “shared” across multiple universities.

Liberals are also beginning to support broader open access, which will reduce many libraries costs and curb the crisis of serial publication pricing.
Library Landscape

- Modern web
- Personalization
- Ebooks & content
- Mobile
- Cloud
- Business intelligence
Safeguards for Privacy

- Privacy audit
- Privacy policies
- Library catalogs & websites
- Ebooks & econtent
Safeguards – Privacy Audit

- Survey all technologies provided by the library
- Describe current practices
- Evaluate existing policies
- Make recommendations

http://www.ala.org/advocacy/privacyconfidentiality/toolkitsprivacy/privacy
Safeguards – Privacy Policies

- Guidance ALA, FIPP, state law
- Create privacy-specific policies
- Add privacy to existing policies
- Ways to inform users and let them decide

FTC Fair Information Practice Principles (FIPP), May 2000
Threats - Catalogs & Websites

- Lack of https
- Web analytics & logfiles
- Personalization
- Social - comments, ratings, recommendations, etc
- Embedded content & scripts
Safeguards-Catalogs/Websites

- Encrypt websites & catalogs
- Piwik alternative to Google Analytics
- Default to opt-in for personalization with ability to later opt-out
- Anonymous or authenticated users for social features?
- Vet embedded content & scripts, they often share data with 3rd parties

https://letsencrypt.org/

https://www.yourdomain.com
Threats - Ebooks & Econtent

- Lack of https
- Identity management & DRM
- Vendor policies & practices about user data
- Sharing with 3rd parties
Safeguards – Ebooks/Econtent

- Libraries should make privacy a criteria when purchasing content
- Vendors should disclose their policies & practices around user data
- License agreements & contracts should address privacy issues
- Libraries should inform users of privacy implications when accessing online content

Safeguards - Awareness
Safeguards - Awareness

- Online world full of threats to privacy
- Privacy vs convenience

- Empower users to make informed choices
- Librarians are privacy experts in community
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