



Social Networking Sites: Goldmines or Minefields?

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Social Networking Sites

- 90% of young Canadians socialize online
 - Ryerson study (Levin et al, *The Next Digital Divide: Online Social Networking Privacy*, March 2008)
- Facebook
 - 124 m unique visitors in June 08 and growing
 - 40% Canadians registered (July 08)
- Many young adults admit to feeling “addicted” to online social networking
 - (Ofcom study, 2008)



Facebook - Purposes

- **Terms of Service:**
 - “Welcome to Facebook, a social utility that connects you with the people around you.”
- **About Us:**
 - “Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.”
- **Privacy Policy:**
 - “We built Facebook to make it easy to share information with your friends and people around you....”



Facebook - Purposes

- “... We understand you may not want everyone in the world to have the information you share on Facebook; that is why we give you control of your information. Our default privacy settings limit the information displayed in your profile to your networks and other reasonable community limitations that we tell you about.”

Information Posted

- Ryerson study (Levin et al, March 2008)
 - >2000 undergrad students surveyed
 - 76% - photo of self
 - 74% - hometown
 - 69% - high school
 - 69% - full real name
 - 67% - group photo including me
 - 61% - interests/hobbies
 - 60% - relationship status
 - 59% - favourite music, books, movies
 - 39% - dating interests
 - 31% - employer
 - 21% - political preferences
 - 14% - telephone number

User Behaviour

- responding to peer pressure
 - Goal = social popularity
- “twittering”
- high comfort level with communicating and posting online
- testing out different personas
 - Info not necessarily accurate

Polly Lawbraker

Wall

Info



Click on a profile section below to edit it.

Done Editing

Upload a Profile Picture

Take a webcam picture

[Edit My Profile](#)

Write something about yourself.

Information

Networks:
 Toronto, ON

Birthday:
 July 1, 1976

Friends 1 friend [See All](#)

Find people you know

Mimi
Palmer**▼ Basic Information**

Sex: Female

 Show my sex in my profile

Birthday: Jul 1 1976

Show my full birthday in my profile.

Hometown:

Relationship Status:

 Interested in: Men
 Women

 Looking for: Friendship
 Dating
 A Relationship
 Networking
Political Views: Religious Views:

Save Changes

Cancel

▶ Personal Information**▶ Contact Information****▶ Education and Work**

Advertise

The Double Diet System

Shocking results seen when you combine the two new diets being talked about on TV shows. See for yourself the results and be amazed.



Win Gift Cards

Chat with other Young and the Restless fans as you watch on TV. Test your Young and the Restless IQ with tvClickr!

[More Ads](#)

Polly Lawbraker

Wall Info +



Click on a profile section below to edit it.

Done Editing

Basic Information

Personal Information

Activities:

Interests:

Favorite Music:

Favorite TV Shows:

Favorite Movies:

Favorite Books:

Advertise

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Friends

1 friend See All

Find people you know



Mimi Palmer

Polly Lawbraker

Wall Info +

Update Status Share Link Add Photos Add Video Write Note

What are you doing right now?

Post

Upload a Profile Picture

Take a webcam picture

Edit My Profile

Write something about yourself.

Information

Networks:
Toronto, ON
Birthday:
July 1, 1976

Friends

1 friend See All

Find people you know



Mimi Palmer

All Posts Posts by Polly Posts by Others Settings

Nov 10

- Polly is now friends with Mimi Palmer. 3:51pm - Comment
- Polly joined the Toronto, ON network. 3:30pm - Comment
- Polly edited Education Info in her profile. 3:30pm - Comment
- Polly joined Facebook. 3:26pm

Advertise

Dr Oz's Diet Secrets



Read how everyday women lose weight with Dr. Oz's dieting secret. Feel better about yourself and get healthy.



Rachael's New Diet



Read how everyday people are losing weight with Rachael Ray and her new diet program.



More Ads

[Settings](#) [Networks](#) [Notifications](#) [Mobile](#) [Language](#)

You are in one network.

Toronto, ON

You have [one friend](#) in Toronto, ON.
There are [1,321,044 people](#) in the Toronto, ON network.

Join a Network

Leave Toronto, ON Network

If you leave the Toronto, ON network, you will no longer be able to see people from there. You will also be removed from all groups and events you have joined and created on that network. Are you sure you want to leave the Toronto, ON network?

Leave Network

Cancel

Advertise

Mortgages over \$500k?



We will not be beat on mortgages over \$500k. Super special! 5 yr. fixed 5.39%. Call us today, for your free consultation. 416-466-5858



Cosmetic imaging



Modify your picture to witness the results you could achieve with cosmetic procedures.






















[More Ads](#)

Basic Contact Information

Control who can see your profile and related information. Visit the [Applications page](#) in order to change settings for applications.

See how a friend sees your profile:

Profile	 My Networks and Friends 	[?]
Basic Info	 My Networks and Friends 	[?]
Personal Info	 My Networks and Friends 	[?]
Status Updates	 My Networks and Friends 	[?]
Photos Tagged of You	 My Networks and Friends 	[?]
Videos Tagged of You	 My Networks and Friends 	[?]
Friends	 My Networks and Friends 	[?]
Wall Posts	<input checked="" type="checkbox"/> Friends may post to my Wall [?]  My Networks and Friends 	
Education Info	 My Networks and Friends 	[?]
Work Info	 My Networks and Friends  <div style="border: 1px solid #ccc; padding: 2px;"><p>My Networks and Friends</p><p>Friends of Friends</p><p>Only Friends</p><p>Customize...</p></div> <div style="margin-top: 5px;">Save Changes Cancel</div>	[?]

Search Discovery

Use this setting below to control who on Facebook can find you through search. Your Friends will always be able to find you.

Search Visibility

Everyone

- Everyone
- My Networks and Friends of Friends
- My Networks and Friends
- Friends of Friends
- Only Friends
- Customize...

Search Result Content

Use these checkboxes to control what people can see about you after finding you in search.

People who can see me in search can see:

- My profile picture
- My friend list
- A link to add me as a friend
- A link to send me a message

Public Search Listing

Use this setting to control whether your search result is available outside of Facebook.

- Create a [public search listing](#) for me and submit it for search engine indexing ([see preview](#))











Please note that minors do not have public search listings.

Save Changes


Cancel

Actions visible to friends:

Stories are published when you edit your profile information, join a new network, or update your Status. Also publish stories when you...

-  Remove Profile Info
-  Write on a Friend's Wall
-  Comment on a Note
-  Comment on a Photo
-  Comment on a Video
-  Comment on a Posted Item
-  Post on a Discussion Board
-  Add a Friend
-  Remove Relationship Status
-  Leave a Network

Stories can be shown in your Chat conversations.

-  Show stories in Chat

Your Wall can show the time stories were posted.

Note: times are always shown on Wall posts and Status Updates.

- Show times in my Wall

Save Changes

Cancel

Stories will **never** be published about:

- Pokes
- Messages
- Whose profile you view
- Whose photos you view
- Whose notes you read
- Groups and Events you decline to join
- People you reject as friends
- People you remove from your friends
- Notes and photos you delete



Use of Privacy Controls

- Facebook:
 - 30-40% of users adjust defaults
 - “other sites don’t have that level...[of users viewing and adjusting privacy defaults]”
 - Mozelle Thompson, Facebook
- Ofcom study (UK, 2008):
 - 41% kids, 44% adults left settings “wide open” (accessible by anyone)
- Vault.com study
 - only 57% of SNS users with profiles use privacy controls

User Awareness

- Ryerson study:
 - online socializers are often oblivious of the risks to which they are exposing themselves
 - “young Canadians have a unique perception of *network privacy*, according to which personal information is considered private as long as it is limited to their social network”



Informed consent?

PIPA - consent

- Deemed:
 - if person “**voluntarily** provides the information **to the organization for that purpose**”, and
 - “reasonable that a person would voluntarily provide that information” (Alta); or
 - “purpose would be considered obvious to a reasonable person (B.C.)

PIPA - consent

- Valid opt-out:
 - Notice of collection/use/disclosure for disclosed purposes
 - Reasonable opportunity to decline
 - No opt-out by individual
 - Reasonable approach, having regard to sensitivity of data



Public Availability?



Public Availability

- Exception to consent requirement:
 - if “the publication is **available to the public**”
and
 - Alta: if “reasonable to assume that the individual ...provided the information”
 - PIPEDA: “where the individual has provided the information”



Inappropriate Uses?

Reasonableness Test



- applies regardless of consent
 - PIPEDA + BC PIPA:
 - “only for purposes that a reasonable person would consider appropriate in the circumstances”
 - Alta PIPA:
 - only for reasonable purposes + only to extent reasonable for meeting the purposes for which the info is collected/used/disclosed



The Way Forward?

- User Beware:
 - Educate/warn users, especially children
 - Parents
 - Schools
 - Social Networking Sites
 - Privacy Commissioners
- User-Determined Terms of Use?

The Way Forward?

- Social Networking Site policies:
 - Default settings to full privacy
 - Clear Notices/Warnings re: potential uses
 - Block searching of young people
 - Limit third party access to profiles of children
 - Allow pseudonyms
 - Allow easy deletion of profiles

The Way Forward?

- Clear legal limits re: kids' data (PIAC, 2008)
 - <13 yrs: no collection/use/disclosure (SNS prohibited)
 - 13-15 yrs: limited access profiles + parental consent required
 - 16-17 yrs: parental consent re: targeted advertising on SNS
 - destruction of data at age 18, unless explicit consent to continued collection/use/disclosure

The Way Forward?

- Employer Policies / Codes of Ethics
 - be up front re: policies & practices + expectations of employee online behaviour
 - don't actively seek info from SNS for recruitment and selection purposes without explicit consent from the individual
 - never use fake identities/pretexting to access data
 - don't monitor employee activities online
 - limit such investigation to situations warranting it (e.g., where employer's reputation is at stake)



Thank you

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