WHAT IS MEDIA PRIVACY?

- The general security of content used online, and how it is used
- Can take the form of text, videos, images and social media OR login information, browsing history, and demographic information
- Informational versus social privacy
- Security and feeling of security depend on how much a user trusts a site and its policies
WHY SHOULD WE BE CONCERNED?

- Sites could use personal pictures and posts for promotional materials without permission
- Data sold to analysts and advertisers to create more directed ads towards a population
- Obscure privacy policies allow users’ private or close socially-geared content to be seen by a wider audience
- Data breaches by larger companies result in financial loss and identity theft
APPROACH: PRIVACY AS SOLE RESPONSIBILITY

- Common view with older generations
- Centers around the belief that anything will stay on the internet, forever
- It is only the users’ responsibility to keep their information secure
- Those who subscribe to this belief are less likely to use social media, or the internet
- Commonly seen with low internet and privacy literacy
**APPROACH: RIGHT TO BE FORGOTTEN**

- Proposed in the European Union in 2006
- Supports right for individuals to control their content, and content about them
- Requires files and content to be removed from requested websites, and occasionally search engines like google
- Notoriously hard to enforce
- Detractors say that it could pave the way towards internet censorship on behalf of politicians
APPROACH: PRIVACY AS SHARED RESPONSIBILITY

- A compromise between having the ability to delete any information or none
- Views online security like a flu vaccine
- Relies on the community to report untrustworthy sites and business practices
- Users function as an antivirus for the internet
SO WHAT SHOULD WE DO?

- How do you view your own online presence and privacy?
- How do you think a “right to be forgotten” would be received in the United States? Would it be effective?
- Are there generational differences that might contribute to alternative understandings of privacy and security measures? Do you see these in your own life?
- What are some common factors that might compromise our online security?
- Do you think that privacy is really an issue in our daily lives?
- What do you believe is an effective way to manage this issue?


