Question 1....

Describe the heart of the chapter in two (or three) words

Question 2...

The authors' analogy was to "footprints" and "fingerprints"...

What's the difference?

Can you give a few examples of each?
Digital Tracks Everywhere... examples

Footprints (“data trails we leave intentionally”)
- Pictures posted to social networking websites
- Tax records, phone bills, financial transactions, ...
- Customer loyalty cards
- Car tracking - GPS in rental cars, data recorders in all cars, toll speed-pass

Fingerprints (“data trails of which we are unaware or unconscious”)
- Metadata in pictures (GPS, camera serial number, etc.)
- Printouts from color laser printers
- Web browsing or search history
- An additional one: POSTNET printed on US mail for routing

Views toward privacy

Scott McNealy, (CEO of Sun at the time):
"You have zero privacy anyway. Get over it."

Are there generational differences?
Does that come from age, or culture change?

Privacy drastically different from 50 years ago.
How did this happen?
How do you boil a frog?
(This anecdote apparently isn't true... just so you know)

What privacy do you give up in "I Agree" buttons?

What about at UNCG? By using UNCG resources (Blackboard, E-mail, etc.):

No University employee, student or any other user shall have any expectation of privacy in the material or information sent or received using any portion of the University information system infrastructure, information systems, or systems containing University information assets. For security, legal, investigative, policy compliance, quality of service, and infrastructure maintenance purposes, authorized employees within ITS, and those University employees outside ITS with responsibilities necessitating access, may monitor information system and infrastructure activity and/or content, in the course of discharging their duties.

Source: UNCG Policy on “Acceptable Use of Computing and Electronic Resources” http://policy.uncg.edu/acceptable_use/
From student comments

Several students (> 5) were surprised about EDRs in cars
● And a few had gotten tickets from photos!

Interest in RFID (on following slides)

Several mentions of NSA
● Classified documents revealed by Snowden
● Show massive data collection effort
● Where to store all this data?
  ○ See the new $2 billion NSA Utah data center!
  ○ Estimated storage: > 1 exabyte (1,000,000 terabytes)
  ○ Sucking up data for later analysis
  ○ Are they “collecting” data? (of course…)

Several students interested in RFID

Electronic tags that can easily be made unique (unique serial numbers)
○ Great for tracking!

Extremely low cost

Passive tags don’t require a battery

Shipping containers, library books, individual products,

In clothing tags...

In Passports...

Bad guys could read RFID passports at 217 feet, maybe a lot more

In School IDs

From wired.com: