

Ebb and Flow:

Navigating Online Social Networks

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Presentation Outline

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 - a. IPC Brochure: When Online Gets Out of Line
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Online Social Networks

- A social network service uses software to build online networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others and sharing their own;
- Most services are primarily web-based and provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, etc.;
- The main types of social networking services are those which contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages), and recommender systems linked to trust.





How is the IPC involved?

Jurisdiction

Technology





Privacy Issues

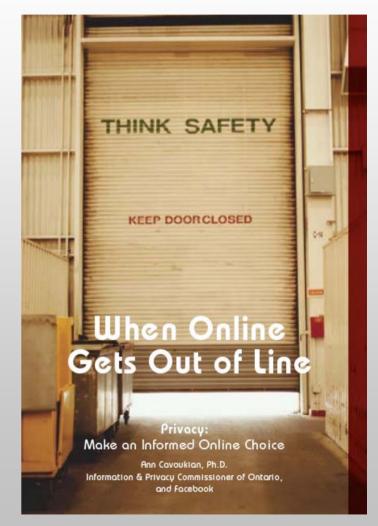
- Privacy notice
- Privacy settings
- Sharing of information
- Third-party applications
- Deleting your profile
- Cyber-bullying
- Identity theft





IPC Brochure: When Online Gets Out of Line

- University and high school students need to consider all the potential implications before posting personal information to online social networking sites;
- It is important that students take the time to make informed choices about the site they use, the information they post and those with whom they choose to share their information;
- Going on "automatic pilot" online is a bad idea.







IPC Facebook Tipsheet How to Protect Your Privacy on Facebook

- When you sign up as a user of Facebook, the default settings allow all other Facebook users to find you in searches;
- By default, your name and thumbnail profile picture can also be found on public search engines. Facebook has selected these settings based on what it believes most users want, but you can always change them to restrict access to your information, as you see fit.



How to Protect your Privacy on Facebook

When you sign up as a user of Facebook, the default settings allow all other Facebook users to find you in searches. However, only those you have confirmed as friends or who share a network with you have access to your full profile. By default, your name and thumbnail profile picture can also be found on public search engines. Facebook has selected these settings based on what it believes most users want, but you can always change them to restrict access to your information, as you see fir. Therefore, you can change the default settings to restrict access to your profile. Under the current setting, only your friends, their friends and the people on your networks can see your profile. If you download Facebook Platform third-party applications into your profile, some of your information may be shared (see section on Applications below). It is important to explore these default settings, to adjust the privacy settings to that with which you are conformable.

It's easy to change the default settings. Once you sign in, click on "privacy" on the top-right side of the screen or the bottom-right side, or visit http://pacebook.com/privacy. The Privacy Overview menu has four categories in which you can determine the degree of privacy you would like. You can click on each heading to access the page on which you can make your changes. Privacy settings can be customized to exclude or include specific friends or lists of friends. Creating these lists is done in the Friends section of the site by clicking on the Make a New List button and following the step-by-step instructions.

Profile: This page contains two tabs, each with numerous individual controls for who can see aspects of your profile. On the Basic tab are controls for your entire profile, and individual features of your profile. Basic Information (which includes Gender, Birthday, Hometown, Political and Religious Views, and Relationship Stanss), Personal Information (which includes your Interests, Activities, Favorites and your About Me section), photos and videos tagged of you, status updates, online status, friends, wall, education and work information. On the Contact Information tab, you can tailor permissions for IM Screen Name, Mobile Phone, Land Phone, Current Address, Website and Email Address (if in fact you provided these details for your profile).

 To limit viewing of Profile information to only your Facebook friends, select "All Friends" in each dropdown menu. If you wish to limit viewing to certain segregated lists of friends that you can set up on your main Friends page, or just to individual friends, or to exclude certain individuals and networks, choose "Customize" in the drop-down menus and adjust the settings accordingly.

Search: You can control which Facebook users can find you in searches and what appears in your search listing within the site; more importantly, you can control whether you are searchable by anyone on public search engines. Within Facebook, you can restrict which networks have access to your profile in searches and what actions people can take with your search results, such as contacting you or adding you as a friend.

- To be searchable only by your Facebook friends, select "All Friends" in the Search Visibility drop-down menu and leave the first set of checkboxes below the drop-down menu blank.
- To avoid being searchable on public search engines, when you have selected "Everyone" in the dropdown menu simply uncheck the box next to "Create a public search listing for me."

News Feed and Mini-Feed: This page has three tabs. On the "Actions Within Facebook" tab, you can control what actions show up automatically in your Mini-Feed and your friends' News Feeds.

"Uncheck" any actions that you do not want your friends to know about automatically, such as when
you make a comment on a posted item or add a friend.

On the "Actions on External Websites" tab, you can opt out of having your activity on external websites of certain partner organizations posted to your Facebook profile's Mini-Feed, where it may also appear on your friends' News Feeds. This is a feature known as Facebook Beacon; there are numerous partner websites including Epicurious, Typepad, Blockbuster, etc.



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IPC Facebook Video

- Issues covered in this video include weak privacy controls, the intrinsic risks involved in using them and some of the protections students should be aware of when posting their personal information online, such as being able to control access to one's profile and being able to block access to specific information.
- This video can be viewed at www.ipc.on.ca or for a free copy, please email our office at publicat@ipc.on.ca.







IPC Experiences with Facebook

- Beacon
- Friending feature (adding friends of friends)
- False profile of Toronto city councillor





Current Initiatives to Protect Youth Online

- WiredKids
- PrevNet
- Media Awareness Network
- Dr. Faye Mishna, University of Toronto, Faculty of Social Work





WiredKids







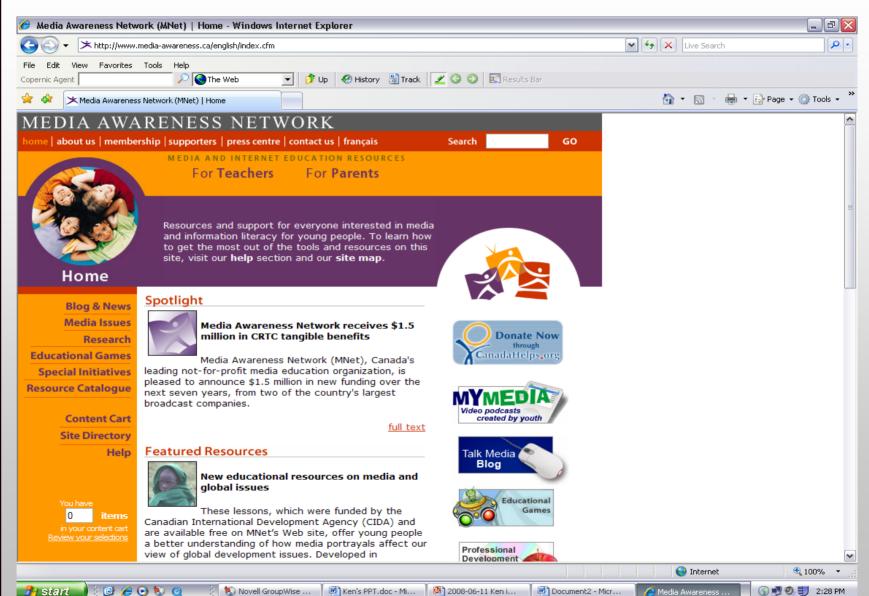
PrevNet







Media Awareness Network







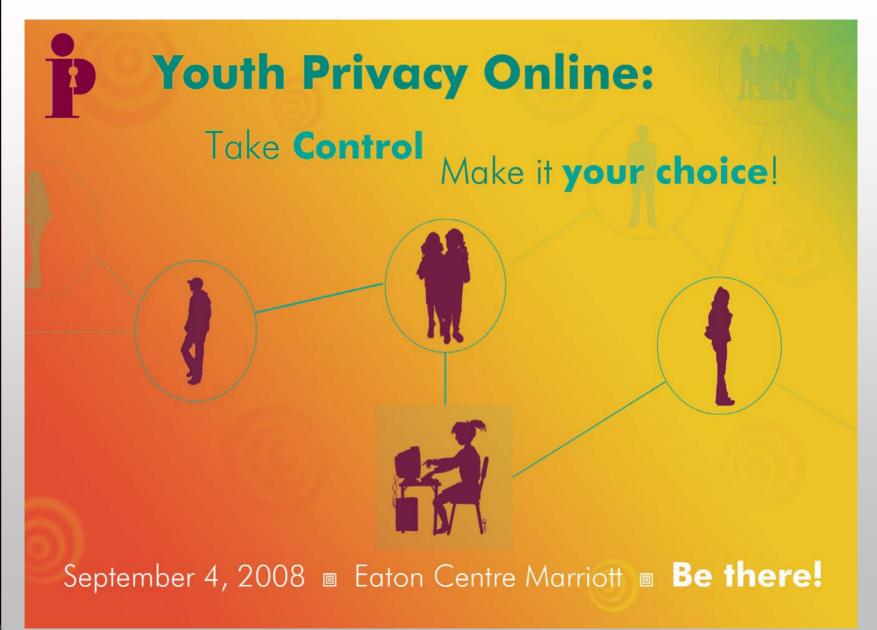
Canadian Privacy Commissioners' Joint Statement

- **June 5, 2008** the issue of children's online privacy was on the agenda at a meeting of provincial privacy commissioners in Regina. At the meeting, the commissioners agreed on a joint resolution to work toward increasing awareness of how the Internet and privacy don't necessarily mix;
- The commissioners agreed that children need better protection against personal and commercial exploitation online in addition to being educated and protected from online predation, cyber stalking and cyber bullying;
- One of the steps the website <u>www.youthprivacy.ca</u> is run by the federal privacy commissioner;
- The commissioners came to the agreement that all of their respective offices need to work with Internet companies to improve their privacy policies so that everyone can understand what their personal information is going to be used for.





IPC Event: Youth Privacy Online







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