TRANSPARENT LIVES: SURVEILLANCE IN CANADA, AND WHY WE SHOULD CARE

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Transparent Lives: Surveillance in Canada

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Athabasca University Press, 2014
Harvard did not disclose the names of the classes that were monitored, and the students whose images were captured had not yet been notified as of Wednesday afternoon.

By Matt Rocheleau | Globe Correspondent  November 05, 2014
Monitoring through online learning systems:
Student activity logs
SOCIAL MEDIA EMPLOYMENT SCREENING
Protecting employers and job candidates through compliant social media background checks.

Social Intelligence provides employers with the knowledge and tools necessary to gain all the benefits of using social media for employment screening while reducing the legal exposure of conducting social media searches internally. Social media screening enables employers to gain a deeper insight into both professional and personal characteristics of potential employees, identifying negative behaviors and activities to safeguard the organization as well as uncover positive attributes of candidates.

Social Intelligence Hiring navigates the complex landscape of social media and provides employers with clear, consistent, and insightful results. Using a combination of automated research and manual, multi-tier analyst review, Social Intelligence generates FCRA, EEOC, and state law compliant reports based on employer-defined criteria that preserve fair and consistent hiring practices.

Human Resources Dashboard

SOCIAL MEDIA EMPLOYMENT SCREENING

CONTACT US

FAQs

SOCIAL MEDIA EMPLOYMENT SCREENING

COMPLIANCE

PROCESS

CASE STUDIES

LATEST NEWS

ISO – ISO ClaimSearch Leverages Cutting Edge Screening Techniques to Locate Self-Reported Social Media Postings

CNBC – Welcome to the Reputation Economy
UDiligence™

UDiligence is the industry-leading social network monitoring service that helps collegiate athletic departments protect against damaging posts made by student-athletes. Coaches, compliance officers and the student-athletes all receive alert emails whenever a troublesome post occurs, so staff can address the issue before it becomes a bigger problem for the student-athlete and the athletic department.

Contact: INFO@UDILIGENCE.COM   (800) 514-5534 ext 5
Ucas sells access to student data for phone and drinks firms' marketing

University admissions service, which reaches million students in market 'worth £15bn', defends £12m advertiser revenue

Lucy Ward
The Guardian, Wednesday 12 March 2014 20.09 GMT
Jump to comments (481)
Privacy Fears Over Student Data Tracking Lead to InBloom's Shutdown

By Olga Kharif | May 01, 2014
Student Suspended for Refusing to Wear RFID Chip Returns to School
How Target Knew a High School Girl Was Pregnant Before Her Parents Did

By Keith Wagstaff @kwagstaff | Feb. 17, 2012 | 1 Comment
WHAT DO WE MEAN BY SURVEILLANCE?

- “surveiller” – to watch over

- “close observation, especially of a suspected spy or criminal” (Oxford dictionary)

- “any collection and processing of personal data, whether identifiable or not, for the purposes of influencing or managing those whose data have been garnered” (David Lyon, 1984)

- “The collection and analysis of information about populations in order to govern their activity” (Haggerty and Ericson, 2006)

- “the coding of information relevant to the administration of subject populations, plus their direct supervision by officials and administrators of all sorts” (Anthony Giddens, 1984).

- “any systematic focus on personal information in order to influence, manage, entitle or control those whose information is collected” (Transparent Lives, 2014)
DRIVERS OF SURVEILLANCE

• Technological developments
• Personal-information economy
• Risk management
• National security
• Public perceptions
• Legal reforms
EMERGING TRENDS

1. Expanding Surveillance
2. Securitization and Surveillance
3. The Blurring of Sectors
4. The Growing Ambiguity of Personal Information
5. Mobile and Location-based Surveillance
6. Globalizing Surveillance
7. Embedded within Environments
8. Going Biometric
9. Watching by the People
EXPANSION OF SURVEILLANCE
FROM THE ATYPICAL TO THE ROUTINE
## "BIG" DATA

### Data inflation

<table>
<thead>
<tr>
<th>Unit</th>
<th>Size</th>
<th>What it means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bit (b)</td>
<td>1 or 0</td>
<td>Short for &quot;binary digit&quot;, after the binary code (1 or 0) computers use to store and process data</td>
</tr>
<tr>
<td>Byte (B)</td>
<td>8 bits</td>
<td>Enough information to create an English letter or number in computer code. It is the basic unit of computing</td>
</tr>
<tr>
<td>Kilobyte (KB)</td>
<td>1,000, or $2^{10}$, bytes</td>
<td>From &quot;thousand&quot; in Greek. One page of typed text is 2KB</td>
</tr>
<tr>
<td>Megabyte (MB)</td>
<td>1,000KB; $2^{20}$ bytes</td>
<td>From &quot;large&quot; in Greek. The complete works of Shakespeare total 5MB. A typical pop song is about 4MB</td>
</tr>
<tr>
<td>Gigabyte (GB)</td>
<td>1,000MB; $2^{30}$ bytes</td>
<td>From &quot;giant&quot; in Greek. A two-hour film can be compressed into 1-2GB</td>
</tr>
<tr>
<td>Terabyte (TB)</td>
<td>1,000GB; $2^{40}$ bytes</td>
<td>From &quot;monster&quot; in Greek. All the catalogued books in America’s Library of Congress total 15TB</td>
</tr>
<tr>
<td>Petabyte (PB)</td>
<td>1,000TB; $2^{50}$ bytes</td>
<td>All letters delivered by America’s postal service this year will amount to around 5PB. Google processes around 1PB every hour</td>
</tr>
<tr>
<td>Exabyte (EB)</td>
<td>1,000PB; $2^{60}$ bytes</td>
<td>Equivalent to 10 billion copies of The Economist</td>
</tr>
<tr>
<td>Zettabyte (ZB)</td>
<td>1,000EB; $2^{70}$ bytes</td>
<td>The total amount of information in existence this year is forecast to be around 1.2ZB</td>
</tr>
<tr>
<td>Yottabyte (YB)</td>
<td>1,000ZB; $2^{80}$ bytes</td>
<td>Currently too big to imagine</td>
</tr>
</tbody>
</table>

*Source: The Economist*

The prefixes are set by an intergovernmental group, the International Bureau of Weights and Measures. Yotta and Zetta were added in 1991; terms for larger amounts have yet to be established.
More and more issues and objects defined in “security terms” or “securitized.” Securitization aims to understand who securitizes (securitizing actor), on what issues (threats), for whom (referent object), why, with what results and under what conditions (Ole Waever)

“The Risk Society”: The distinction between the advantaged and the disadvantaged rests not on the distribution of “goods” but on the ability to avoid “bads” (Ulrich Beck)
THE BLURRING OF SECTORS

“Public” Data for “Private” Purposes
“Private” Data for “Public” Purposes
AMBIGUITY OF PERSONAL INFORMATION: FROM PERSONALLY IDENTIFIED TO PERSONALLY IDENTIFIABLE

• Identification and Authentication

• Identification and Re-Identification

• User-Generated Content
MOBILITY AND LOCATION

- Continuous versus Sporadic Geo-Location
- Geo-relational, geo-social and geo-informational identity
- Internal v. external Geo-location
This foursquare-based tool helps you see where nearby girls are checking in, and shows you what they look like and how to get in touch! You can also search for guys or see who's hanging out at a particular place.
GLOBALIZING SURVEILLANCE

- Global corporations
- Global technologies
- Global practices
- Global standards?
- Global attitudes?
EMBEDDED SURVEILLANCE

- The Internet of things
- Embedded sensors
- Wearable Computing
- RFID chips
BIOMETRICS: SURVEILLANCE AND THE BODY

• “The body is the password”: facial recognition, iris scanning, fingerprints, hand geometry, full body scanning

• Embedded chips
SOCIAL SURVEILLANCE
WATCHING BY THE PEOPLE: FROM THEM TO US
PEER-TO-PEER SURVEILLANCE

- Cheapness and availability of surveillance technology
- Social media and user-generated data
- Citizen vigilantes
- The “fun” of surveillance
RISKS TO PRIVACY

- Cyber-stalking
- Cyber-bullying
- Reputational Damage
- Identity Theft
- Commercial Exploitation

(from www.cippic.ca)
Cyberstalking Awareness Group

*Join this group and help SUPPORT the awareness of Cyber-harassment for yourself and the people you care about.

If you are being targeted and harassed by someone via the internet, you don't have to be a victim anymore. While these types of "cyberstalking" may seem unlikely, some of us know first hand how difficult it can be to deal with someone who has too much time on their hands and a personal vendetta.

Florida Statute 784.048 defines cyberstalking as "engaging in a course of conduct to... (read more)"
Stop Cyberbullying is on Facebook
Sign up for Facebook to connect with Stop Cyberbullying.

Stop Cyberbullying

StopCyberbullying.org offers abundant resources to help both children and parents better understand cyberbullying and its prevention.

what’s the law?
Telling the difference between flaming, cyber-bullying and harassment and cyberstalking (a guide for law enforcement) it’s not always easy to tell these apart, except for serious cases of cyberstalking, when you “know it when you see it.” And the only difference between “cyberbullying” and cyber...

May 22, 2008 at 3:27pm · Like · Comment

Leifur Egilsson, Sarah Brett, Nick Capener and 20 others like this.

View all 46 comments

Stop Cyberbullying

take action
Take a stand against cyberbullying Education can help considerably in preventing and dealing with the consequences of cyberbullying. The first place to begin an education campaign is with the kids and teens themselves...

May 22, 2008 at 3:25pm · Like · Comment
Recognize and Tag using the best technology around
Raising awareness about over-sharing

Check out our guest blog post on the CDT website.

Check your own Twitter timeline for checkIns

Are you curious if people can see your checkins? Enter your Twitter username and find out.

Your Twitter username

Find!

Online privacy

Hi there, all we can say is wow. The amount of attention we’re getting is amazing. It’s great to see that the website has been picked up by so many awesome blogs, news providers and people out there, who got our point perfectly:

- Mashable
- The Next Web
- TechCrunch
- Slashdot
- On Locational Privacy, and How to Avoid Losing it Forever
- Over-sharing and Location Awareness

More Info

Home
Why

Made Possible By

Foursquare
Twitter
@boyvanarmstel
@frankgroeneveld
@barryborsboom
Facebook Ad Targeting Methods

- **Demographic**
- **Psychographic**
- **Geographic**
DO YOU HAVE A CHOICE?

SOMETIMES, BUT YOU HAVE TO READ THE PRIVACY POLICIES CAREFULLY
# Choose Your Privacy Settings

## Connecting on Facebook
Control basic information your friends will use to find you on Facebook. [View Settings](#)

## Sharing on Facebook
These settings control who can see what you share.

<table>
<thead>
<tr>
<th>Everyone</th>
<th>Friends of Friends</th>
<th>Friends Only</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Your status, photos, and posts</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Bio and favorite quotations</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Family and relationships</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Photos and videos you’re tagged in</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Religious and political views</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Birthday</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Permission to comment on your posts</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Places you check in to [x]</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td><strong>Contact information</strong></td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
</tbody>
</table>

- Share a tagged post with friends of the friend I tag

[Customize settings](#)  
[Apply These Settings](#)

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### Applications and Websites
[Edit your settings](#) for using applications, games and websites.

### Block Lists
[Edit your lists](#) of blocked people and applications.

### Controlling How You Share
[Learn more](#) about your privacy on Facebook.
Additional Controls

**Recommended settings**

We offer a group of recommended settings as a default. You can think of "Everyone," "Friends of Friends" and "Friends Only" as big buckets containing different groups of information. With our recommended settings, your information is distributed across all three buckets. "Everyone" contains status updates and information that people may want to share with a larger audience. "Friends of Friends" includes photos and videos of you, which are often relevant to friends of your friends. "Friends Only" includes all of your contact information and things that are only relevant to people you interact with directly.
SO WHAT DO WE MEAN BY PRIVACY?

• “A State in which one is not observed or disturbed by other people” (Oxford English Dictionary)

• The “right to be let alone” (Warren and Brandeis, 1890)

• “Privacy is the claim of individuals, groups or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.” (Westin, 1967)

• “Our concern over our accessibility to others: the extent to which we are known to others, the extent to which others have physical access to us, and the extent to which we are the subject of others attention (Gavison, 1980)

• “Privacy is the interest that individuals have in sustaining a 'personal space', free from interference by other people and organizations.” (Roger Clarke, 2006)

• Privacy as “contextual integrity” (Nissenbaum, 2009)
WHAT CAN BE DONE?

- Law
- Self-regulation
- Activism
- Technological protections
- Media / political pressure
FEDERAL PUBLIC SECTOR

FEDERAL PRIVATE SECTOR

PROVINCIAL PUBLIC SECTOR

PROVINCIAL PRIVATE SECTOR

Colin Bennett,
The Politics of Surveillance
WHAT CAN YOU DO?

• WATCH HOW YOU STORE YOUR PASSWORDS – AND PERHAPS USE A PASSWORD MANAGER

• CHECK YOUR PRIVACY SETTINGS REGULARLY IF YOU USE SOCIAL MEDIA

• TURN ON PRIVATE BROWSING IN YOUR BROWSER

• BE WARY OF INCLUDING BIRTH DATE, MOTHER’S MAIDEN NAME OR ANY OTHER INFORMATION ROUTINELY USED AS SECURITY IDENTIFIERS

• THINK TWICE ABOUT REVEALING YOUR LOCATION ONLINE

• AVOID POSTING YOUR E-MAIL ADDRESS WHICH CAN BE HARVESTED BY SPAMMERS

• MARK JUNK MAIL AND BE AWARE OF NEW CANADIAN ANTI-SPAM LEGISLATION

• DON’T OPEN SUSPICIOUS MESSAGES THAT ASK YOU FOR IDENTIFIERS (PHISHING)

• USE A SECOND, OR THIRD, MORE DISPOSABLE E-MAIL ADDRESS WHICH CAN BE DISCARDED WITHOUT NOTIFYING CONTACTS
THANK YOU VERY MUCH –
and No, I don’t have a Facebook Page!

www.colinbennett.ca