



## Wrap Up

As a society, if we want to continue to have privacy in the future, then we must take active, conscious steps to protect it now.

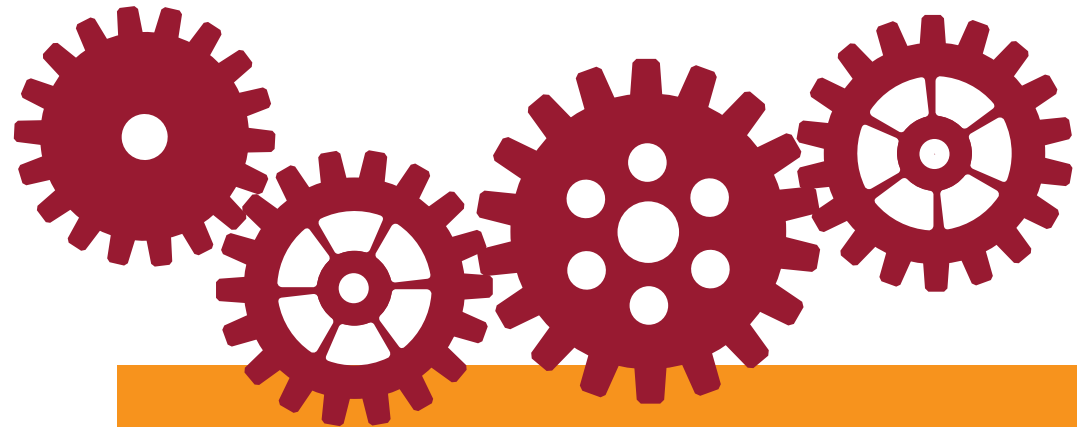
As individuals, that means taking responsibility for adjusting our own privacy settings, and for being careful about how, when, why, and with whom we share our personal information. Privacy is all about having control over your own personal information — keep that control in your own hands!

In the long-term, however, we must all consider the role we have to play in building a society that reflects our values by supporting — or creating — tools, technologies, processes, and other things that are aligned with those values. This is as true for privacy as it is for other values like fairness, equality, and justice.



## Extra! Extra! Spotlight on: *Privacy by Design*

*Privacy by Design* is the new international standard in privacy protection.



This exercise will help students develop an understanding of how design can reflect values, and give them the opportunity to consider how privacy — an important social value — can be designed into the technologies, processes, and physical spaces that surround them.

Students should have already been introduced to the concept and definition of privacy before approaching this exercise.

The activity described here can be done as a class, in small groups, or as an individual writing assignment. Everything needed to complete the activity is provided here.

# Context

“Design” relates to our ability to mould our environments to suit our physical, emotional, and spiritual needs.

**Design is all around us. For example:**

- Chefs *design* menus.
- The social committee *designs* a theme for the school dance.
- Nike *designs* running shoes.
- Landscapers *design* gardens.
- Honda employs people who *design* cars.
- Apple *designs* iPhones.



The process of designing something involves understanding the needs of the people who will be using that thing, and making choices about how best to meet as many of those needs as possible.

**How we approach design choices often reflects our personal or societal values. And those choices have consequences.**

For example, an architect may choose to design a majestic staircase as the only entry point into a new public library, hoping to convey a sense of grandeur. That staircase, however, may make it difficult for seniors, people in wheelchairs, and people pushing strollers to enter the building and use the library.

In this case, we might say that while the new library may be beautiful, it is not well-designed, because it doesn't consider users' needs very carefully and is out of step with the values of the public library system.

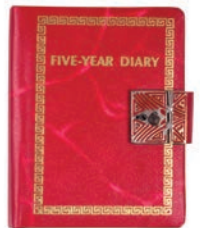
# Privacy by Design

*Privacy by Design* refers to the idea of building privacy directly into the design of things that people use. That means that privacy is not added on as an afterthought — it is part of how a thing is designed to work, right from the outset.

Although *Privacy by Design* is becoming more popular, many things are still designed with little regard for privacy. In some cases, privacy may be added on later, if users express concern about it.

A simple example of *Privacy by Design* is a personal diary with a lock on it, which lets you control who can see your personal information. The manufacturers considered the need for privacy right from the beginning, when they were designing the diary.

If your diary does not have a built-in lock, then you may have to take other steps to protect it from your friends and family, like locking it in a drawer or putting it in a special hiding spot. In that case, privacy is an afterthought — something you have to add later on, to better meet your needs.



**Some key characteristics of *Privacy by Design*:**

- Minimize the amount of personal information that is collected and used (for example, by allowing people not to use their full names, or by not collecting more personal information than is strictly necessary for the system to work);
- Make privacy the default (automatic) setting for how a thing operates;
- Do not sacrifice privacy for other values, like security, but instead find ways to “have it all” — preserving privacy while still providing security and other features.



# Extra! Extra!

Spotlight on: *Privacy by Design*  
Activity



# Privacy can be designed into all kinds of things, including physical spaces, processes, and technologies.

Pretend you are a privacy expert, and have been asked to provide advice on the following scenarios:

1. A new pharmacist has taken over the local pharmacy, and wants to help the people in the community take better care of themselves by offering personalized, practical health advice. But people feel uncomfortable talking about their health problems in the store, where other customers can hear them.



**What can you do to respond to their concerns?**

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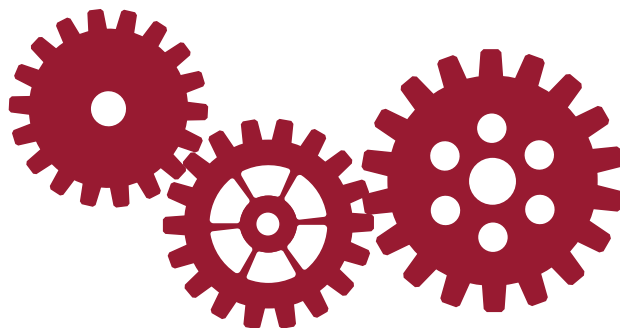
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2. The students at Sunny Day High School want to get their exam results as fast as possible, but are hard to track down during exam period when classes are not running. The school is thinking about posting names and exam results on a list outside the principal's office within 24 hours of the exam.



**How could the school achieve the same result while doing a better job of protecting student privacy?**

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3. Over the years, Facebook's privacy policies have evolved. **Based on how Facebook currently works, what are some things that you would do to improve its privacy features?**



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