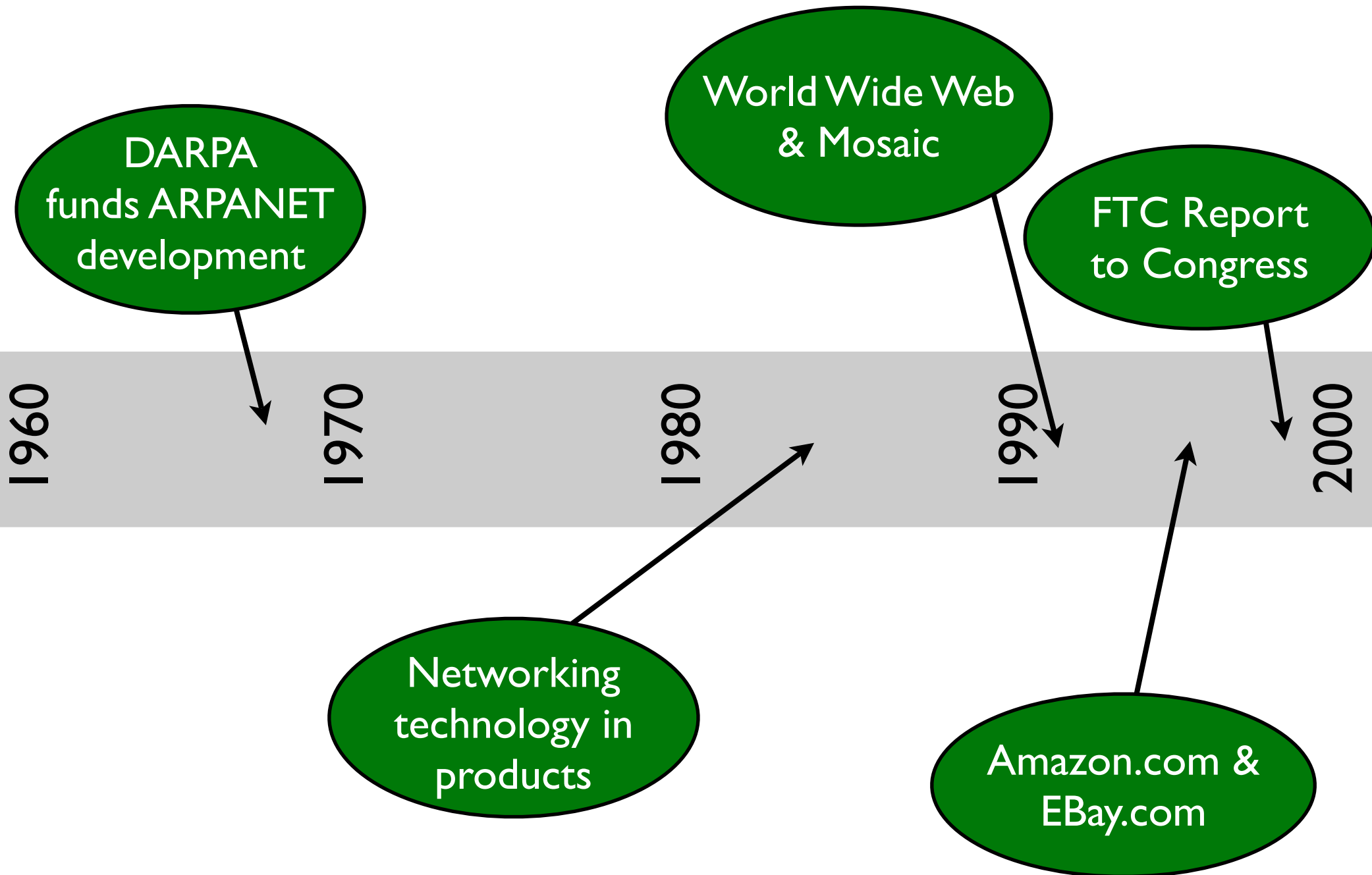


Corporate Privacy Policies... online

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Brief History



Growth Trends

Early 1997*	December 1997*	Early 2000**
51 million adults online	58 million adults online	100 million adults online
37 million users <i>shopped</i> for product information	10 million users <i>purchased</i> product information	\$7 billion spent online

Business Week 1998	Our Survey (2005)
78% of Internet users would use the web more if privacy concerns were mitigated	91% concerned about privacy while online

Privacy Survey

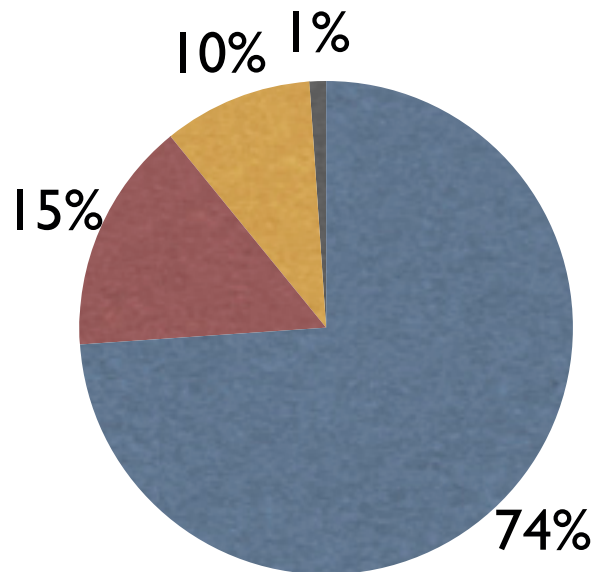
Understand of the privacy concerns of those in the Stanford community and compare new data to the 1998 Business Week survey.

- Online form-based survey
- 92 Stanford affiliates (students, alumni, staff, and friends)
- Questions about experiences online and opinions of online privacy
- What measures do users take to protect their privacy online?

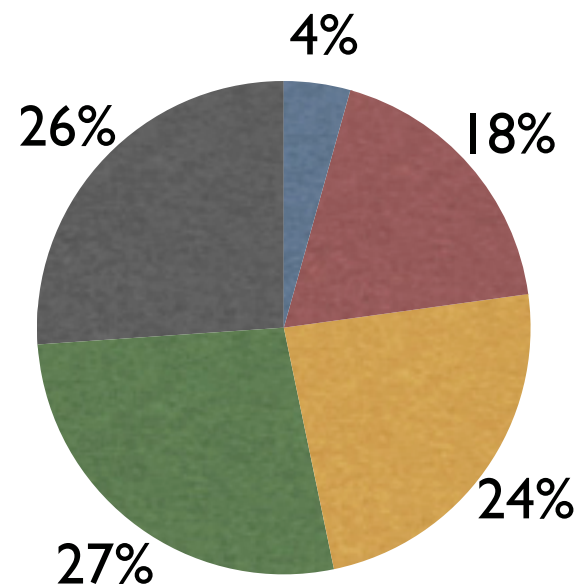
Privacy Survey: Results

What percentage of the time do you...

... read privacy policies



... omit personal information

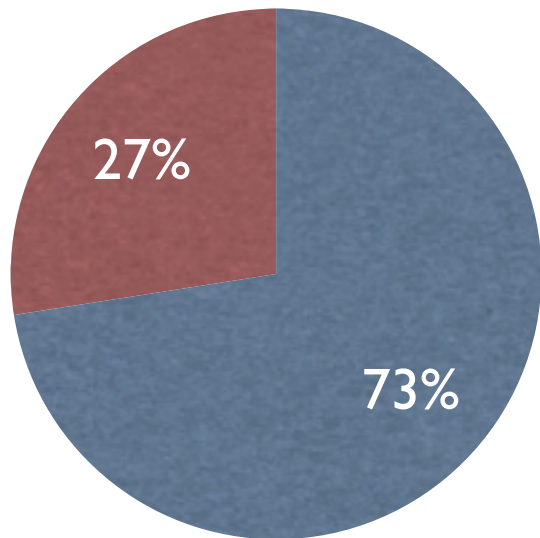


0-20 20-40 40-60 60-80 80-100

Privacy Survey: Results

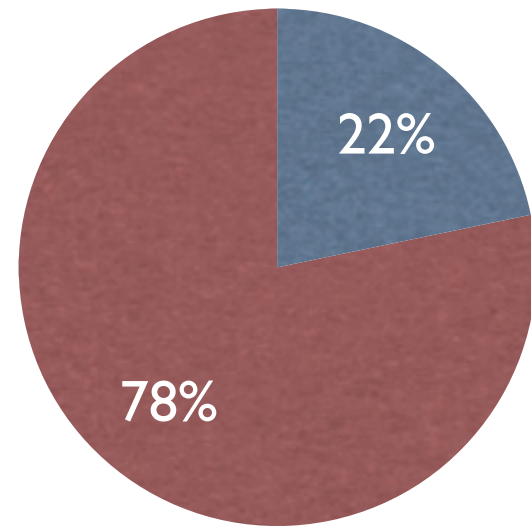
Has there been a circumstance when...

... you have falsified information



● Yes

... your information has been misused

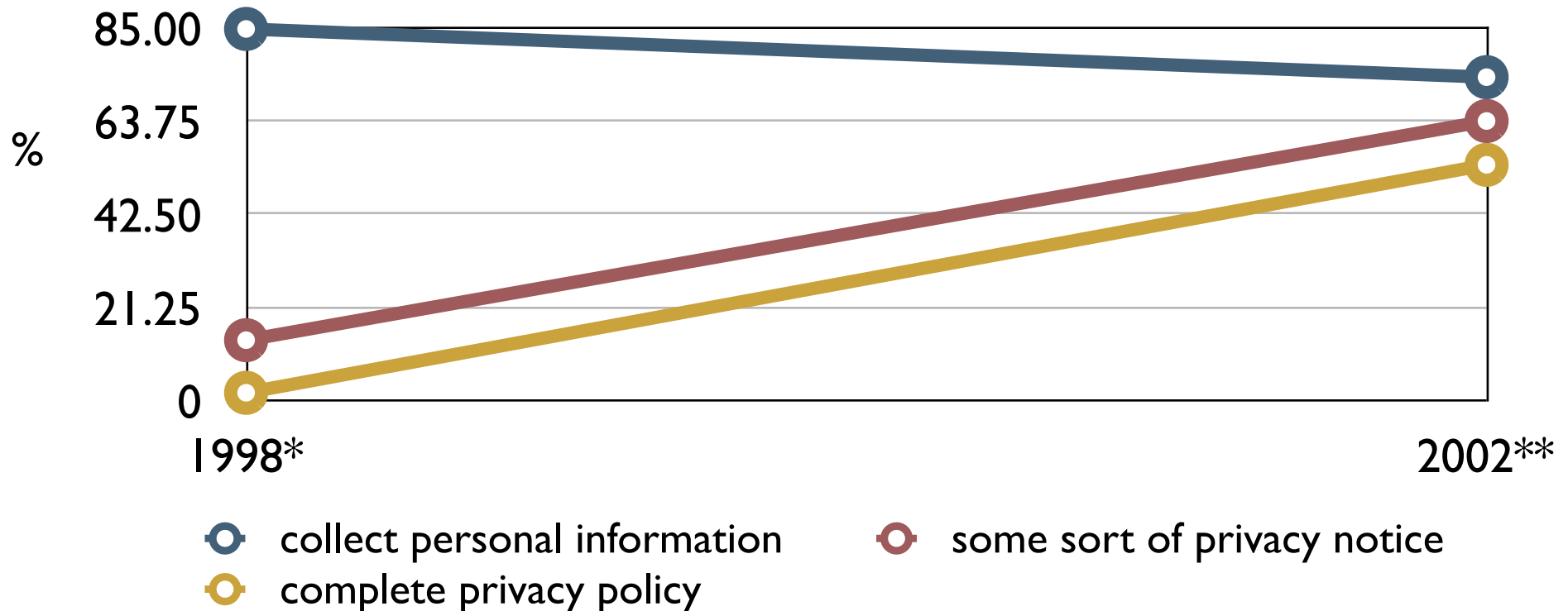


● No

Current Policies

“Consumers need to be given *notice* of an entity's information practices”
- Federal Trade Commission

- Only way to learn about what information site collects
- Privacy Policy Existence trend (data from two different studies):



* FTC report to Congress.

**Progress and Freedom Foundation.

Current Policies

Policies must be accessible to the average Internet user

- 2004 study* reveals -- 64 privacy policies studied:
 - 6% required a high school education or lower (28.3% of Internet population)
 - 54% required the equivalent of 14 years of education (43.4 % of Internet population)
 - 13% required a postgraduate education (14.6% of the Internet Population)

* Jensen and Potts.

Legislation

Currently, there are no regulations or industry standards regarding corporate privacy policies in general.

Existing Legislation:

- HIPAA
- GLBA
- COPPA
- OPPIA

Other Regulatory Agencies:



Ethical Concerns

- *Should* users be concerned about privacy online?
- *Should* corporations take measures to protect user's private information?
- *Should* privacy policies be made accessible both via language and placement on web sites?
- *Should* corporations be permitted to change their privacy policies at any time?

Future Directions

You have zero privacy. Get over it.
-- Scott McNealy

- Data is public anyway
- Convenience of Internet will outweigh privacy concerns
- Market will resolve privacy issues

Privacy can exist. But without incentive, it won't be respected.

- Current privacy regulation is ineffective
- Solution must be desirable to corporations *and* users
- Legislation may help to encourage such a solution.

Thank You!

<http://www.stanford.edu/~jblack/privacy>