Data Regulations: How your data is being used by whom

I. Introduction
   A. Names
   B. Topic Overview - How personal data is transferred between institutions and how it’s used

II. Overview of existing data laws and regulations
   A. Fourth Amendment - Protects citizens against unreasonable searches and seizures of property from the government, not private entities
      1. Data vs. hardware
         a) Hardware that stores data is subject to property laws
         b) Data is more ambiguous, but most corporations agree that it belongs to the user
            (1) Ex: public storage companies
   B. Discussion/Ethical questions:
      1. If companies and the government own the hardware that our data is stored on, is this data really ours?
      2. If we give companies rights to user our data as we please, does our data ownership even matter?
      3. Is mass data collection the only feasible way to keep up the Internet as we know it today?
   C. No single federal law regulating data
      1. Collection of federal/state laws
   D. Regulations enforced by the FTC (Federal Trade Commission)
      1. FTC act
         a) Prohibits unfair or deceptive acts or practices that affect consumers' personal information
         2. Personally identifiable information is more regulated
   E. FTC has “suggested practices” (behavioral advertising principles) but these aren’t required
   F. Discussion/Ethical questions
      1. How does it make you feel that there’s no one federal law on data collection?
      2. Who should regulate data collection?
         a) The FTC?
         b) The federal government?
         c) State governments?
d) Private agreements between two people?
3. What’s keeping companies from going against these industry standards?
4. Under what circumstances would you feel comfortable with companies and the government sharing your data?

III. Corporations use these practices and personal data in strategic/economic ways
   A. Non-tech companies sell customer data to data brokers
      1. Data brokers - Large companies who collect, analyze, and package info and sell it as a commodity
      2. Allow third party companies/advertising platforms to track user behaviour on their websites
      3. Use this as a source of revenue
   B. Tech companies tend to not sell personal, self-identifying data to further themselves as corporations
      1. Google Transparency Report
      2. Main focus is giving personal data to advertising platforms/third party companies
         a) Facebook admits to collecting information about pretty much everything you do and who you’re connected with
         b) Made $5 billion in revenue
      3. Discussion/Ethical questions
         a) Should companies profit literally billions of dollars from our data? Why or why not?
         b) To what extent should we have a say in what data companies share about us?
         c) At what point would companies changing their data and privacy policies stop you, or the public, from not using these services?

IV. Government uses/collects data for non-financial purposes
   A. Legal power of govt. surveillance is generally supported
      1. Patriot Act
      2. Freedom Act
      3. Not explicitly illegal
   B. Reasons are ambiguous
      1. Stated reasons: National Security
   C. Intercept network communications
      1. Massive NSA hardware is set-up to collect data in real-time
         a) NSA site able to hold “12 exabytes (1 exabyte = 1 trillion terabytes) of data”
      2. Stingray cell-phone towers
      3. First-hand accounts of hacking into modems and other network hardware
         a) Ex: Cisco router example
   D. Discussion/Ethical Questions
      1. Why do you think the government is collecting all of this data?
2. How transparent should the government be about this mass data collection?
3. What can we do to stop this if we don’t like it?

V. Conclusion
   A. Data you give is yours, hardware that stores it is not
   B. Sensitive, personally-identifiable information is regulated by the FTC
   C. Companies use data they collect to advance their business. We give this data freely with terms and conditions and private agreements
   D. Government data use is unknown. They collect this data through legal means and with their own networking techniques.
   E. If we don’t like it, we need to speak up and do something about it!

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