Face Up to Facebook

Respecting User Privacy When Using Social Media

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California Office of Privacy Protection

- 1st in nation, started in 2001
- Our Mission
  - "…protect the privacy of individuals' personal information by identifying consumer problems in the privacy area and facilitating the development of fair information practices."
  - Education and advocacy – not enforcement

Outline of Presentation

- Overview of Social Media
- Privacy Concerns About Organizational Use of Social Media
- Addressing Privacy Concerns: Good Examples from the Feds
- Our Recommended Practices

Definition of Social Media

Internet-based applications that allow the creation and exchange of user-generated content.

Source: Wikipedia

Social Media Landscape

Social Media Implementations

- 3rd-Party Hosted
  - Link from your site to Facebook, YouTube, Twitter, blog, etc.
- Internal
  - Host your own social media service on your site for users to contribute.
- Contribute to 3rd-Party Hosted
  - Employees contribute as organizational representatives.
- Contribute to Internal
  - Employees contribute as organizational representatives.

Social Media Privacy Concerns

An organization's use of social media can have an impact on the privacy of its users – customers, citizens, the public.

Privacy Concerns

- Undesired collection of personal information by 1st party (your organization)
  - What are visitors posting on your site?
- Collection of personal information by 3rd parties (site host, advertisers, others)
  - What info does the site collect through cookies, etc.?
  - What info do apps and ads on the site collect?

More Privacy Concerns

- Secondary use of personal information by 3rd parties
  - How does the social media site use the personal info it collects?
  - Ditto for apps and advertisers?

Cookies, Flash Cookies, and Beacons – Oh My!

- 50 most popular web sites installed 3,180 tracking files on test computer in recent WSJ study.
  - Average of 64 installed per site, usually with no warning.

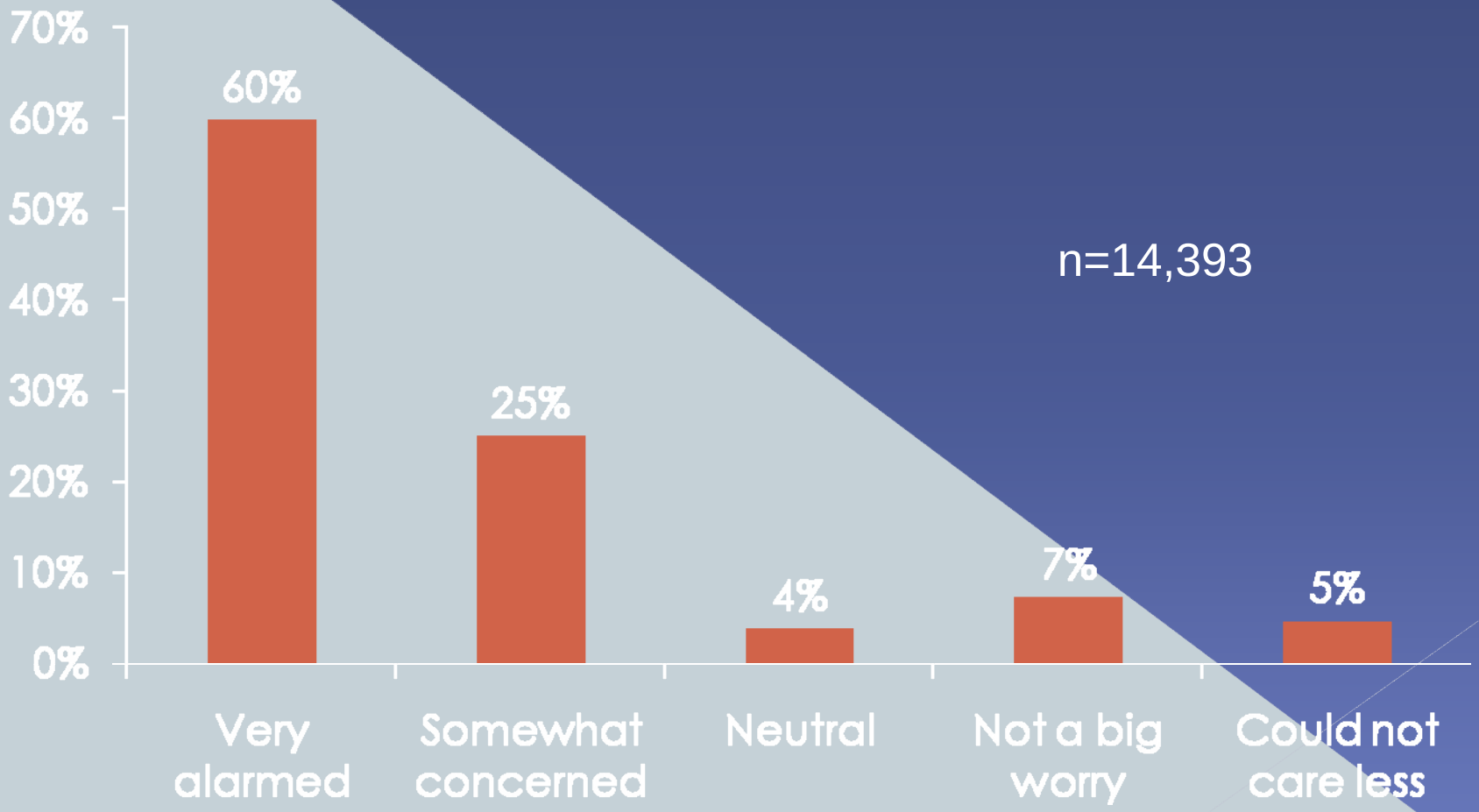
Source: WSJ, “What They Know,” July-August 2010

What They Know

- Data collected allowed compilation of personal profiles including
  - age,
  - gender,
  - race,
  - zip,
  - income,
  - marital status, health concerns, recent purchases, favorite movies & TV shows…

Source: WSJ, “What They Know,” July-August 2010

How concerned are you about advertisers & companies tracking your behavior across the Web?



n=14,393

Source: WSJ, “What They Know,” viewed 4/18/11

More Data Concerns

- Legal requirements for new government records
  - How does the Public Records Act apply to your agency's records created on a social media site?
  - How does the Information Practices Act apply?
  - How does your agency's record retention policy apply?

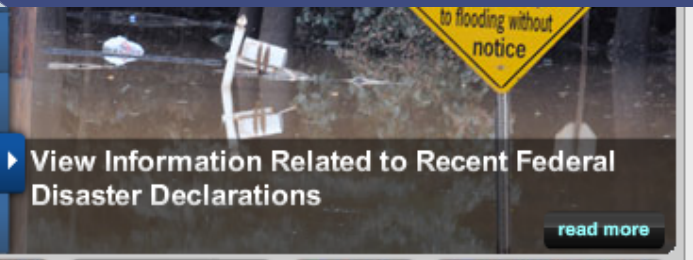
Addressing Privacy Concerns

Some good examples from the federal government.

Linking to Social Media Sites

FEMA

Tornado Recovery
Extreme Weather
Recent Disaster Declarations
Administrator Fugate's Intent



View Information Related to Recent Federal Disaster Declarations
read more

NEWS RELEASES | PHOTOS | MULTIMEDIA | RSS | EMAIL UPDATES

Apply by Phone:
1 (800) 621-FEMA (3362)

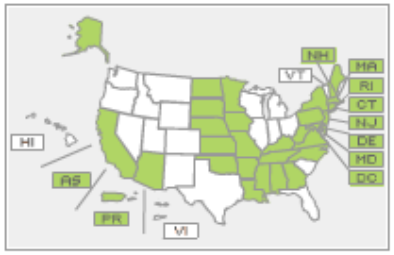
1 (800) 462-7585 (TTY)
for people with speech or hearing disabilities

- Disaster Recovery Center Locations
- Find Rental Resources

- Flood Information
  - Flood Insurance
  - Flood Maps
- Forms and Publications
- Grants
- Jobs
- Policies
- Regional Offices
- Situation Updates
- Training

Recent Emergency and Disaster Activity

Recent Emergency & Disaster Declarations



- North Dakota Flooding (declared April 30)
- Mississippi Severe Storms, Tornadoes, and Flooding (declared April 29)
- Virginia Severe Winter Storms and Snowstorms (declared April 27)
- Connecticut Severe Storms and Flooding (declared April 23)
- West Virginia Severe Winter Storms and Snowstorms (declared April 23)
- Nebraska Severe Storms, Ice Jams, and Flooding (declared April 21)
- North Dakota Severe Winter Storm (declared April 21)

Search all emergency and disaster declarations

Types of Disasters

Winter Storm | Flooding | Hurricane
Tornado | Earthquake | Tsunami

More Types of Disasters

FEMA for You

- Disaster Survivors
- Emergency Personnel
- Government
- Kids
- Private Sector
- Press Resources
- Other Languages

Visit other FEMA Websites

- Ready.gov
- Floodsmart.gov
- CitizenCorps.gov

Social Media

Links to Social Media

In the Spotlight

- Long-Term Disaster Recovery Working Group: Be involved!
- Disaster Reserve Workforce
- National Response Framework Resource Center
- Quadrennial Homeland Security Review Report
- Louisiana Recovery Office
- Have a plan for emergencies

New Site Alert

You are now exiting the Federal Emergency Managem...

You are now exiting the Federal Emergency Management Agency (FEMA) web site...

and entering the site: http://www.facebook.com/fema

We have provided a link to this site because it has information that may be of interest to our viewers.

FEMA does not necessarily endorse the views expressed or the facts presented on this site. FEMA does not endorse ***any commercial products*** that may be advertised or on this site.

The FEMA ***Privacy Policy*** does not apply on this site. Please check the site for its Privacy Notice.

To easily return, make sure you have added www.fema.gov as a Bookmark or Favorite.

It's Public!

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Video
Discussions
THE WHITE HOUSE
WASHINGTON
The White House + Others
The White House
Just
Suggest to Friends
This is the White House page on Facebook. Comments posted on and messages received through White House pages are subject to the Presidential Records Act and may be archived. Learn more at WhiteHouse.gov/privacy

Cookie Control

Our Online Privacy Policy

Cookies: A cookie is a tiny p site or service recognize that user's unique computer. You can remove or block cookies by changing the settings of your browser.

Session specific cookies may be used on WhiteHouse.gov to improve the user experience and for basic web metrics. These cookies expire in a very short time frame or when a browser window closes and are permitted by current federal guidelines.

The federal government has guidelines for the use of persistent cookies. The goals of the guidelines are to enable the useful functioning of federal websites while protecting individual privacy.

For videos that are visible on WhiteHouse.gov, a 'persistent cookie' is set by third party providers when you click to play a video. (W osted *and reviewed.* u are *experiencing ar*

This persistent . A waiver has been

If you would like to view a video wit persistent cookies, a link to download the video file is typically provided just below the video.

If you would like to view a video without the use of persistent cookies, a link to download the video file is typically provided just below the video.

See w/out Being Seen

Our Recommended Practices

How the California Office of Privacy Protection uses social media in a privacy-respectful way.

Start with Fair Information Practices

- Respect individual privacy – maximize individual control of personal information.
- Fair Information Practice Principles
  - Transparency
  - Collection Limitation
  - Purpose Specification
  - Use Limitation
  - Individual Participation
  - Data Quality
  - Security
  - Accountability

Adopt Social Media Privacy Policies

OFFICE OF THE STATE CIO

IT POLICY LETTER

SUBJECT:

SOCIAL MEDIA
Emphasis: Secure Use of Web 2.0 / Social Media

Note: Here "users" refers to the organizations – not the public.

4.0 USER REQUIREMENTS

1. Users shall connect to, and exchange information with, only those Social Media web sites that have been authorized by agency management in accordance with the requirements within this and other agency and State policies.
2. Users shall minimize their use of "other than government" sections of the Social Media web sites.
3. Users shall not post or release proprietary, confidential, sensitive, personally identifiable information (PII), or other state government Intellectual Property on Social Media web sites.

Social Media Privacy Policies

1. Clearly identify social media pages as your organization's.

Social Media Privacy Policies

2. Don't request personal info on social media sites and discourage the public from posting personal information.

Social Media Privacy Policies

Caution. We encourage you not to post sensitive stuff...

The California Office of Privacy Protection is a government agency, so anything you post may be subject to the Public Records Act...

Social Media Privacy Policies

3. Define your policies on what, if any, personal info you will collect from your social media sites.
   - Not registration information from social media site.
   - Don't offer transactions requiring input of personal information on social media site.
     - Redirect visitors to your web site (via link) to input personal information.

Social Media Privacy Policies

4. Define your policies regarding the <u>use</u> of personal information collected from your social media sites.
   - See PRA, IPA use and disclosure limits, record retention policy, other state requirements.

Social Media Privacy Policies

5. Provide a clear statement of your privacy policies on your social media sites.

On the Info Page

Welcome to the California Office of Privacy Protection's official page on Facebook. Visit us for conversations, background information, tips, videos and photos on all things privacy, including life in social networks.

If you're seeking the official portal to the California Office of Privacy Protection, please visit us at www.privacy.ca.gov.

We will never ask for personal information about you on our Facebook page – not ever, not even your name. If you want to contact privacy experts in our office about a specific problem or concern, please do it through our website, www.privacy.ca.gov/response.htm , or call our toll -free phone line, 1-866-785-9663.

We recommend that you exercise caution in posting information anywhere on the web. We encourage you NOT to post sensitive personal information – such as your home address, for example, or your full birth date.

We will only use any personal information you might chose to provide on this page as allowed by law, specifically Government Code section 11549.5. Such uses are related to our mission of "identifying consumer problems in the privacy area and facilitating the development of fair information practices."

This is family-friendly open forum. Please keep your comments and wall posts appropriate. We also ask that you follow our posting guidelines here. If you don't comply, we will remove your comment:

Social Media Privacy Policies

6. Alert the public when directing them from your Web site to social media site.
   - Interstitial notice

7. Educate the public about consulting social media privacy policies.

8. Train content managers and webmasters in your social media privacy policies.

Interstitial Notice

PRIVACY ALERT!

You are now leaving the California Office of Privacy Protection web site, and entering a social networking web site.

The California Office of Privacy Protection privacy policy does not apply to the social networking site. Before entering the new site, we encourage you to check its privacy policy. You may be able to control how your personal information is used by the site.

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