

The background is a dark blue gradient with abstract white geometric shapes. At the top left, there are several white lines forming a circuit-like pattern with small white circles at the ends. Below this, there are two overlapping white circles. At the bottom left, there are more white lines and circles, similar to the top left pattern. The main title 'Privacy 2' is centered on the right side in a large, bold, white font.

Privacy 2

**Daniella R.,
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Janet R.**

Why Do We Want Privacy? To Be Yourself

- **Privacy allows people to be themselves**
- If people know they are constantly being watched, they may:
 - Act more formally
 - Hide true thoughts
 - Behave conventionally instead of authentically



Why Do We Want Privacy? To Explore Other Identities

- People often present different versions of themselves in different situations



Professional
Identity



Personal
Identity



Anonymous
Identity
Online

- Privacy allows people to experiment with different roles and experiences

Ex: J.K. Rowling pseudonym "Robert Galbraith"



Facebook and Your Data

Empirical

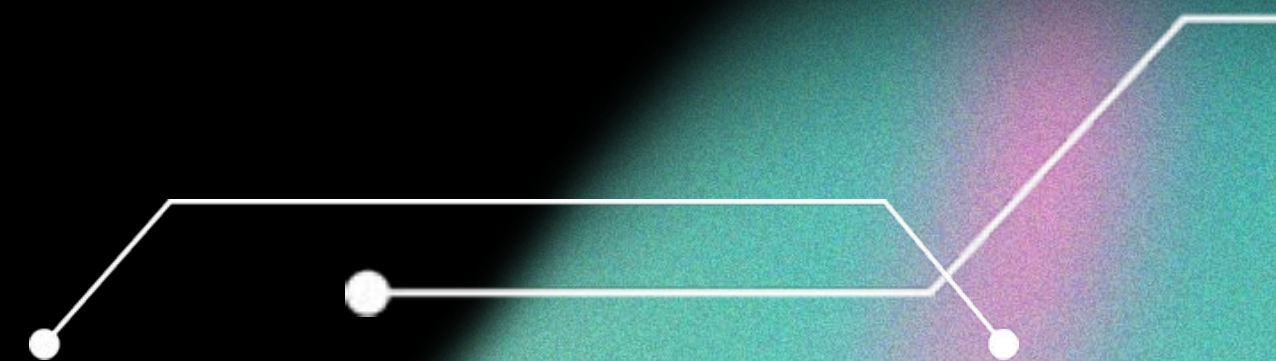
- Users give up personal information
 - This information can be shared with others
- Ex: Cambridge Analytica

Psychological

- Multiple identities begin to merge
 - Personal and professional lives become connected online

Ethically

- Some argue people should only have one identity online
 - **But is it fair?**



Privacy and Personal Identity

Without privacy:

- People may feel judged
- True beliefs could be hidden out of fear
- Self-development and betterment becomes more difficult

Privacy allows:

- Personal reflection
- Growth
- Developing self identity



Privacy and Freedom

Encourages freedom of thought:

- Reading controversial books
- Exploring different beliefs
- Forming opinions without surveillance

Without privacy:

- Conformity
- Society becomes more controlled and prone to propaganda



Intrinsic vs Mediated Value of Privacy

Intrinsic Value:

- Privacy is valuable in itself
 - Similar to freedom or autonomy
- EX: Friendship, knowledge, peace

Mediated Value:

- Privacy is valuable because it helps us achieve other goals

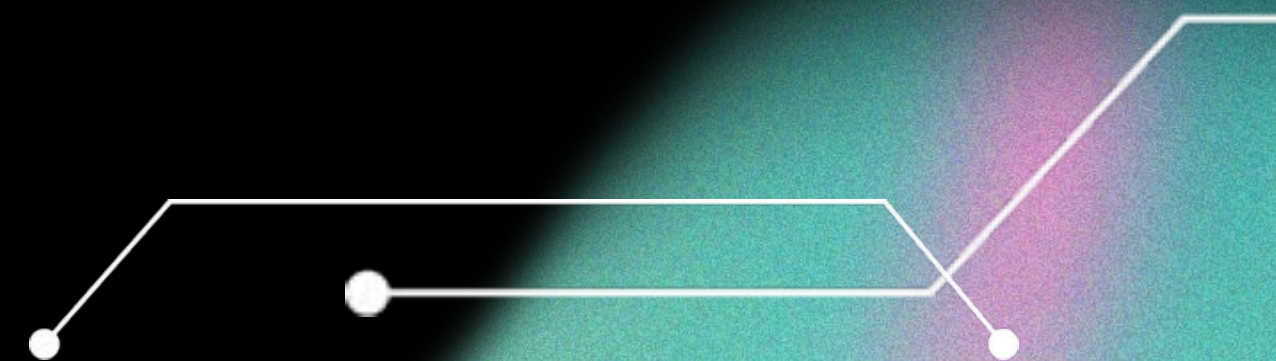
EX: Cars, keys, passports



Protecting Privacy Today

Modern technology -> more privacy concerns

- Data collection
- Surveillance
- Social media tracking
- AI systems analyzing personal data



The Explore vs. Exploit Dilemma

Explore (High Privacy)

- You control what's visible
- Freedom to try new identities and roles

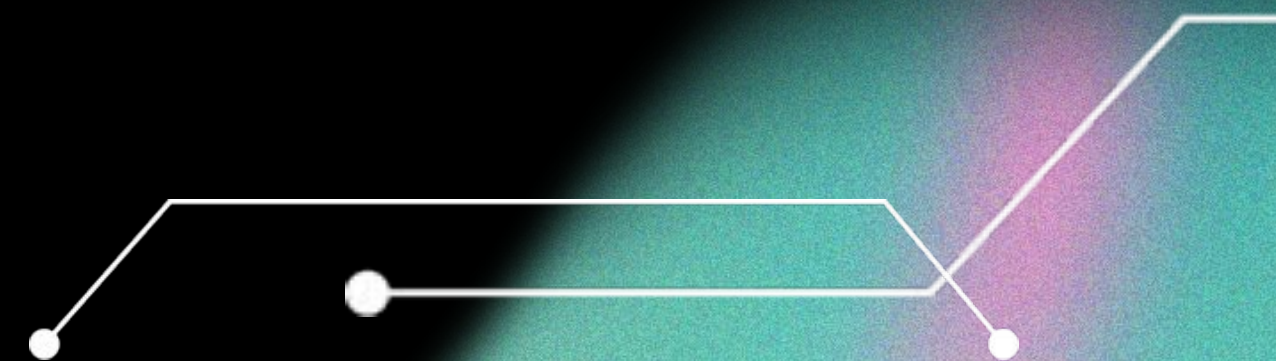
Exploit (Low Privacy)

- All data is visible
- Platforms match you instantly to jobs, products
- You're treated as one fixed person

The Trade-off:

- Privacy = freedom to grow vs. efficiency but less autonomy

ex: Professor writing fan-fiction under pseudonym needs privacy to explore new identity



Facebook's One-Identity Problem

Zuckerberg's Claim:

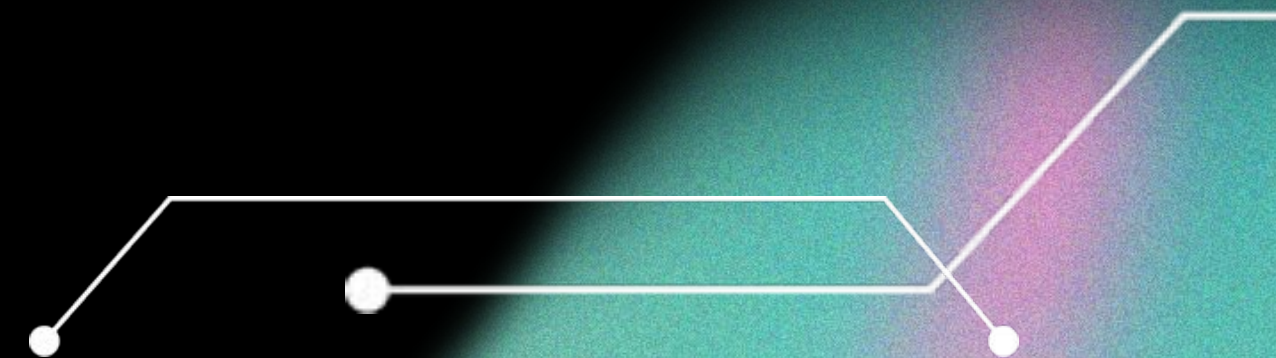
- “Having two identities is a lack of integrity”

What happens:

- Vertical: Daily roles merge (work + personal on one feed)
- Horizontal: Entire life becomes documented, the past never disappears

Result:

- “Identity prison”
- Forced into one safe, neutral self



Technical Privacy Protections

Privacy-by-Design:

- Collect minimum data, use once, delete immediately
- **ex:** AI diagnoses heart, deletes ECG data

Differential Privacy:

- Add noise to protect individuals while data stays useful
- **ex:** Public health research without exposing patients

Obfuscation:

- Flood with fake data to hide real behavior
- **ex:** Browser generates random requests



Ethical Dilemmas

Privacy vs. Safety:

- Apple Watch detects heart issue → saves lives
- Is the violation worth it?

Privacy vs. Anti-Discrimination:

- Proving bias requires accessing personal data
- Complete privacy can block justice

Government Claims:

- COVID tracing apps took location data for public health

Open Questions:

- When are false avatars okay?
- Is data owned like a pen (sold = gone) or art (retain rights)?



Contributions

Janet R: Slides 2 to 4: (Why We Want/Don't Want Privacy)

Daniella R: Slides 5 to 8 (Privacy Today, Identity, Freedom, Intrinsic vs. Mediated Value)

Jean-Sebastien R: Slides 9 to 12 (Privacy, Autonomy & Explore/Exploit Dilemma)



The image features a central blue circular glow on a black background. The glow is a gradient of blue, with the center being the brightest and fading towards the edges. Overlaid on the background are several white, circuit-like lines. These lines consist of straight segments connected at right angles, with small white circles at the junctions. One line is at the top center, another is on the left side, and a third is on the right side. The overall aesthetic is clean, modern, and technical.

THANK YOU!