Patron Privacy & Internet Safety

National Data Privacy Week 2024

January 21 - 27, 2024

https://staysafeonline.org/category/programs/data-privacy-week/

Defense In Depth

- SWKLS
- Vendors
- Library Staff
- Patrons

Part One: Privacy

Data Privacy versus Cybersecurity

- Data privacy focuses on ensuring a user's information is properly handled

  - PII: any information connected to a specific individual that can be used to uncover that individual's identity, such as their social security number, full name, or email address.

- Cybersecurity focuses on preventing security breaches

ALA and Patron Privacy

Article III of the Code of Ethics of the American Library Association states that confidentiality extends to "information sought or received and resources consulted, borrowed, acquired or transmitted," including, but not limited to, reference questions and interviews, circulation records, digital transactions and queries, as well as records regarding the use of library resources, services, programs, or facilities.

https://www.ala.org/advocacy/intfreedom/librarybill/interpretations/privacy

Patron Data Being Collected by Libraries

- Name
- Address
- Telephone Number(s)
- Email Addresses
- Age ?
- Familial Relationships
- Circulation Information
- Day & Time at Library
- Video
- Computer Usage

ALA Recommendations

- Limit the degree to which personally identifiable information is monitored, collected, disclosed, and distributed.

- Avoid creating unnecessary records. Only record a user's personally identifiable information when necessary for the efficient operation of the library.

- Avoid retaining records that are not needed for efficient operation of the library. Assure that all kinds and types of records are covered by the policy, including data-related logs, digital records, vendor-collected data, and system backups.

- Avoid library practices and procedures that place information on public view (e.g., using postcards for overdue notices or requested materials; using patron names to identify self-pickup holds; placing staff terminals so the screens can be read by the public; using sign-in sheets to use computers or other devices; and providing titles of reserve requests or interlibrary loans over the telephone to users' family members or answering machines).

https://ilovelibraries.org/protect-privacy/

Considerations – SWKLS Managed Tech

- Staff Computers
  - Automation System
  - ILL Requests
  - Patron Print Requests
- Patron Computers
  - Deep Freeze
  - Updates
- Time Management Reports
- Video Camera Recordings
- Anonymous / Semi-Anonymous Stats
  - Wireless (MAC Address)
  - Website (IP Address)
  - Mobile Printing (IP)
  - Content Filtering (Library WAN IP)

Vendor Privacy Policies

Data sharing and third-party vendors: When sharing patron data with third-party software vendors or service providers, ensure appropriate privacy and security measures. Review vendor contracts to ensure compliance with data protection requirements.

- VERSO: https://www.auto-graphics.com/privacy/

- Hoopla: https://www.hoopladigital.com/privacy

- Kanopy: https://www.kanopy.com/en/privacy

- myLibro: https://www.mylibro.com/privacy-policy-2/

Policies

- Privacy policies and notices: Create and maintain clear and concise privacy policies and notices that outline how a library user's data is collected, stored, used and shared. Ensure these policies are readily available to library patrons, either through the library's website or in physical locations.

- https://blogs.library.duke.edu/bitstreams/2021/08/18/on-protecting-patron-privacy/

- https://www.niso.org/publications/privacy-principles

- https://www.ila.org/advocacy/making-your-case/privacy/confidentiality-best-practices

Privacy vs Convenience

- United States has industry frameworks and best practices, but no laws to govern data privacy such as the E.U. GDPR
  - Individual cannot easily exert and maintain control of personal data
- Smart Devices / IoT Devices Collect Information
  - Smartphones
    - 3rd party tracking via wifi, Bluetooth, apps
  - Smart Televisions
  - Smart Appliances
  - Security Cameras
- Web Browsers & Cookies **
  - Post-Cookie Transition
  - Paywalls
  - Ad-Density

** https://www.theverge.com/2023/12/14/24000451/google-chrome-tracking-protection-launch-third-party-cookies-ads

Part Two: Internet Safety

Basics

- Restart computer when finished

- Be wary of shoulder-surfing

- Think before you click

Surfing the Web

- Incognito Mode when using web browsers

- Understanding HTTPS is better than HTTP

- Examining website URL to determine authenticity

Web Browsers

- Most web browsers offer an incognito mode
  - The degree to which browsing is truly anonymous is debatable
  - Web browser forgets the session (history, cookies, etc)
  - Although cookies and tracking data are deleted when your private session finishes, they can still be used while the session is active

HTTP(s) - Encrypted

- Hypertext Transfer Protocol Secure
- Public / Private encryption keys and certificates to secure data in flight between client and server
- Most websites now use HTTPS
- Most web browsers will warn when accessing non-secure sites

TypoSqautting / URL Hijacking

- Typos (gooogle.com vs google.com)
- Lured into a lookalike website as the result of a phishing attack
- https://www.splunk.com/en_us/blog/learn/typosquatting-types-prevention.html
- https://en.wikipedia.org/wiki/IDN_homograph_attack

Online Interactions

- Password Re-Use
- Multi-Factor Authentication
- Oversharing Personal Information
  - Social Media
  - Unsolicited Emails, Phone Calls
  - Social Engineering
- Kids
  - Inappropriate Conduct (anonymity vs accountability)
  - Inappropriate Contact (bullies, predators, hackers, scammers)
  - Inappropriate Content (pornography, violent content, hate speech)

Campaign Resources

- https://staysafeonline.org/

- https://staysafeonline.org/programs/data-privacy-week/about/

- https://staysafeonline.org/programs/data-privacy-week/individuals/

- https://staysafeonline.org/resources/manage-your-privacy-settings/

- https://www.bulkorder.ftc.gov/

- https://wiki.swkls.org/images/6/68/Psychology_of_the_Hack_with_notes.pdf