

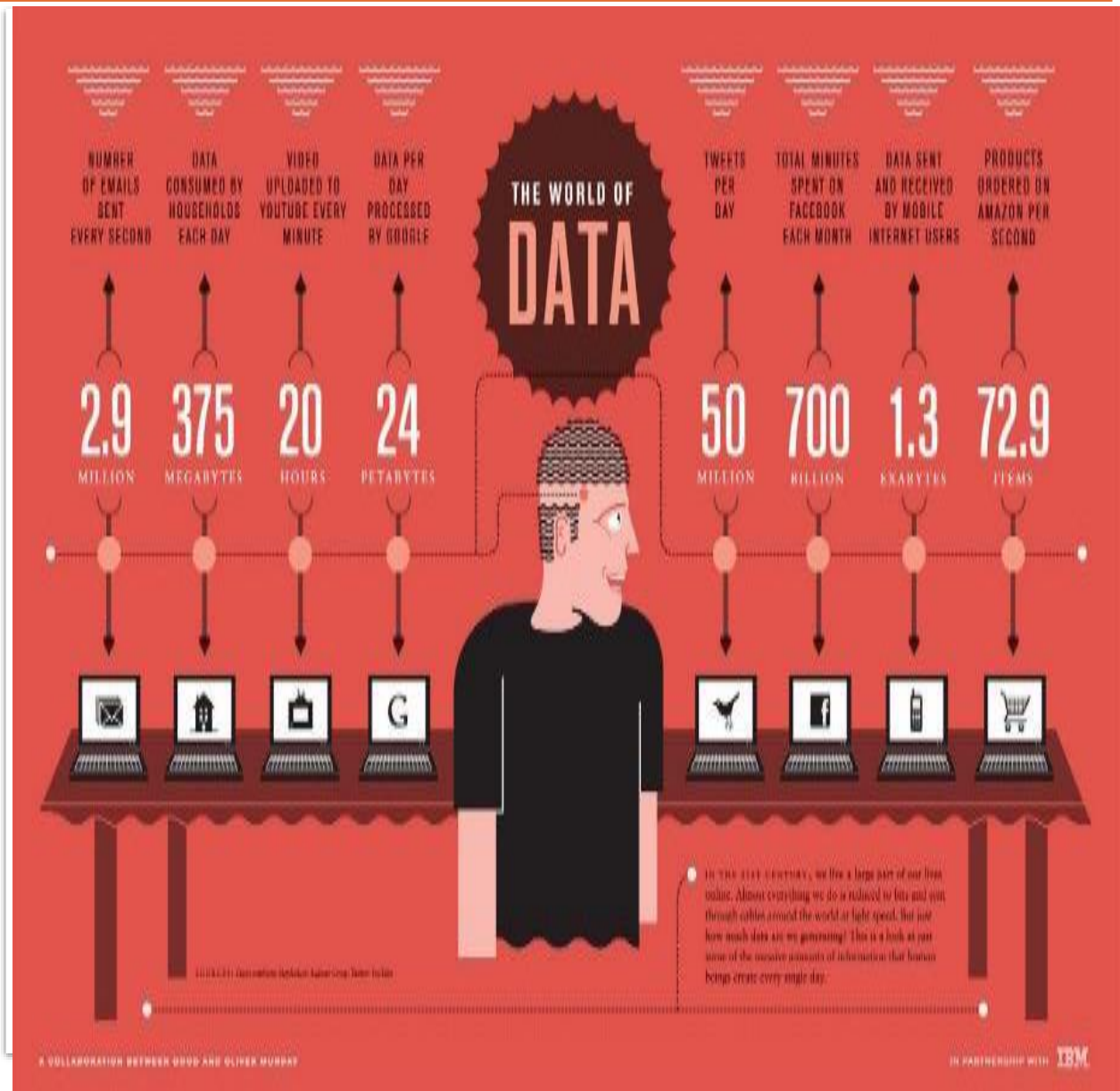


User Data and Online Privacy: What Are You Missing and Possibly Messing Up?

Facillitator: Lisa Larson / LYRASIS

digital ethics and privacy has been named as one of [Gartner's top ten strategic technology trends for 2019](#)

- Tracking fitness
- Buying groceries
- Location pings / Maps
- Geotagging pictures
- Tickets bought and sold
- Neighborhood monitoring
- Security
- Tailored news services



James English - Product Development Strategist for
Library Simplified/SimplyE, formerly NYPL

Joe Lucia – Dean of Libraries, Temple University

Tim Rogers – Director, Jacksonville Public Library

Lisa Rosenblum – Executive Director, King County
Library System

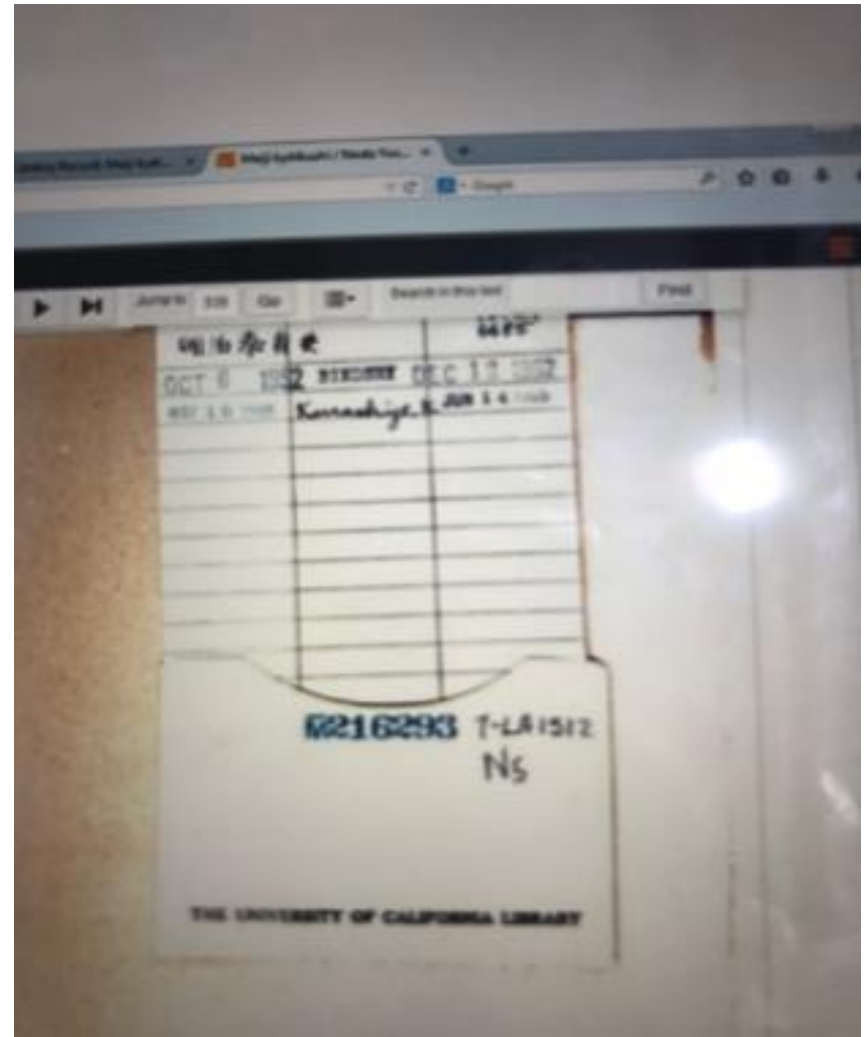
Big data is fundamentally changing how we engage, learn and predict behavior.

- 2003: In 365 days, humans created 5 billion GB of digital information
- 2013 (already 5 yrs. old!): In 10 minutes, humans created 5 billion GB of digital information

Generated every minute:

- The Weather Channel receives 18,055,556 forecast requests
- Spotify adds 13 new songs
- Uber riders take 45,788 trips!
- There are 600 new page edits to Wikipedia
- “Without a sound base of public library data that measures and tracks impact, support for America’s public libraries may be at risk”
(http://measuresthatmatter.net/wp-content/uploads/2018/05/MTM-Action_Plan-2018-Final.pdf)

Privacy tensions are not new



ALA Bill of Rights

- “In a library (physical or virtual), the right to privacy is the right to open inquiry without having the subject of one’s interest examined or scrutinized by others”
- “In all areas of librarianship, best practice leaves the user in control of as many choices as possible.”
- Coalition of Networked Information (CNI) Privacy in the Age of Analytics “Libraries collecting data using Google Analytics are realizing they may be violating the ALA Library Bill of Rights...this is but one example of how easily convenient web-based service offerings can come with unexpected consequences.”
- National Information Standards Organization (NISO) 92015) “Data collection and use”. The potential benefit to the user, the library, content-, or software-provider... must be balanced against the impact of that collection and use on users and their right to privacy.
- “The historical position that libraries have taken on concealing the activity of their patrons has been overtaken by events.” Esposito, J. (2016, June 23). Libraries May Have Gotten the Privacy Thing All Wrong. (Blog post). Retrieved from <https://scholarlykitchen.sspnet.org/2016/06/23/libraries-may-have-gotten-the-privacy-thing-all-wrong/>

American Library Association Privacy Policies and Statements

The American Library Association has developed policies, guidelines, and resources to assist librarians in preserving privacy and confidentiality for library users. For the latest privacy resources, see [Privacy and Confidentiality](#).

Basic Statements

[Library Bill of Rights](#) (1948, amended 1961, 1980, reaffirmed 1996).

[Freedom to Read Statement](#) (1953. rev. 1972, 1991, 2000).

[Code of Ethics](#) (rev. 1995).

[Freedom to View Statement](#) (1990).

[Library Principles for a Networked World](#)

Privacy and Confidentiality Policies and Procedures

[Gotham City Public Library Model Staff Directive 1.5](#) (2006).

[Gotham City Public Library Model Policy 1.1](#) (2006)

[ALA Guidelines for Developing A Library Privacy Policy](#) (2003; rev. 2005)

[Developing a Confidentiality Policy](#) [from ALA, Intellectual Freedom Manual, 6th edition, (Chicago, IL: American Library Association, Office for Intellectual Freedom 2002: 347-355.)]

[Privacy: An Interpretation of the Library Bill of Rights](#) (2002)

▪ [Questions and Answers on Privacy and Confidentiality](#) (2003, rev. 2007).

[Policy Concerning Confidentiality of Personally Identifiable Information about Library Users](#) (1991)

[Policy on Confidentiality of Library Records](#) (1971. rev. 1975, 1986)

▪ [Suggested Procedures for Implementing Policy on Confidentiality of Library Records](#) (1983. rev. 1988)

[Privacy Resources for Librarians, Library Users, and Families](#) (last updated 2002)



Broken link

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- Our universal expectation of privacy has changed, have our library patron privacy policies evolved any?
 - Does library policy and position statements conflate privacy with confidentiality? Are they clear? Are they up to date? Predictive? Open? Allow libraries to evolve?
 - Privacy “the state or condition of being free from being observed or disturbed by other people”
 - Confidentiality “the state of keeping or being kept secret or private”
 - Are library policy and position statements adequate, given our data driven and data production environment?

ALA collects data about you and your use of the Services (“**Personal Data**”) through various means

- When you make an account, when you modify any profile data
- When you submit forms and applications
- Make a purchase, make a donation, register
- Automatically collect data when you access, use and interact
- Personal Data collected includes not just your name, but
 - Title, workplace, responsibilities
 - **Interests, demographics**
- Automated collection (cookies), includes data
 - Access times, domain name visits, referred page domains, mobile carrier, device information

ALA uses log file data to provide, understand, and improve our Services, and to customize the content we show you. ALA may link this log file to other information ALA collects about you via the Services.

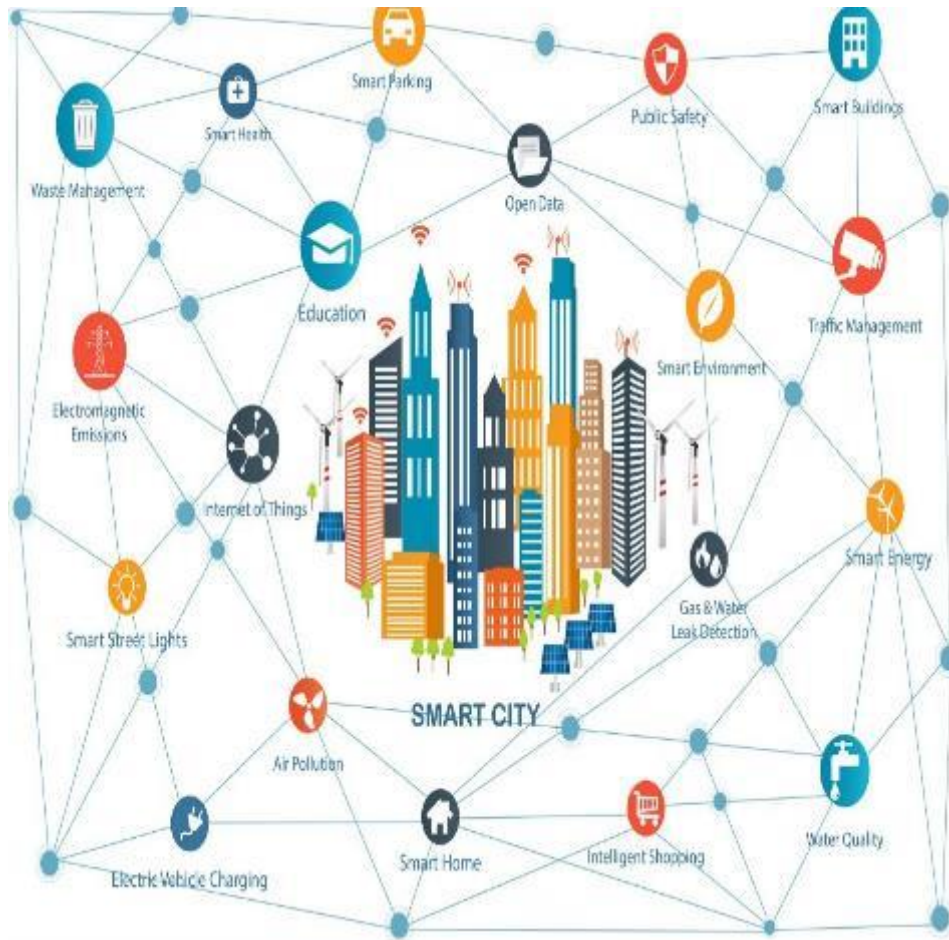
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- **What do you think about collecting data on**
 - **Interests**
 - **Demographics**
 - **Opt-in Q&A that allows for a better identification of impact through service**
 - **Can the argument be made that privacy also depends on the type of information captured?**
 - **Why do you think we do not see statements, policies and guidelines that discuss the library need to understand and measure data using different measures that would require a different set of data that is outcome influenced.**
 - **Do you feel that using data analytics differently raises the prospect for different funding methodologies and furthers community support in broader ways?**
 - **If we do not evolve or alter our position or interpretations, do feel libraries may be in the position of increasing irrelevance as we collect and report on measures of activity that do not reflect the way the library is actually used OR could be used, if data driven actions create deeper and/or different community impacts?**

Our historical voice still represents us?

Much of my interview conversations have led me to believe that much of the data collection and reporting is based on a fundamental “How does my community use the library?” (passive)

In your position, have you ever considered reframing that question as the more proactive “How can my library impact my community?” What data would you need to create a strategic Impact or outcome based plan? (active)





A “smart library” uses data analysis to improve the well-being of its users (Weiss, Andrew. *Big Data Shocks*, Rowan & Littlefield, 2018, chap 12)

- Includes the K12 and university infrastructure
 - Determine or Predetermine needs, both individual and specific community using a combination of
 - Demographic info
 - Real time social media data generated within the community
 - A smart library could become an “agile” organization
 - Alter collections in real time (ex College towns un summer months)

How does this resonate with regards to the current patron data methods, output and policy?

Panelist experts Q&A from their own service point of view

What is our role as librarians, in the age of big data?

Is there a values-driven, library developed alternative to google analytics?

Is there a role for LYRASIS?

