Privacy & Patron Data

What should we be doing?

Facilitated by James English
Who stewards your patron data and privacy? You or your vendor?

“On September 18, 2015, Comcast reached a $33 million settlement over claims that it published personal information of more than 75,000 customers — even though those customers had specifically paid a fee for their information to be kept private.”

Source: Tech Crunch

You Are Worth $182 To Google, $158 To Facebook and $733 To Amazon!

The world’s most valuable resource is no longer oil, but data.

The Economist - May 2017
According to the IMLS...

Public libraries served 297.6 million people throughout the United States, a number that is equivalent to 96.4 percent of the total U.S. population.
The Future Value of Your Data

Estimated value of data per Internet user in 2025 (per month)

- Global average value: $2.36
- Europe average value: $3.18
- U.S. average value: $9.82

Source: IDC’s Global DataSphere, Nov. 2018; "Facebook Annual Report 2017"; Strategy & analysis Tomorrow’s Data Heroes strategy+business ©2019 PwC. All rights reserved.
If their annual individual value is $9.82 per month...

Annual individual worth is $117.

So by 2025, their collective data and online activity value is worth well over $35 Billion.
Do we care if our patron data is a commercial market opportunity?
Question

Should our patron activity and data be a commercial market opportunity?
Question

Do we do a good job contractually or in practice in regards to patron privacy?
What should we be doing to do better?
Question

What should we be doing to do better?
Do we know what GDPR is?
Question

Should we be GDPR Complaint?