



# Privacy & Patron Data

## What should we be doing?

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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!***

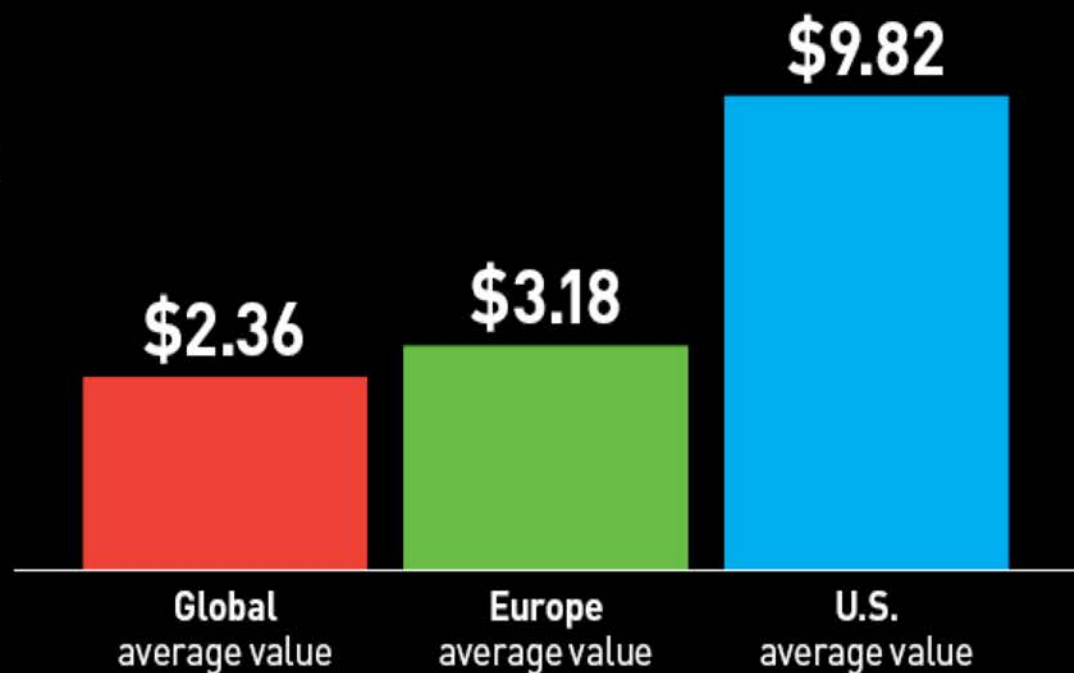
**The world's most valuable resource is no longer oil, but data.**

The Economist - May 2017

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)



Source: IDC's *Global DataSphere*, Nov. 2018;  
"Facebook Annual Report 2017"; Strategy& analysis  
**Tomorrow's Data Heroes**  
*strategy+business*  
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# How much is your patrons online data and activity worth?


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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.

# Question

A dark, atmospheric photograph of a long, vaulted library aisle. The perspective is from the end of the aisle, looking down its length. On both sides are tall, dark wooden bookshelves filled with books. The ceiling is a series of repeating arches, creating a strong sense of depth and perspective. In the distance, several people are visible, some sitting at tables and others standing, engaged in reading or study. The lighting is low, with some light coming from the far end of the aisle, creating a dramatic, almost ethereal mood.


Do we care if our patron data  
is a commercial market  
opportunity?

# Question

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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?




# Question

A dark, atmospheric photograph of a long, vaulted library aisle. The perspective is from the end of the aisle, looking down its length. On the left, there are tall, dark wooden bookshelves filled with books. On the right, there are rows of study tables with chairs. The ceiling is a series of repeating arches, creating a sense of depth and grandeur. The lighting is low, with some light coming from windows or openings further down the aisle, creating a dramatic, almost ethereal effect. The overall tone is serious and contemplative.

What should we be doing to do better?

# Question




What should we be doing to do better?

# Question



Do we know what GDPR is?

# Question



Should we be GDPR  
Complaint?