



Online Privacy

Rajnish D. Singh
Regional Director, Asian Bureau
singh@isoc.org

Asia Pacific Regional IGF
Singapore, June 2011



InternetSociety.org



"On the Internet, nobody knows you're a dog."

Published in The New Yorker July 5, 1993

Compared to the traditional sense...

- No inhibition
 - *People are less shy online*
- Lack of “face to face feedback”
 - *Facial expressions*
 - *Tonal expressions*
 - *Body language*
 - *“Lost in translation” with emoticons*
- False sense of security
 - *Disclosure of personal information*
- “Taboo topics” easier to discuss
- “All are equal”

So what is online privacy?

Online Privacy = { **Sharing** (data) in an explicit **context** with an expectation of **scope**. }

Sharing – within a context, rather than prevention of sharing (secrecy)

Context – defines the situation when data sharing occurs

Scope – how the shared data will be used

There is no magic solution...

- Privacy is about me and you, and those around us and how we interact between us and society at large
 - Not a universal concept
 - Not going to be solved by one tool but a combination of tools
 - *laws, best practice guidelines, technology, business practices, education*
 - All stakeholders, including government regulators, should strive to play a more active and effective role in protecting privacy online, appropriately balanced with other goals such as the free flow of information across borders

A holistic approach is required

- With emphasis on consistent and interoperable privacy frameworks (legal, technical, business, social, etc.) needed
- Usability is just as important as transparency and informed choice
- Internet privacy cannot be considered in isolation – a better understanding of the intersection between privacy, security and reliability is needed

Thank you!

Questions? Comments? Feedback?

Rajnish D. Singh

singh@isoc.org

Tel: +1-650-918-6170

InternetSociety.org

info@InternetSociety.org