

Protecting Patron Privacy in the Library

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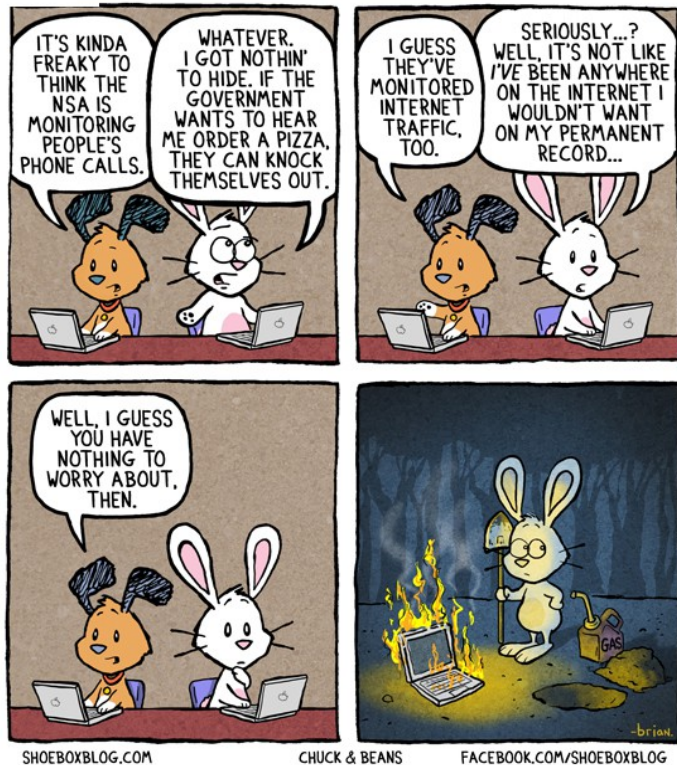
<http://consortiumlibrary.org/blogs/mcrobinson/>

Introduction

- Need for privacy
- Threats to privacy in the library
- Safeguards
- Public awareness



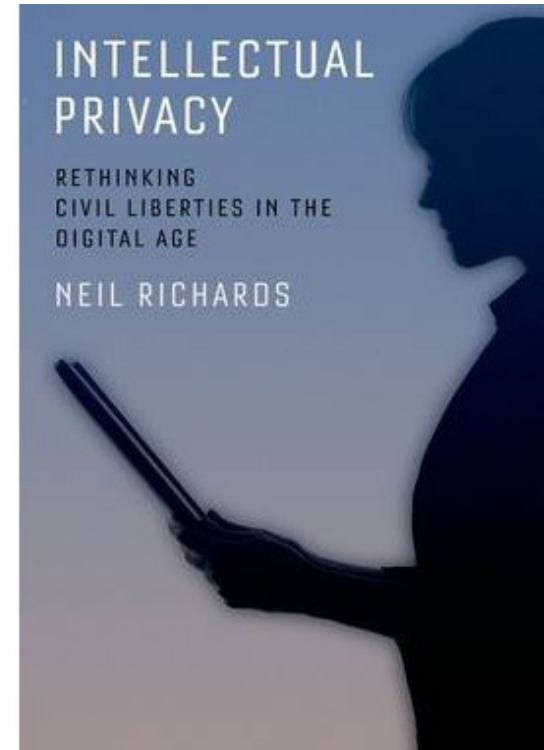
Why Online Privacy?



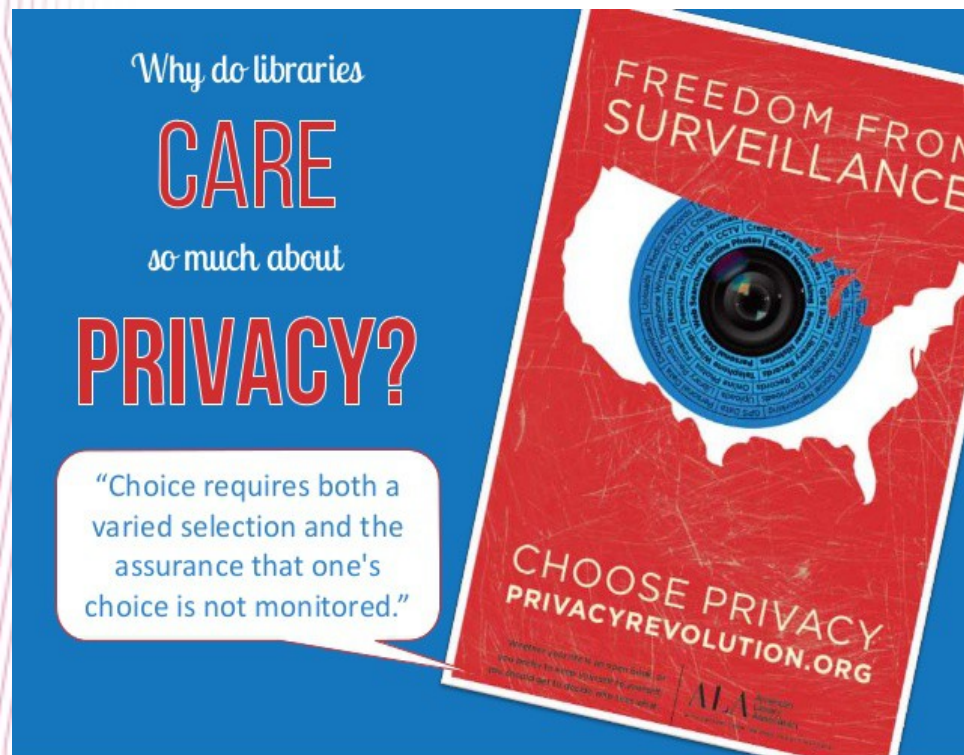
- Safety & security
- Human dignity
- Intellectual freedom
- Constitutional & legal rights

Why Online Privacy?

- 1st Admendment
- Free speech includes freedom to read
- Surveillance chills inquiry



Why Online Privacy?



- ALA Library Bill of Rights
- Confidentiality of library records
- Opposition to Patriot Act
- Libraries as champions for privacy

Threats to Privacy

- Data sharing
- Data mining
- Data theft
- Surveillance
- Social media & the cloud
- Content personalization
- Activity tracking
- Email & http://
- Monitoring & filtering
- Wifi hotspots
- Malware & hacking
- Mobile apps & devices



Threats in the Library

- Public computers & networks
- Integrated library systems
- Library catalog & websites
- Ebooks & other econtent



Safeguards for Privacy



- Privacy audit
- Privacy policies
- Public computer & network
- Integrated library system
- Library catalog & website
- Vendor agreements & licenses

Safeguards – Privacy Audit

- Survey all technologies provided by the library
- Describe current practices
- Evaluate existing policies
- Make recommendations

The screenshot shows the American Library Association (ALA) website's Privacy Tool Kit page. The header includes the ALA logo and navigation links like 'ALA', 'ALA Connect', 'Contact ALA', 'Give ALA', 'Join/Renew', and 'Login'. A search bar is also present. Below the header, a breadcrumb trail reads: 'You are at: ALA.org > ADVOCACY > Liberty, Privacy & Surveillance > Privacy Tool Kit'. The left sidebar contains a menu with categories: 'Advocacy Events', 'Advocacy University', 'Federal Legislation & Regulation', and 'Issues'. The 'Issues' category is expanded, showing a list of topics including Access, Broadband & E-Rate, Copyright, Diversity, Ebooks, First Amendment, Intellectual Freedom & Civil Liberties, Federal Funding, Government Information, International Issues, Literacy, Privacy & Surveillance, Privacy, Surveillance & Cybersecurity Legislation, CISA, ECPA, USA PATRIOT Act, and 'Privacy Toolkit'. The main content area is titled 'Privacy Tool Kit' and includes a paragraph about the importance of privacy, a 'Table of Contents' section, and a list of links for further information.

ALA American Library Association

ALA ALA Connect Contact ALA Give ALA Join/Renew Login

Search

Committees Divisions Offices Round Tables Publications Related

Contact Congress Feedback

You are at: ALA.org > ADVOCACY > Liberty, Privacy & Surveillance > Privacy Tool Kit

Privacy Tool Kit

Privacy is essential to the exercise of free speech, free thought, and free association. Lack of privacy and confidentiality chills users' choices, thereby suppressing access to ideas. The possibility of surveillance, whether direct or through access to records of speech, research and exploration, undermines a democratic society.—[Privacy: An Interpretation of the Library Bill of Rights](#)

Table of Contents

Revised by the IFC Privacy Subcommittee and approved by the Intellectual Freedom Committee January 2014

[Introduction](#)

[Privacy and Confidentiality: Library Core Values](#)

- [Privacy and the Law](#)
- [Standard Privacy Principles](#)
- [PII: Personally Identifiable Information](#)

[Developing or Revising a Privacy Policy](#)

- [A Privacy Audit](#)
 - [Definition and Purpose](#)
 - [What to Audit for Personally Identifiable Information](#)
 - [Questions to Ask](#)
- [Sections to Include in a Privacy Policy](#)
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 - [Government Requests for Library Records](#)
 - [Special Privacy Policy Considerations](#)
 1. [Academic Libraries](#)
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 3. [Public and Academic Library Services to Minors](#)
 4. [ASCLA Statement on Privacy Rights](#)

[Implementation: A Checklist for Developing Privacy Procedures](#)

- [Responsibilities of Governance Bodies/Policy Makers](#)

<http://www.ala.org/advocacy/privacyconfidentiality/toolkitsprivacy/privacy>

Safeguards – Privacy Policies



- Guidance ALA, FIPP, state law
- Create privacy-specific policies
- Add privacy to existing policies
- Ways to inform users

FTC Fair Information Practice Principles (FIPP), May 2000

<https://www.ftc.gov/reports/privacy-online-fair-information-practices-electronic-marketplace-federal-trade-commission>

Threats - Public Computer

- Access control software
- Display screens
- Web browsing
- Digital fingerprints
- Malware

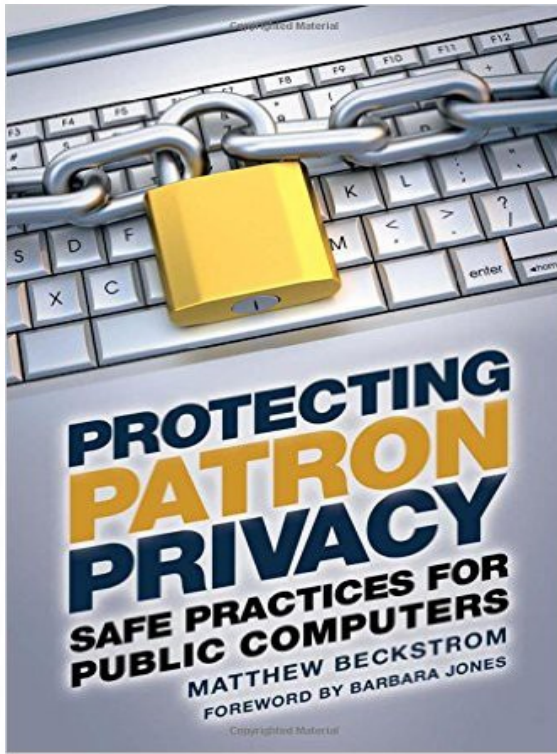


Safeguards - Public Computer

- Purge records of logins
- Anonymous access
- Privacy filters on screens
- Check out laptops, tablets
- Up-to-date software
- Erasure software



Safeguards - Public Computer



- Clear cache, cookies, history on browser exit
- Install extensions like Privacy Badger, Https Everywhere
- Set search to to Duck Duck Go, Start Page
- Tor Browser or TAILS OS for anonymous access

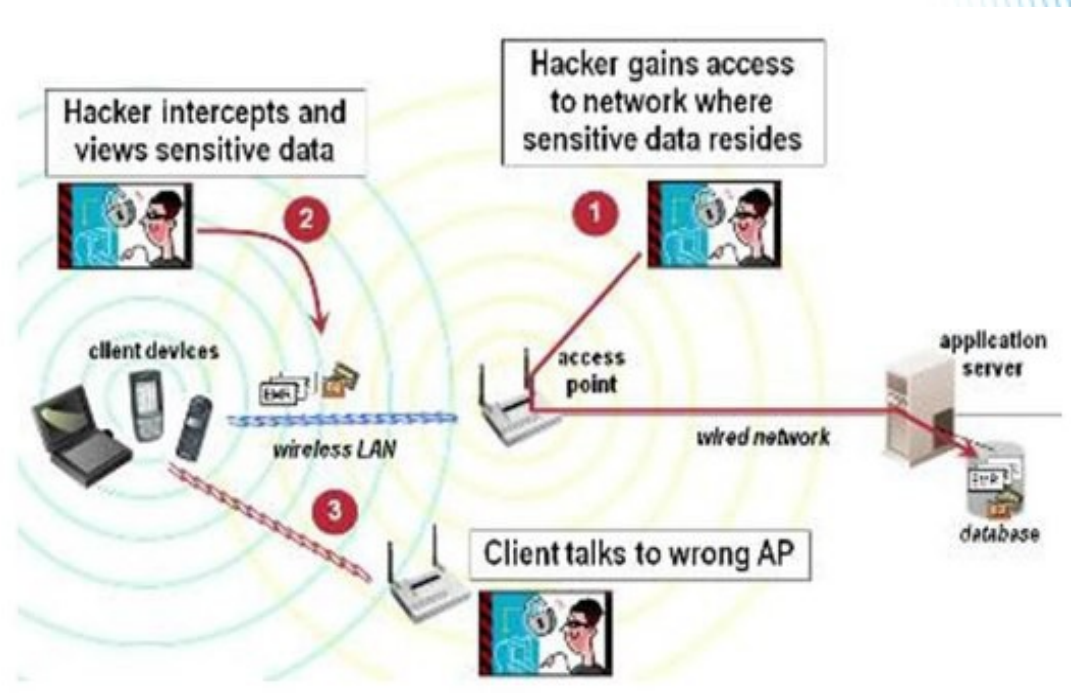
Threats - Networks



- Monitoring
- Content filters esp. those that break https
- Packet sniffers esp. wifi
- Weak wifi encryption
- Rogue wifi hotspots

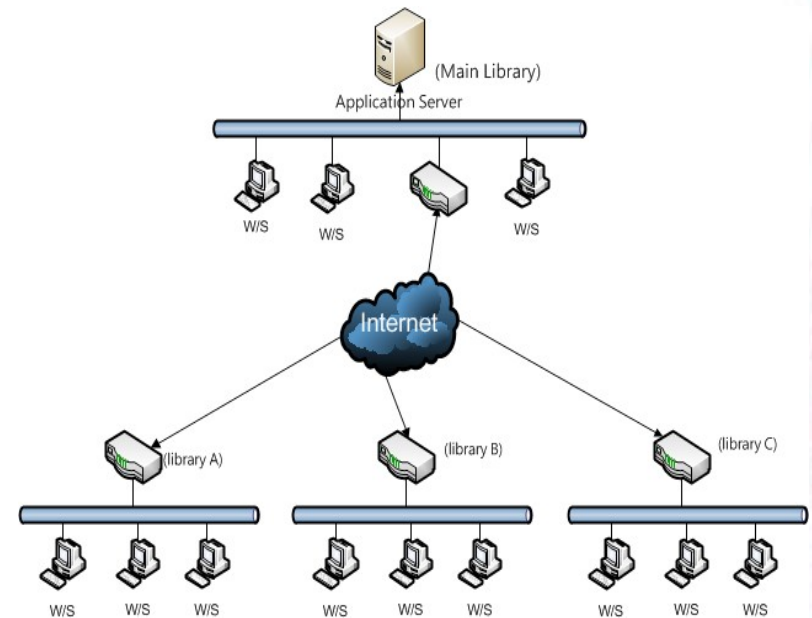
Safeguards - Networks

- Purge network access logs
- Don't break https with content filters
- Limit access to ethernet ports
- Zone network traffic for staff PC public PCs, wifi, etc
- Deploy wifi with proper encryption
- Monitor for rogue wifi hotspots



Threats - ILS

- Over retention of user data
- Unencrypted data transmissions
- Notifications & reports
- Personally identifiable information & PINs
- Unencrypted backups



Safeguards - ILS

- Purge user data logs, encrypt backups, purge old backups
- Use with SSL with staff clients, SIP, APIs, RFID when possible or use VPN
- Avoid sending sensitive information like book titles in clear-text email notifications
- Aggregate or anonymize personal user data in reports, control access to reports
- Avoid collecting unnecessary personal information like SSN
- If possible restrict access to PIN and other sensitive information in staff client
- Train staff in handling sensitive information

- Lack of https
- Web analytics & logfiles
- Personalization
- Social - comments, ratings, recommendations, etc
- Embedded content & scripts

Safeguards- Catalog/Websites



<https://letsencrypt.org/>

- Encrypt websites & catalogs
- Piwik alternative to Google Analytics
- Default to opt-in for personalization with ability to later opt-out
- Anonymous or authenticated users for social features?
- Vet embedded content & scripts, they often share data with 3rd parties

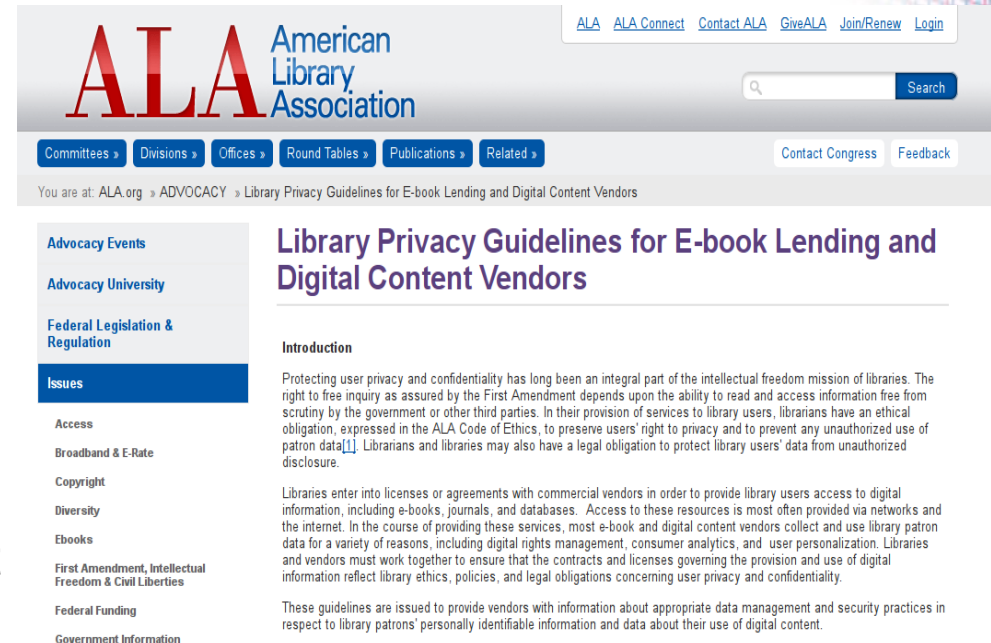
Threats - Ebooks & Econtent

- Lack of https
- Identity managment & DRM
- Vendor policies & practices about user data
- Sharing with 3rd parties



Safeguards – Ebooks/Econtent

- Libraries should make privacy a criteria when purchasing content
- Vendors should disclose their policies & practices around user data
- License agreements & contracts should address privacy issues
- Libraries should inform users of privacy implications when accessing online content



The screenshot shows the ALA (American Library Association) website. The header includes the ALA logo, navigation links (ALA, ALA Connect, Contact ALA, Give ALA, Join/Renew, Login), a search bar, and a secondary navigation bar with links like Committees, Divisions, Offices, Round Tables, Publications, and Related. Below the header, a breadcrumb trail reads: 'You are at: ALA.org » ADVOCACY » Library Privacy Guidelines for E-book Lending and Digital Content Vendors'. The main content area is titled 'Library Privacy Guidelines for E-book Lending and Digital Content Vendors' and includes an 'Introduction' section. The left sidebar contains a list of 'Issues' with 'Access' highlighted.

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You are at: ALA.org » ADVOCACY » Library Privacy Guidelines for E-book Lending and Digital Content Vendors

Library Privacy Guidelines for E-book Lending and Digital Content Vendors

Issues

- Access
- Broadband & E-Rate
- Copyright
- Diversity
- Ebooks
- First Amendment, Intellectual Freedom & Civil Liberties
- Federal Funding
- Government Information

Introduction

Protecting user privacy and confidentiality has long been an integral part of the intellectual freedom mission of libraries. The right to free inquiry as assured by the First Amendment depends upon the ability to read and access information free from scrutiny by the government or other third parties. In their provision of services to library users, librarians have an ethical obligation, expressed in the ALA Code of Ethics, to preserve users' right to privacy and to prevent any unauthorized use of patron data^[1]. Librarians and libraries may also have a legal obligation to protect library users' data from unauthorized disclosure.

Libraries enter into licenses or agreements with commercial vendors in order to provide library users access to digital information, including e-books, journals, and databases. Access to these resources is most often provided via networks and the internet. In the course of providing these services, most e-book and digital content vendors collect and use library patron data for a variety of reasons, including digital rights management, consumer analytics, and user personalization. Libraries and vendors must work together to ensure that the contracts and licenses governing the provision and use of digital information reflect library ethics, policies, and legal obligations concerning user privacy and confidentiality.

These guidelines are issued to provide vendors with information about appropriate data management and security practices in respect to library patrons' personally identifiable information and data about their use of digital content.

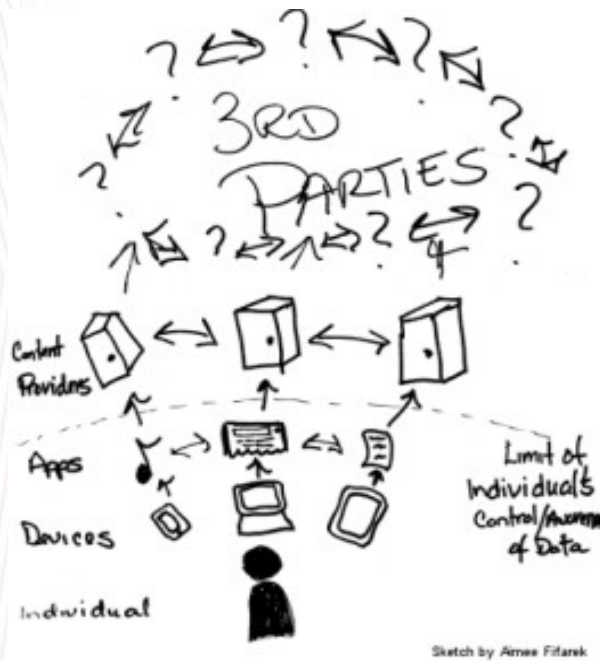
<http://www.ala.org/advocacy/library-privacy-guidelines-e-book-lending-and-digital-content-vendors>

Public Awareness



- Transparency
- Digital literacy
- Library programming

Awareness – Transparency



- Online world full of threats to privacy
- Tradeoff between privacy and convenience
- Users should be able to make informed decisions

Awareness – Literacy

- People often feel powerless to protect their privacy
- Privacy should be part of any digital literacy training
- Librarians should become the privacy experts in their community



<https://libraryfreedomproject.org/>

Awareness – Programming



<https://chooseprivacyweek.org/>

- People are concerned about online privacy
- Great topic for civic engagement
- Libraries can provide leadership

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