



Privacy, Data Protection and Social Networks

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- Over the last 4 years, the use of global cyber social networks increased tremendously.
- People keep personal content online, increasingly interact online, socially and professionally.
- Major privacy implications need to be considered.

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According to NumberOf.net there are:

- **75 million users of Twitter**
- **500 million users of Facebook**
- **65 million users of LinkedIn.**
- **Over 100 million users of MySpace.**



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ISRAEL

According to comScore research Israel is in the 2nd place in the world for being the most active internet users in cyber social networks.

In the 1st place – Russia with 74.5% of the its total internet users which are the most active in social networks services with an average time of 9.8 hours per month (!!!) of each user which is using those social networks

Israel – an average of 9.2 hours per month of each user using social networks, mainly Facebook.

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Social Networks Services allow the users to:

- Join to communities with similar fields of interests.
- Keep and share photos on the web.
- Get to know other users.
- Keep in touch with friends and family
- Play games with/against other users.
- Express political and social views.
- Advertize their business.

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The main concerns in regard to the use of SNS (Social Networks Services)

- Protection of minors and data privacy
- The boundary between private and public areas
- Data protection and data trade
- Enforcement of Privacy Laws and international cooperation.

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Protection of **minors** and data privacy

Exposure to Illegal content

Identity theft

Propaganda

Sexual abuse/Sexual harassment

Gambling

Conduct

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Actions taken by the EU:

Opinion 5/2009 on Online Social Networking of the Article 29 Data Protection Working Party (adopted June 12th 2009):

- Increase the awareness of minors
- Fair processing of the data submitted by the minor
- Implementation of new privacy protection technologies
- Providers self-regulation
- Legislative measures discouraging deception.

Safer Social Networking Principles (February 10th 2010)

- Raise awareness of safety education acceptable use policies.
- Ensuring services to be age appropriate.
- Tools to report inappropriate content and respond to reports.
- Assess means for reviewing illegal content / conduct.

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COPA (Child Online Protection Act – 1998)

- The purpose of the Act is to prohibit online sites from knowingly making available to minors material that is "harmful to minors"
- The law also created a temporary Commission to study various technological tools and methods for protecting minors from "material that is harmful to minors."

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Settlements between a coalition of all US State Attorneys (except Texas) and Myspace and Facebook in 2008 included:

- Implementation on design and functionality changes to the site
- Development of education and parental tools
- Collaboration of Myspace in detecting criminal acts of misusing the web
- Development of new privacy protection standards.
- Managing a registry of e-mail addresses provided by parents in order to restrict their children's access to a website.
- Improving the age verification process.
- Changes to the default privacy level settings for users under the age of 18

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- **Basic Law – Human Dignity and Liberty**
 - The right for privacy recognized in Israel as a “basic right,” which equals to a constitutional right
- **Protection of Privacy Law – 1981 (“the Law”)**
 - All privacy issues and data protection issues are being dealt within the Law and the Law’s regulations
 - The Law determines high administrative fines and Statutory damages
 - Complaint is to be filed by the data subject, competitors or by ILITA, the Israeli Law, Information and Technology Authority
- **The Communication Act – 1982 and the amendment to the law of 2008**
 - Provisions for sending unauthorized messages (the Spam Act)
 - Opt-in mechanism for subscription to marketing/advertising materials
 - Administrative fines and statutory damages to the recipient

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Global Privacy Enforcement Network (GPEN)

- 12 leading privacy protection authorities established an international entity to join efforts enforcing Privacy Protection laws.
- The countries which are members in GPEN: Israel, USA, Canada, France, New-Zealand, Australia, Ireland, England, Italy, Netherlands, Germany and Spain.
- It is critical that world-wide governmental authorities will join forces to increase their abilities to cooperate to enforce privacy protection regimes.
- Private information and data submitted to the web is being kept on servers located in various countries.
- Getting prepared to the “cloud computing” services.
- Transferring personal data in between various countries

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- Fading boundaries between private and public correspondences:
 - Dismissal of employees following Facebook postings
 - Wall posting judged as private correspondence by the US court (Crispin V's Christian Audigier Inc)
 - Private information can be accessed in preliminary checkups.
 - The head of MI6 (Britain's Intelligence Service) personal details revealed over Facebook.
 - Employee established his own competing business, uploading his employer's contacts to his Linked-In account, shortly before terminating his employment.

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facebook



Statistics:

- More than 500 million active users.
- Average user has 130 friends.
- People spending over 700 billion minutes per month on Facebook.
- There are 900 million objects that people interact with (pages, groups, events and community pages).
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month.
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums etc')
- More than 70 translations available on the site.
- About 70% of Facebook users are outside the USA.
- Entrepreneurs and developers from more than 190 countries build with Facebook platform.
- People on Facebook install 20 million applications every day.
- Every month, more than 250 million people engage with Facebook on external websites.
- 200 million users accessing Facebook from their mobile devices.

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- Facebook's founder, Mark Zuckerberg says: **“The age of privacy is over.”**
- People are sharing all personal information with other users in various web services, according to the level of privacy which they have chosen.
- People have gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time.
- Privacy issues are being controlled by the users according to their preferences.
- According to Zuckerberg: **“The Facebook system is to reflect the current social norms are.”**

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Facebook in Israel:

- Number of users increased from 45,000 in September 2007 to 3.3 million in October 2010.
- 500,000 users accessing Facebook from their mobile devices.
- 34% of the Facebook users are “checking in” few times a day, 22% are having the Facebook web site open in front of them most of the day and 15% of the users are “checking in” once a day.
- 29% of Facebook users spend at least two hours on site. 26% spend 1 hour or so, 25% spend approx 30 min.
- In Israel the average Facebook user gain 232 friends (were the global average user gain 130 friends)

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Facebook and Politics

Randi Zuckerberg, marketing director at Facebook said, in the DLD (Digital – Life – Design) Conference which is taking place these days in Munich that Facebook is interested to collect from its users' information, which will assist in understanding global conflicts.

Facebook wants to leverage its popularity (500 million users), in order to promote political and social agendas.

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facebook



Facebook cooperates with universities and research institutions to process the data which is being stored on its servers in order to have perception on confrontations and political disputes around the globe,

Just recently, in the civil revolution which took place in Tunisia, Facebook became a major player in spreading the videos which were taken by the people on the street and their murmurings.

The phenomena became so broad that the Tunisian authorities have started to “hack” into the Facebook servers and delete accounts of Tunisian activists and other users which considered as a threat to the regime.

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