

LAW &

DATA

Lawyer



~~Lawyer~~



We are *beta* testing the global power of the social web.

We are in the *alpha* phase with the law and how it will manage, shape and react to the social web.

Experience won't just be about the *tool* you build, but it will include how you *manage* sensitive data and how you *respect* users.

It won't just be *this* experience...

Your Cover

Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.



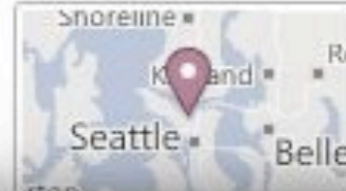
Matt Brown

[Update Info](#)

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- Communication Designer at Facebook
- Studied English at Indiana University
- Lives in San Francisco, California
- Married to Tiffani Jones Brown



4 ▾

It will be *this* one...

TYPE OF DATA COLLECTED	GENERAL DATA PRACTICES	DATA SHARING
 <p>contact: name, mailing address, email, or phone number</p>	 <p>ad customization: user data may be used for the purpose of customizing advertising</p>	 <p>affiliates: affiliates and subsidiaries bound by the same privacy practices</p>
 <p>computer: IP address, browser type, or operating system</p>	 <p>third party tracking: site allows third parties to place advertisements that may track user behavior</p>	 <p>contractors: third party contractors bound by the same privacy practices</p>
 <p>interactive: browsing behavior or search history</p>	 <p>public display: service allows users to contribute information which may be displayed publicly</p>	 <p>third parties: third parties not subject to same data practices</p>
 <p>financial: account status or activity, credit information, or purchase history</p>	 <p>user control: users allowed to access and correct personal data collected</p>	
 <p>content: contents of personal communications, stored documents or media</p>	 <p>data retention: explicitly stated duration of retention for personal data collected</p>	

and *this* one...

[Watch Instantly](#)[Just for Kids](#)[Instant Queue](#)[★ Suggestions For You](#)[Browse DVDs](#) 

Welcome, kathleen Miller

Privacy Policy

This Privacy Policy explains our policy regarding the collection, use, disclosure and transfer of your information by the [Netflix family of companies](#) ("Netflix"). As we update and expand our services, this policy may change, so please refer back to it periodically. By accessing our website or otherwise using our service, you consent to our information practices.

Please note that this Privacy Policy includes embedded hyperlinks that may only be accessed through our website, so if you are reviewing this Privacy Policy through certain Netflix ready devices (for example game consoles or Internet enabled televisions), you may need to visit the website to review these additional hyperlinked terms.

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Collection and Use of Information

Personal information means information that uniquely identifies you as an individual, specifically your name, postal delivery address, e-mail address, payment method (e.g., credit card, debit card, or other payment method accepted by Netflix). Non-personal information means any information that is not personal information.

When you interact with us, we may ask you to supply us with personal information so that we can provide, enhance and personalize our services and marketing efforts. For similar reasons, we may supplement the personal information you provide with publicly available information about you as well as information from other sources, as permitted by law. We use this personal information, for example, to process your registration, your orders and your payments, and to communicate with you on these and other topics. We also use your e-mail address to send you newsletters, as well as messages about new Netflix features, Netflix special offers, promotional announcements, consumer surveys and other correspondence concerning our service.

Occasionally, we may send these materials to you via postal mail. If you no longer want to receive the newsletters, other announcements, simply access the "Manage mailing preferences" link on the "Your Account" page and uncheck those items to unsubscribe. Please note that you cannot unsubscribe from certain correspondence from us, including messages relating to your account transactions.

We keep track of your interactions with us and collect information related to your use of our service, including but not limited to your online activity, title selections and ratings, payment history and correspondence as well as Internet protocol addresses, device types, unique device data, such as device identifiers, operating systems, any instant watching of movies, TV shows and related activity. We use this information for such purposes as determining in which country you are located so that we may provide localized content, enforcing our terms (such as using device identifiers to determine your eligibility for a free trial), providing recommendations on movies & TV shows we think will be enjoyable, personalizing the service to better reflect particular interests, tracking your instant-watching hours, determining your Internet service provider, helping us quickly and efficiently respond to inquiries and

and *this* one...

Global Storage Settings panel

Adobe® Flash® Player Settings Manager



Global Storage Settings

Specify the amount of disk space that websites you haven't yet visited can use to store information on your computer.



Never Ask Again

Allow third-party Flash content to store data on your computer.

Store common Flash components to reduce download times.

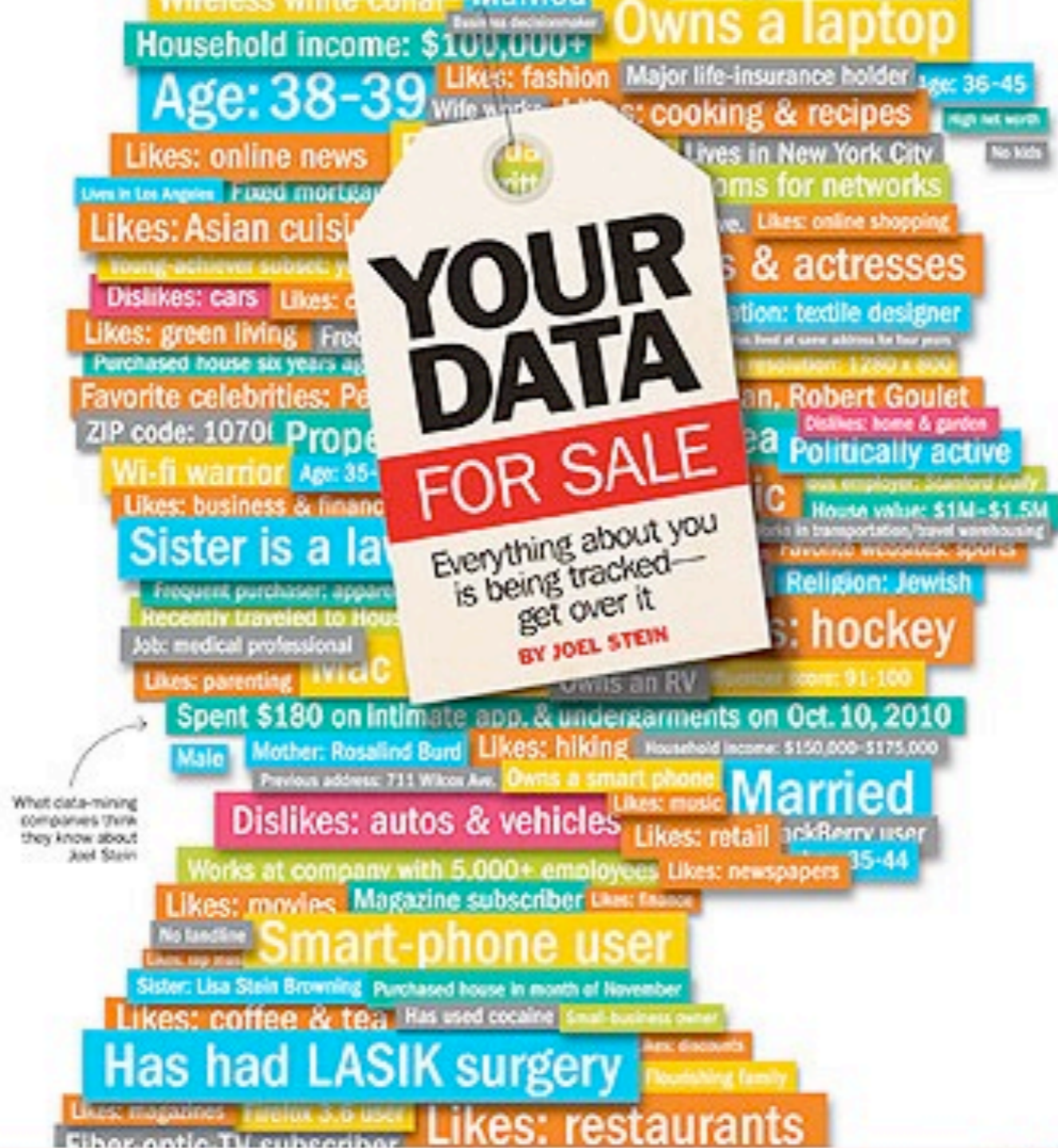
Regulation stymies
innovation and economic growth.

Self Regulation ~~stymies~~
~~innovation and economic growth.~~

Voluntary implementation just seems smart and frankly less cumbersome than a federal or state-by-state legal regime.

A tale of two LibyasPlus: Why the U.S. can't sit on the sidelines **BY FAREED ZAKARIA**The GOP's misinformation campaign **BY JOE KLEIN**

Could your baby be depressed?

THE CULTURE
Word up: A dictionary of slang**TIME**

What data-mining companies think they know about Joel Stein

This talk is not about Facebook.
This talk is about *you*.

WIRED

WHY Exposing
Yourself is
The Future of
Business



Get
Naked
and...

ROBERT
RODRIGUEZ
+QUENTIN
TARANTINO
ALBERT
EINSTEIN'S
CREATIVE
GENIUS
WORST
PRACTICES
FROM
THE OFFICE



WHY Exposing
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ROBERT
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+QUENTIN
TARANTINO
ALBERT
EINSTEIN'S
CREATIVE
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...Rule the World
Smart companies are sharing secrets with rivals, blogging about products in their pipeline, even admitting to their failures. The name of this new game is **RADICAL TRANSPARENCY**, and it's sweeping boardrooms across the nation. Even those Office drones at Dunder Mifflin get it. So strip down and learn how to have it all by baring it all.

We can work to create a marketplace that rewards “privacy by design” while promoting innovation.

What people care about:

Data *control*

Data *minimization*

Data *portability*

Data *withdrawal*

Here are a few places to start:

Conducting an assessment on privacy and data security.

Audit:

type

amount

use

intake

Architectural solutions to privacy.


Policy solutions to privacy.

Privacy policies and practices in their current incarnation are *not* working.



The Museum of Me

Create and explore a visual archive of your social life.

Connect to  Facebook

Displays English only



But, even with all of these proactive efforts...

We need to discuss how to deal
with “Oh S***t” moments.

So, we just talked about *you*.

But...I lied earlier about this not being about
Facebook. It *kind of* is.

Now, we have to talk about Facebook, Google and Apple.

[STAFF DISCUSSION DRAFT]

MAY 3, 2010

111TH CONGRESS
1ST SESSION

H. R. _____

To require notice to and consent of an individual prior to the collection and disclosure of certain personal information relating to that individual.

IN THE HOUSE OF REPRESENTATIVES

M. _____ introduced the following bill; which was referred to the
Committee on _____

A BILL

To require notice to and consent of an individual prior to the collection and disclosure of certain personal information relating to that individual.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as “[To be provided]”.

5 **SEC. 2. DEFINITIONS.**

6 In this Act the following definitions apply:

Problem #1: The laws around data reside in industry silos.

Problem #2: They aren't getting it in DC.

Silicon Valley, Alley, Beach > DC

Ok, I do have some <3 for the FTC.

Problem #3: This isn't going away.



Hillicon Valley

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Tuesday, October 11, 2011

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Hillicon Valley

THE HILL'S Technology Blog

FTC chairman shares lawmakers' privacy concerns about Facebook

By Brendan Sasso - 10/11/11 01:40 PM ET

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Federal Trade Commission Chairman Job Leibowitz said Tuesday he shares the "general privacy concerns" of lawmakers who have called for his agency to investigate Facebook.

In response to a question about the social networking site, he said it is the FTC's policy not to confirm any investigations unless the subject of the investigation confirms it first.

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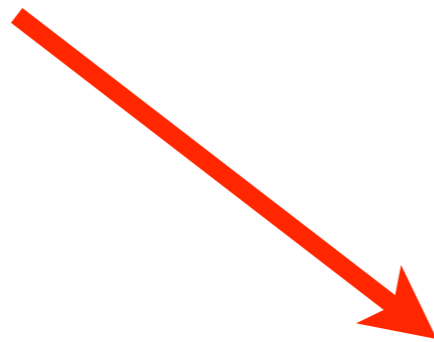
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We *just* scratched the surface.

Lawyer



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