## PURDUE UNIVERSITY

## Privacy Risks: Not Always Obvious

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## Violated!

- Have you been a victim of identity theft?
  Has this changed your data sharing behavior?
- Are you worried about being a victim?
   Has this changed your behavior?
- Are you unhappy with how your data is used?
  - Has this changed your behavior?
- How many more violations?







Privacy Violations: Societal Impact

- Withhold data
  - Can we mine <null> for social good?
  - Lack of discourse = social harm?
- Fake your data
  - Can we mine garbage for social good?
  - Individuals lose benefit
- Shut down the data miners
  - S.188 Data-Mining Moratorium Act of 2003
  - Senate Amendment 3131 Prohibition on Data Mining (2009)







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3

