



Applied!

Data & Network Security

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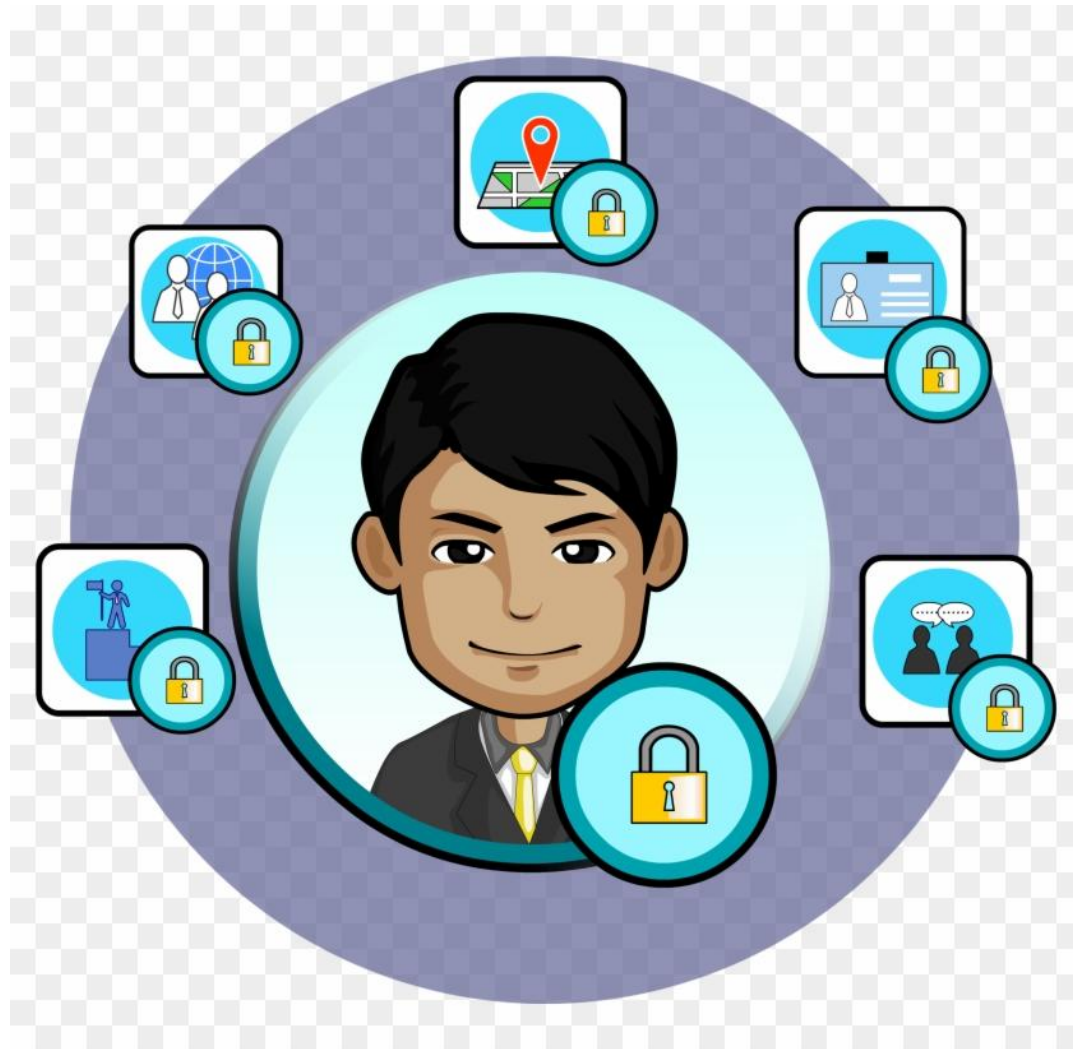
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Privacy

Privacy

- Privacy refers to the right of individuals to control their personal information and to keep it confidential.
- It involves the ability to choose what information is shared, with whom, and under what circumstances.
- Privacy encompasses various aspects, including:
 - Personal data, such as names, addresses, and identification numbers
 - Sensitive information, like financial data, health records, and relationships
 - Online activities, including browsing history, search queries, and communication
 - Physical privacy, which includes the right to be free from surveillance and intrusion

Privacy



Key principles of privacy

- **Confidentiality:** protecting information from unauthorized access.
- **Integrity:** ensuring that information is accurate and not modified without consent.
- **Availability:** allowing individuals to access and control their own information.
- **Transparency:** providing clear information about how data is collected, used, and shared.

Privacy Policy



Privacy Policy

- A privacy policy is a statement that outlines how an organization collects, uses, stores, and protects personal information about individuals.
- It is a way for organizations to inform users about their data collection and usage practices, and to provide transparency and accountability.

Privacy Policy sample:

- <https://policies.google.com/privacy?hl=en-US>
- <https://legal.yahoo.com/us/en/yahoo/privacy/index.html>
- <https://www.microsoft.com/en-us/privacy/privacystatement>

Real Privacy Policy



Privacy in browsing



Nobody care about privacy!

- Common tools not Privacy friendly!



Privacy Tools

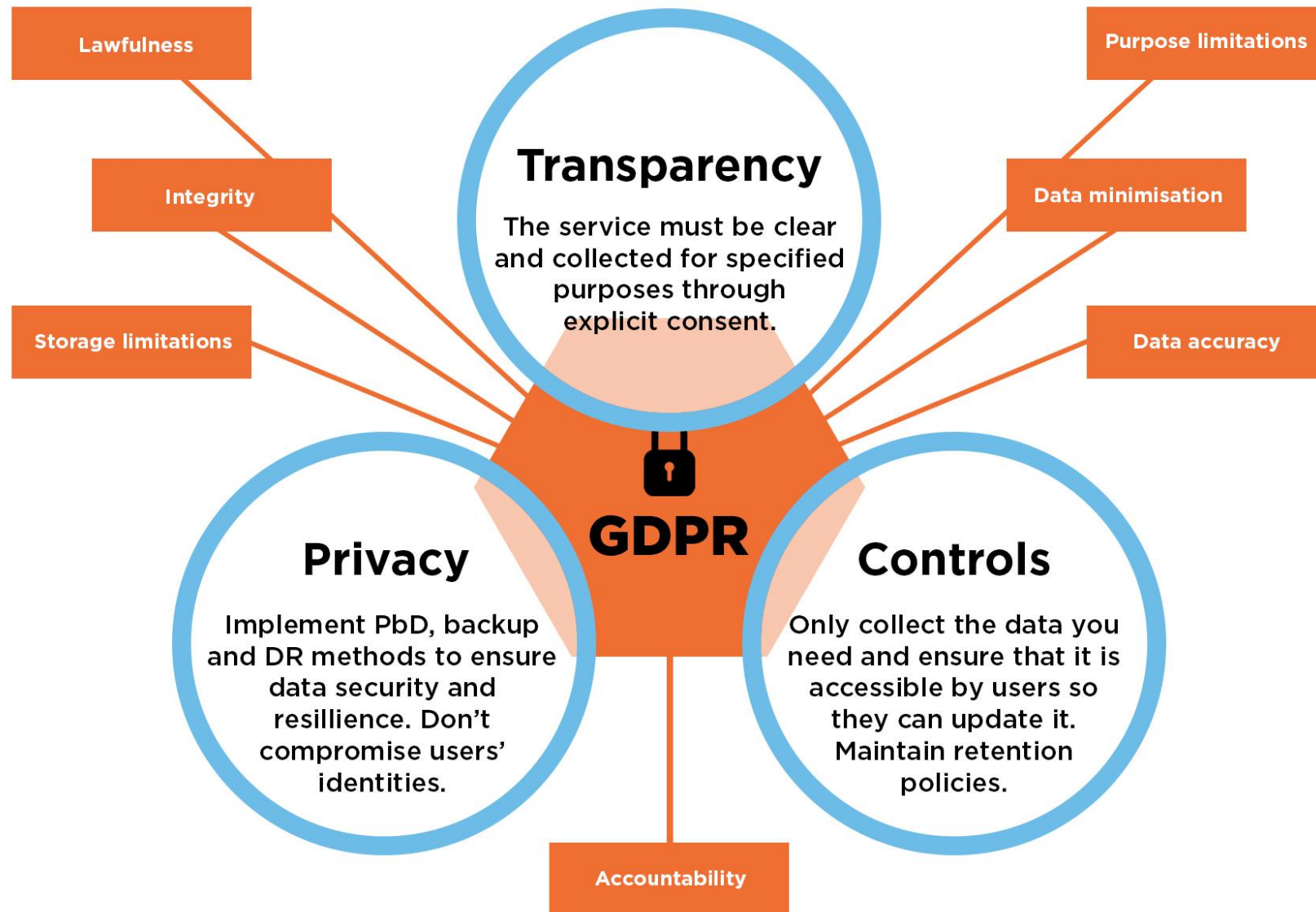
- <https://www.privacytools.io>



GDPR



GDPR



Privacy vs Security

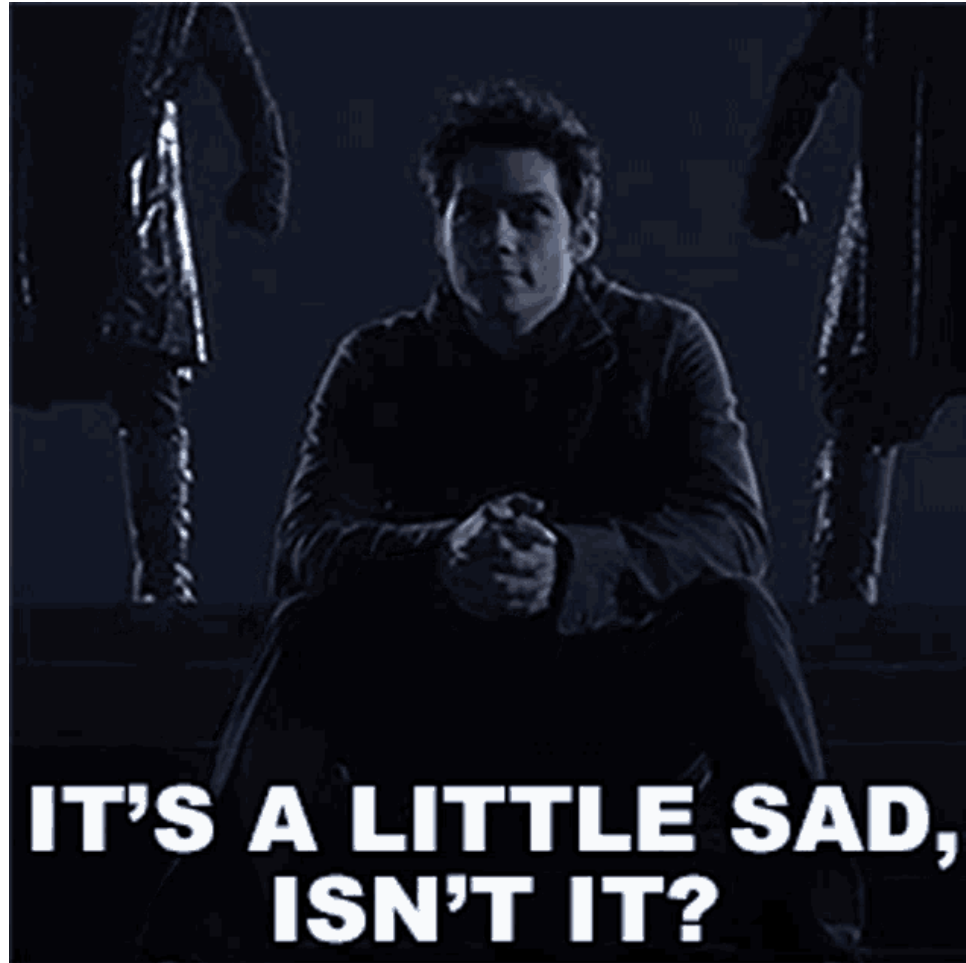
- **Privacy** refers to the right of individuals to control their personal information and to keep it confidential.
- It involves the ability to choose what information is shared, with whom, and under what circumstances.
- Privacy is about protecting individuals' personal information from unauthorized access, use, or disclosure.
- **Security**, refers to the measures taken to protect information, systems, and networks from unauthorized access, use, disclosure, disruption, modification, or destruction.
- Security is about protecting the confidentiality, integrity, and availability of information and systems.

Key differences between privacy and security

- **Focus:** Privacy focuses on protecting personal information, while security focuses on protecting information, systems, and networks.
- **Scope:** Privacy is concerned with the collection, use, and sharing of personal information, while security is concerned with the protection of all types of information and systems.
- **Goals:** The primary goal of privacy is to protect individuals' personal information and maintain their trust, while the primary goal of security is to protect information and systems from threats and vulnerabilities.

Fact!

- Companies like Google can securely steal your information!



Isn't it funny how
day by day nothing
changes but when
you look back
everything is
different.

C.S. Lewis

