Now let us study Privacy Policy. I am sure you have heard the word privacy policy, but not really thought about what all it takes and how privacy policies are written. Why do, why is privacy policy important all that?

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So, again through mailing list, if you think about stop the video and tell us what is, what is the privacy policy, according to you. So, here is an example. Here is what a privacy policy Wikipedia definition is, it says, privacy policy is a statement or a legal document that discloses some or all of the ways as some of the all ways a party gathers, users discloses and manages a customer or client's data.

Personal information can be anything that can be used to identify an individual, not limited to person B, if you know the definition of PI I guess. So, essentially, the first line is what is important privacy policy is a statement or a legal document and privacy law that is that discloses some all the ways, ways a party, gathers users discloses and manages a customer or client's data, it is an expression how that information that Amazon is collecting, is being used is what a privacy policy is.
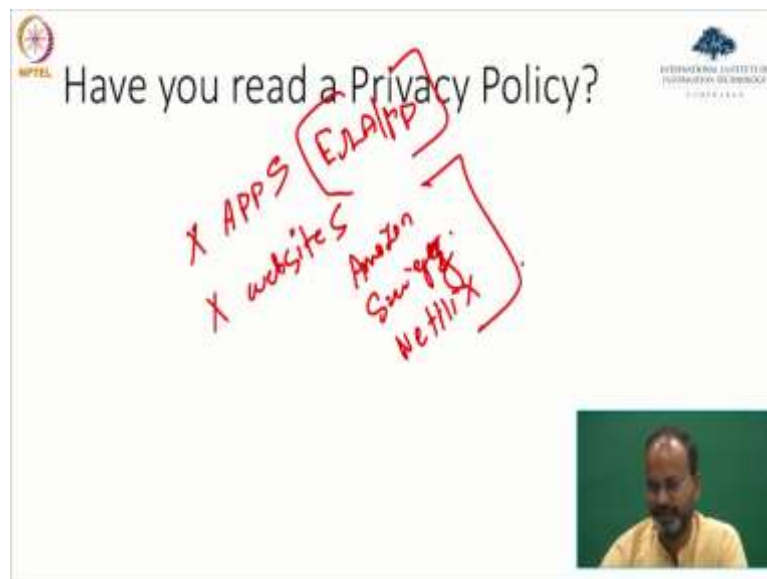
So, have you read a privacy policy? Just think about it, how many, how many websites? How many services you must have used from morning, I am sure you use the morning or let us take in the last week or so, how many apps you downloaded on your, on your phone in the last couple of months? Did you ever check the end users license agreement? Or the privacy policy of the app that you downloaded? Or you must have gone to different websites? In the last 24 hours? Do you know what the privacy policy of these services are? Let us take an Amazon, Swiggy or Netflix that have been talking about?

Do you know what the privacy policies are? How they at least express, how they say that the information that they are collecting is being used? We do not do that. We do not we do not read privacy policies, rarely we do. So, if there is anybody in the class who's actually read the privacy policy of the service that you are using, or the app that you are using, just let me know, I will be very, very curious to know what the context was.

So while, what I did to argue that privacy policy, studying privacy policy is very critical important is that, I just did a simple search for privacy policy in Google Scholar. While I made the slide, you can see the number of results and you can also see that is the number of results that has come.

But my focus was more on the time, which is it an important topic that people study in many different ways, people are studying it as for example, one thing that we will see in detail later in this week is how much money would it take if we were to make all US citizens to read the privacy policy as a study that was done for US citizens, but one can actually repeat it for something like in India also.

People are studying about how to make this long, difficult to understand privacy policy into a nutritional label. Can you express them into a simple way by which in a medicine bottle nearby, Can you express privacy like that? Different ways of studying privacy is going on and generally even just longitudinal study there is even another study Dontos, look at longitudinally how privacy policies have changed over many years. It is a very rich literature.

And just again, just to give the newness of the topic or how it is actually relevant to the environment or outside in the society. I just did again privacy policy search in news. If you see again, talking about Facebook's or Twitter's privacy policies, companies actually Google being pulled into a case because of the privacy policy, all that is happening around us. Take a look at that.

Facebook Privacy educational content
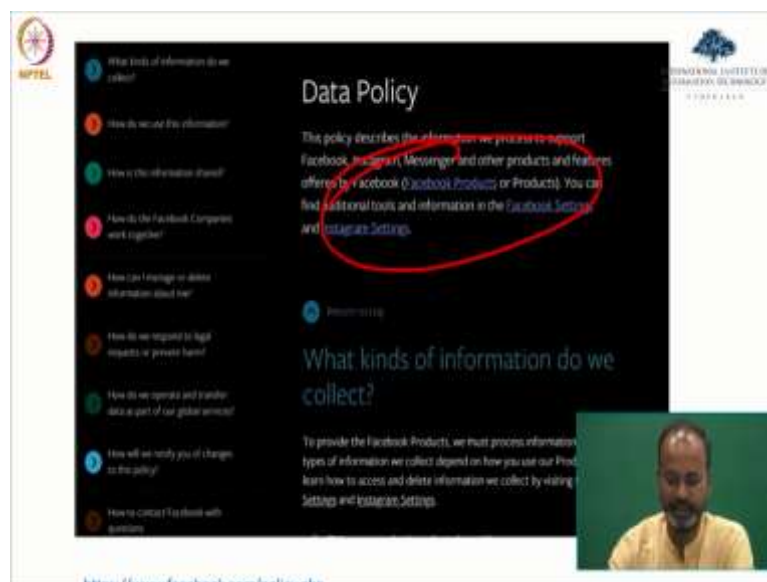
So, we will go through a couple of privacy policies just to get you a sense of what the privacy policies are. So, this is Facebook's privacy policy, which is on the left hand side, it reads as what kind of information do we collect? How do we use this information? How is this information shared? How do you, how do the Facebook companies work together? So, because this is actually written for all Facebook products, product services? How do we respond to legal requests to prevent harm? How do we operate and transfer data as part of our legal Global Services?

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I already. so here is a link to the privacy policy of Facebook. Now let us take a look at a Facebook privacy policy. I have given all the links in the slides itself, which should be which would be useful for you to take a look at it yourself. So, this talks about again, what kind of information do we collect? This gives you a sense of information, and content you provide, we collect the content, communications and other information you provide when you use our products, including when you sign up for the account creator.

So, again, keep in mind that these policies are written by lawyers and with the legal framework and that is why these policies are a little long. But it kind of captures all the things that these companies will do. So, things that you and others do, and provide network and networks and communication, we collect information about people, pages, and accounts, hashtags, all that information is being collected, such as an address book or a call log or an SMS log history is also being collected. We collect information about how you use or

products such as types, such as types of content that you view or engage with features you use.

So, this kind of gives you a sense that look at a given point in time, you are looking at a friend's post on your timeline, the time that you spend on that can be actually covered here, view, types of content that you view are engaged with the features you use, the actions you take, the people or the accounts, you interact with the time, frequency and duration of your activities, that kind of gives you a sense that when you are looking at a timeline and kind of generally flipping it through and at some point in time, you say that, this picture looks more interesting, you stop and Facebook actually kind of can get that information that you are interested in that post, and therefore can use that for future recommendations either because of that user, or because of that post itself.

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Information about transactions made on our products, products things others do and information they provide about you. We also receive and analyse content, communications and information that other people provide when they use our products.

So, this could be a third party game that you are playing Farm Villa or a Candy Crush game that you are playing on Facebook, which actually collects information because the game is actually providing you some servers for you to play the game, they are collecting some information.

That information can also come back to Facebook it what they sort of this statement is saying. We will go through one little detail but this is very long, I am really not going to go

through all the pieces of the Facebook privacy policy because by doing that, I think it will be like few hours to finish this own this policy itself.

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Device information. Device entropy information that we obtain from these devices include device attributes, information such as operating system hardware and all software versions, device operations, information about operations and behaviours performed on the device. Self-explanatory if there is anything I will add, but otherwise these are identifiers, device signals, data from device settings, information you allow us to receive through device settings that you turn on such as access to your GPS location and camera or photographs. Another interesting point here.

It says that device settings that you turn on. Again, the question is what default settings do we have, is it default on? Is it opt in? Is it opt out? What information is Facebook collecting? It is all embedded in that sentence, devices that you keep on settings that you keep on. Network and connections, we talked about ISP cookie, cookies, something later we will see in the semester.

Here, it talks about cookie data, data from cookies on your device, including cookie IDs and settings. Learn about how we use cookies in Facebook cookie policy, there is a cookie policy also. Which, if you are interested, please go take a look at information from partners, third parties how do we use this information.

So, first, they talked about how the information, what information is being collected. Now it says, how do we use this information? Now let us look at this section called how do we use this information before we saw what information is being collected, here provide personalize and improve our products.

Personalization, which is, which is a hot topic for which all this information is being collected, improve the services that they are providing you, information across the products and devices, we collect information about your activities on different Facebook products and devices to provide a more tailored and a consistent experience on all Facebook products that you use wherever you use them. So, that is gives you a sense of different devices. Your

account if you access, they can put them all together to actually give you a personalized service.

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Location related information. I requested you to watch the social dilemma, great hack in week one. For people who have watched it fully, you will get a sense of how the majority of the decisions that are being made is because of the information that they are collecting from that is mentioned in the privacy policy also here.

We use location related information such as your current location, where you live in, the places you will like to go and the businesses and people who are near to provide personalize and improve our products, including ads for you and others, so again location information, if it is available, it can be easily used and very well used for making decisions and for providing personalized services.

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Product research and development. We will use information. Information we have to develop, test and improve our products including by conducting surveys and research. There is been multiple studies done on Facebook, by Facebook itself, studying how users behave on while presenting some content. But others also use Facebook for doing research and market study.

This privacy policy is talking about what Facebook could do, face recognition if you have it or if you have it turned on, if we use face recognition technology to recognize you in photos, videos and camera experiences.

The Face Recognition templates that we create in constitute data with special protections under the law of our country. Again, an important one the law for country what countries is this now, I am accessing it from, it says law of your country, which is accessing it from India now. So, probably the question is about what protections do we get? As part of accessing Facebook from India.

Ads and sponsored content we use the information we have about you including information about your interest actions, which we know how they collect, to select and personalized ad offers, and other sponsored content that we show you.

Providing measurement analytics and other business services we use the information that we have to help advertisers and other partners measure the effectiveness and distribution of their ads and services.

So, one of the other thing that you can use for Facebook parasomnia, if you have used it for this purpose, you can actually use Facebook for advertising, advertising you can create very customized advertisement on Facebook, which is to say, I want to send for example NPTEL, I want to send information about this online privacy class.

To all Facebook users in India, who are aged between let us take 19 and 25. Who have also seen or interested in the topic of internet or privacy, you can actually target this particular ad that I just now mentioned, through Facebook which is you yourself can do some settings on Facebook to set up this and send that to push that to those particular users.

So, that helps, because you want to, because if we did not do this targeted ad, imagine what the let us take how much money you would have to spend, let us stick to 10,000 people, if you want to send this ad, maybe a chance to large number of people that are getting this ad are not even relevant to this topic.

Whereas with saying that with this age group with the geographic location and with this interest, let us take them like the book on privacy they are seen a, they have posted an article

about privacy, on their Facebook profile, all that can be used to say that we send that to this particular person.

Promoting safety, integrity and security, we use information that various accounts, combat harmful conduct, detect and prevent spam, and other bad experiences, maintain the integrity of a product and provide safety and security, on and off of Facebook products. So, it is they take protection. They take safety seriously to use the information that they have collected to provide safety.

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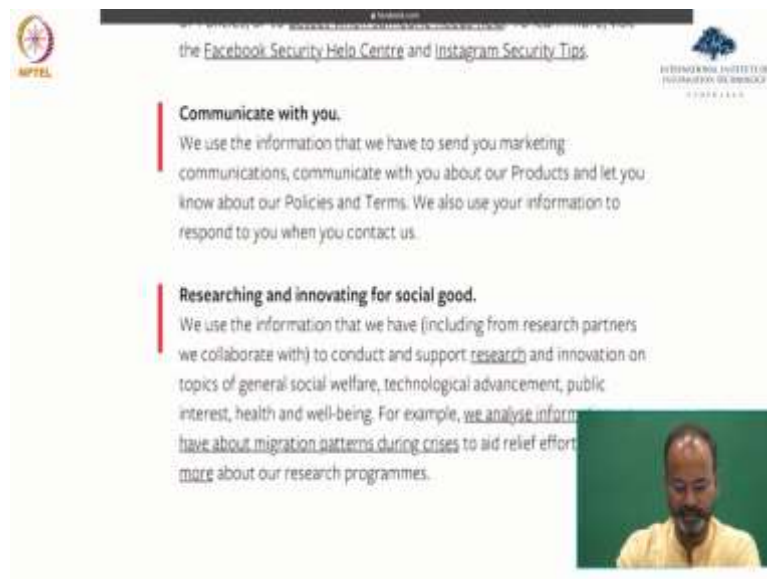
Communicate with you use information. This is again, if you think about how the privacy policy itself is written, you can think of going back to OECD principles and FTC principles, which can be broken down into larger chunks of this privacy policy, privacy policies is created, and then mapped to the FTC or OECD guidelines. All of this can be derived from OECD and FTC guidelines.

Researching and innovating for social good, use information that we collect, Social Good they can use this data for research, building technologies and making services better. Now let us continue look at, continue to look at the Facebook privacy content that is on their website.

Facebook Privacy, educational content

So, here is another web page webpage that is on Facebook site, which actually gives a lot of information about privacy this is, this one is you have control over who sees what you share on Facebook. So, this is the now that we have done, we have seen the Facebook privacy policy in detail. let us continue looking at Facebook, other content that is available on Facebook, which actually provides information about privacy.

Facebook has a lot of content about educating people about privacy, how to be protected, how to be safe online, online safety, there is a lot of content that is available on Facebook. So, as we saw, we only saw the privacy policy. let us continue looking at some more details about some privacy content on Facebook.

So, this one gives you details about how different methods that Facebook is recommending to be safe and to see who has access to your information and all that you have control over who sees what you share on Facebook. So, if you remember Mark Zuckerberg's, interactions with Congress, one of the things that he very clearly stated is that you have control over your information.

So, that is again reflecting everywhere, I guess you have control over your information and you can actually do control the information who gets access to what information and everything.

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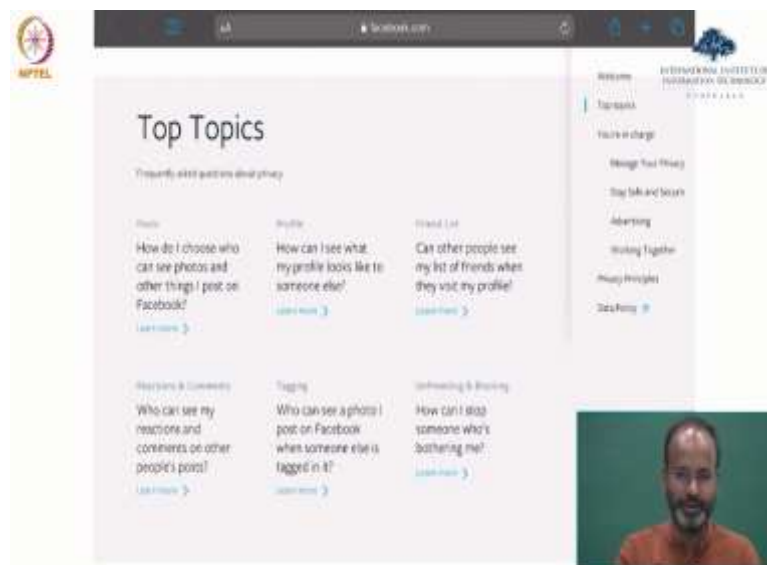
So, how do I choose? Who can see photos and other things I post on Facebook? How can I see what my profile looks like to someone else? Can other people see my friends list? So, these are some of the frequently asked questions.

So, I do not know how many of you have played around with the looking at your account as to a third party another person is looking at it, another person who is not your friend looking at it all that there are these kinds of features on Facebook, which allows you to look at your account as though somebody else is viewing your account.

Particularly with these conditions of they are your friends. They are not your friend. They are somebody friends of friends and all of that. All of this is transformed into privacy settings where you as a user can actually go control it and I am walking through Facebook. But we will quickly look at other privacy policies.

But Facebook's and Twitter's have spent a lot of time in enabling these privacy settings, so that users can actually have control over that information and see what is going on with their information on these platforms.

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So, let us look at privacy settings. I do not know how many of you have gone and looked at the default settings that Facebook has, I do not know how many of you have updated the default settings. It is not very common that people update their default settings. Probably some features people very regularly change. For example, profile pictures, I think people change regularly. But default settings, it is not very clear.

Whether large number of people actually go on update the default settings. I would be curious to know how many of you have actually changed your default settings or gone into the detail as we are going to see in now, the privacy settings itself, just look at this.

So, these are the details that are available for you to go and play around with, privacy, face recognition, profile, and tagging, public post, blocking, location, language and region and stories. So, in this, you can actually go and make a lot of changes in the settings, let us look at some of them.
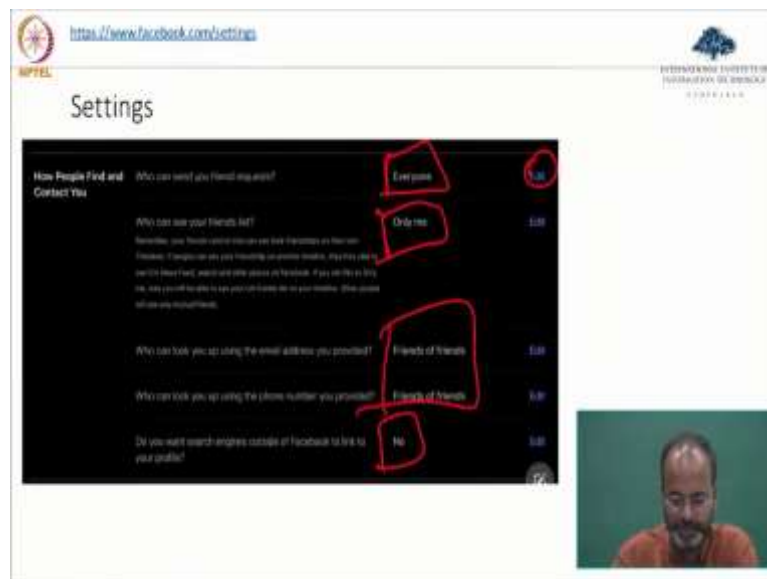
So, this one is how people find and contact you. This is who can send you friend requests. So, again, these are options when you edit, these are options that can be changed. So, in my case, it says who can send you friend requests to everyone.

You can change this as friends of friends, for example, which is only when there is somebody else connected to you as a friend, they can only send a friend request to you and again, the user behaviour changes for example, like five years before, I remember having the settings are very, very restrictive.

Today, all my settings are pretty open. Who can see your friend list only me, this is probably on the other side of the restrictions side, I have set my friend list only to be visible to me. If for example, if you want to go to my profile and see who are my friends, it is not possible for you. But if your friend of a friend and then you want to look at it, I think it shows mutual friends. Only when they are already connected as friends on Facebook.

These are nice features like for example I really do not want everybody to know who all I am connected with on Facebook. Who can look up using the email address you provided friends of friends. So, this is not everyone, somebody who has access to my email addresses, email address should not be able to search me on the platform. I took all these screenshots, only like two days, I think, two days before.

So, therefore, two days before recording. Therefore, it is pretty actually recent. Who can look up? Look you up using the phone number you have provided friends of friends. Again this is

friends of friends and I do not even know whether how many of us actually I have shared the shared our phone number with them.

More recently, I think for creating an account they want the phone number, but not like 10 years before when we when I had created my account. I think I created my account in 2011. By I do not remember giving my cell number to Facebook. Do you want search engines outside of Facebook to link to your profile.

So, this is like, if you go to Google and search for Ponnurangam Kumaraguru group and the search output have my account show up on the Google results and if this linkages to Facebook and search engines can be done, it is a no here. I am hoping that some of you will go and look at your Facebook settings as we speak, as the week or after we have done.

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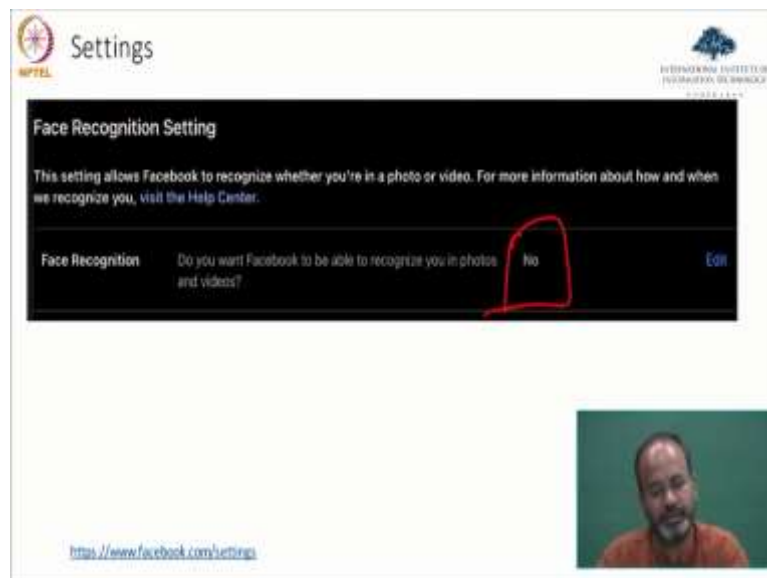
So this one is about the face recognition setting. This setting allows Facebook to recognize whether you are in a photo or a video for more information about how and when you can recognize which is basically the technology platform, infrastructure that they use to identify the face in the picture or in the video, do you want Facebook to be able to recognize your pictures and photos and videos, I have set it as no. So, it does not automatically detect me on pictures that others are uploading or even, I am uploading myself.

Next one is viewing and sharing, who can post on your profile. So, only me which is, I remember not having the setting, as only me and on my birthday, many of my friends who will actually to show up on my profile and wish me there, so today, I think they cannot do that. Who can see what others post on your profile? Friends.

Allow others to share your photos to their stories on hide some, hide comments containing certain words from your profile. So, this is basically to set out what words, what posts should be hidden when somebody looks at my profile. In my case, I have set it as off you can, you can modify it and had some words that I think there is adding the words and trying to figure out to blocking the content we will also see in the blocking section. Who can see post your, post your tag, then on your profile only me again.

When you are tagged in a post, who do you want to add to the audience of the post, if they cannot already see it, only me again, if I am tagged on a picture, nobody gets to see it, only I get to see it. Cause otherwise, it could be if I am tagged on a picture, my friends could see it. So, this option could be friends, or even friends of friends.

This means when I, when you tagged me on a picture, automatically everybody is getting to see I am just, which probably is something you want to control or at least I think that I want to control.

Reviewing, review post you are tagged in before the post of yours on your profile, somebody tags me on their posts, for example a student is saying that, they presented this paper in a

conference and he tags me, another professor tags me on some collaborative work that we are doing. I want to see it before, I want to approve it before the picture shows up on my profile.

What are those posts, see on your profile, review tags people add to your post before the tags appear on the Facebook. So, that is control. This is basically allowing us to control the tagging, so that you get a view of what pictures are you tagged and then you can allow it to go on your profile.

Sometimes I have also done this people tag me on various pictures, which probably there is no relevance for me in those pictures. So, I would go to the post and then I would say remove tagging. Also, there is also that option that you can do.

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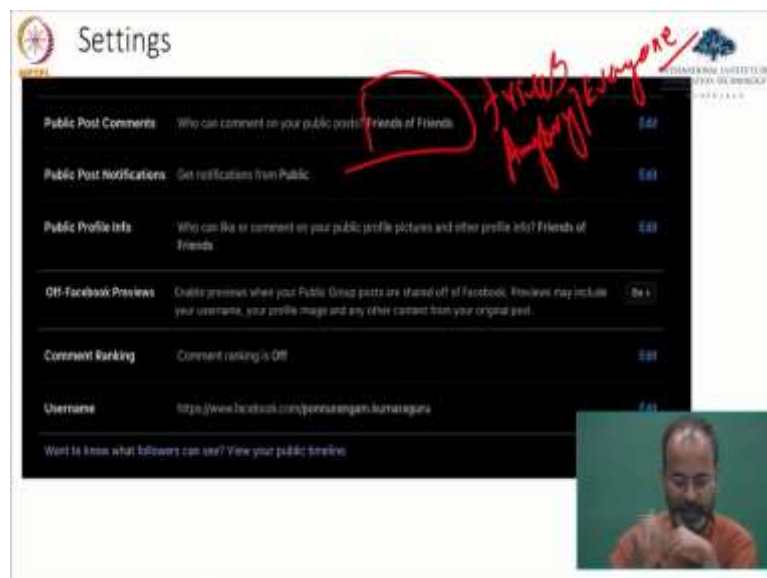
Public posts, comments who can comment on your public post friends of friends? Again, this is an option that I have set, which could be actually only friends for that matter. Only anybody or everyone the way it is called here everyone, because actually show up on my post and comment there.

Also, public post notifications get notifications from public, public profile. So, these are further settings that you can control whether it is who can like or comment on your profile, public profile pictures and other profile information. I have set it as only friends of friends.

Off Facebook group previews, enable previews when your face public group posts are shared off of Facebook is again when posts that I do on a group is shared. Should the preview be shown. Comment ranking is off which is the comments I am sure you have seen like relevant

posts, relevant comments, most recent comments are the ways that Facebook actually shows the comments you can control them, my username is here.

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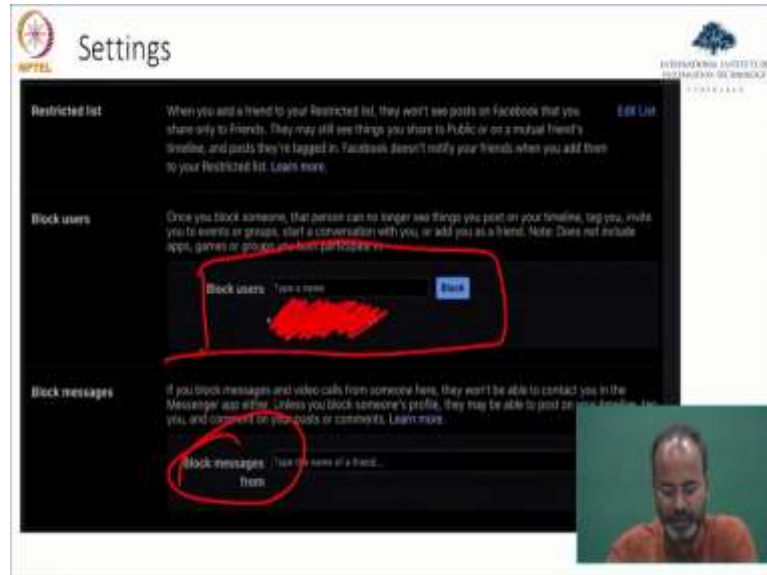
So, this is the one that I said where you can actually block user, this setting allows you to block user, now let us look at more settings that is available for a user on Facebook, this is the one I mentioned a few minutes back, which is to actually block users, you can go restrict the users from your profile.

Once you block someone, that person can no longer see things you post on your timeline, tag you, invite you to events or to start a conversation with you or add you as a friend, note does not include games or groups you both participate in.

So, because this is I think, the settings is for Facebook itself. Whereas the last line reads that Look it is not for the app, if both of you are playing on Candy Crush, Facebook does not restricting this user here is not going to make any change on Candy Crush or Farm Villa. When you add a friend to your restricted list, they would not see post on Facebook that you share only to friends.

So, this is a restrictive list. I am sure some of the smart students in the class, maybe using this restrictive list and probably adding your parents there, so that your parents are not able to see what your what posts that you are actually doing. Even though you are friends with them, Parents may be thinking that good, I am with friends with my son on Facebook. I know what he or she is doing. But you have added them on your restricted list.

So, therefore they cannot see what you post. This is blocked messages. If you blocked messages and video calls from someone here, they would not be able to connect you on the messenger app, either. Unless you have blocked someone's profile, they may be able to post on your timeline tag you comment. So again, providing you a list by which you can actually control.

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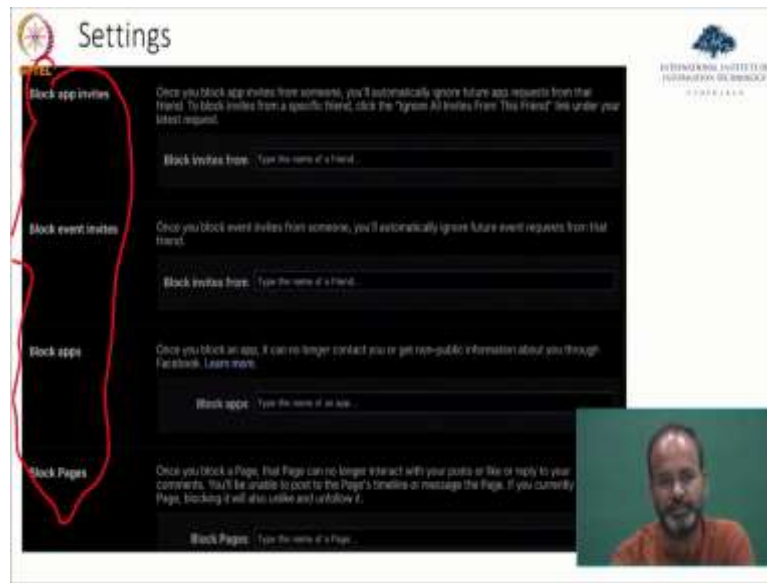
Block app invites, block event invites, block apps, block pages. So, I think this is I am sure many of you are using all of these apps and events on Facebook. So, I actually also use very regularly the events feature on Facebook to set up some, let us take a name AMA on a grad school admissions and invite people to the event.
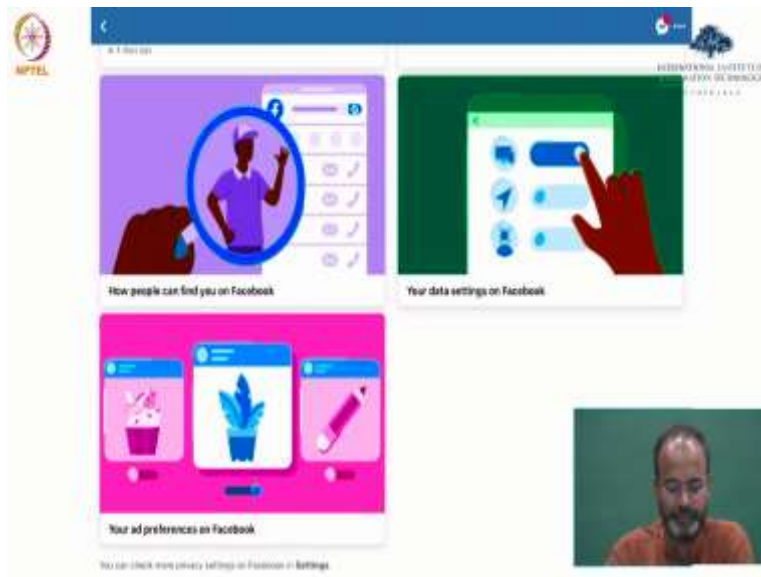
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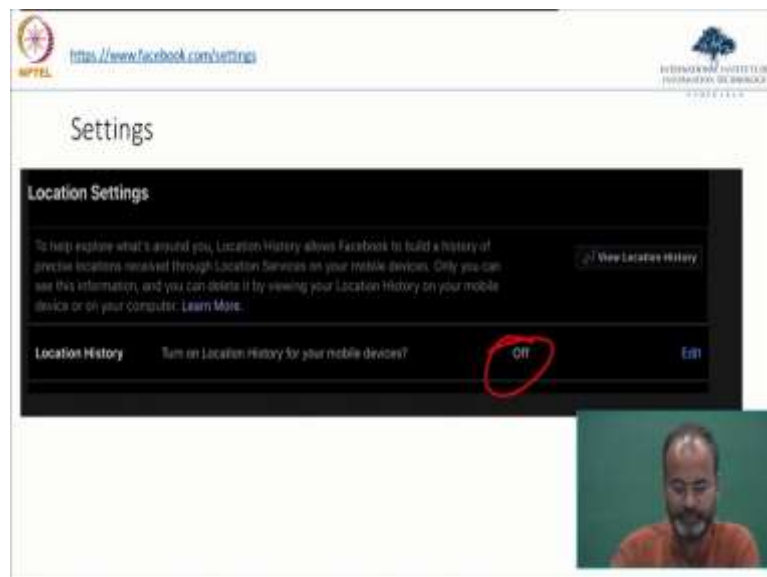
Location settings, location history, turn on location history for your mobile devices, I have set it as off, just to just for Facebook, not to know the history of the location on the mobile app that I use. So, that is about, that is about details of the privacy settings of Facebook.

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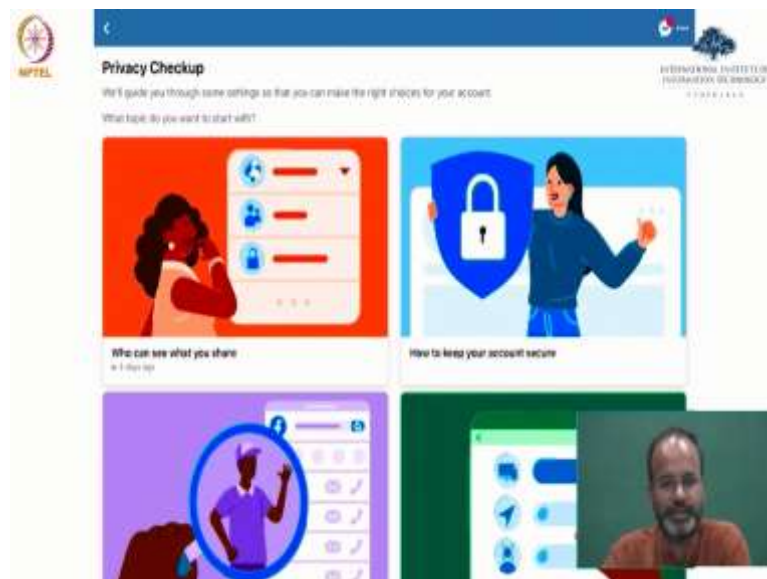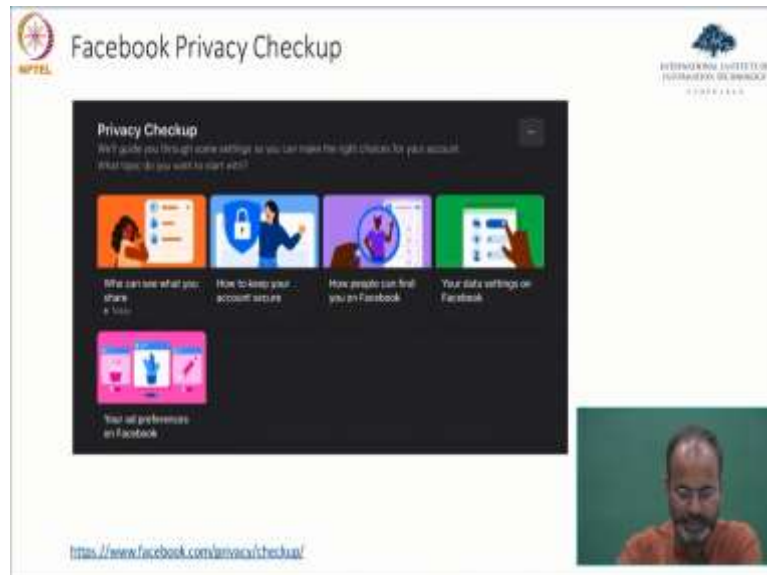
Let us look at some check-up. Facebook had set up this check-ups. I was going through this to see what all I can actually see. So, this was I was trying this four days ago also, who can see what you share, This is basically a plug and play type feature that they have, which is you can go through these features, how to keep your account secure, how people can find you on Facebook, or your data settings on Facebook, your ad preferences on Facebook, which is if you go through these features.

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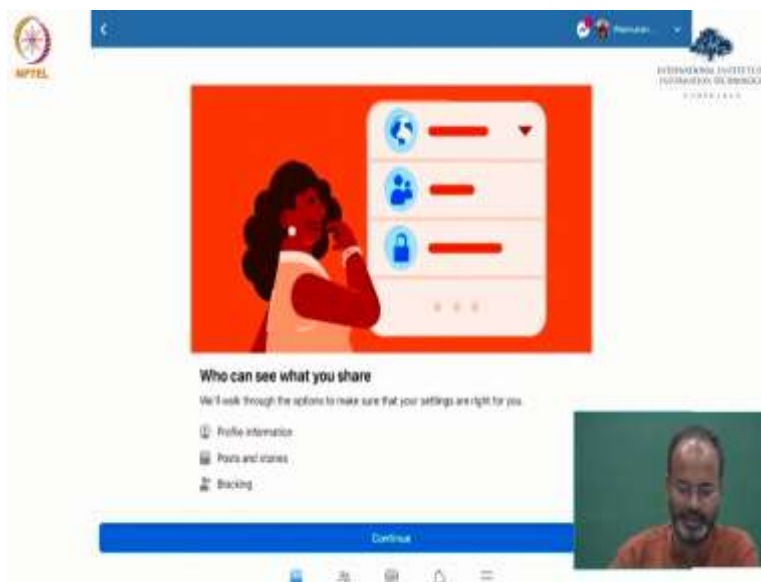
So, I will show you here. If you go through this, it will actually walk you through some questions, options, by in which you can answer and depending on that, it is going to check whether the settings that you have is appropriate or not, recommend the settings that you should be having.

We will walk you through the options to make sure that your settings are right for you. Profile, post, ads and blocking, so that is what I would meaning if any of you are interested, feel free to take a look at this and then see whether you are able to modify any of your settings in your Facebook, add the goal of the classes also that tried to educate you and potentially through you others about these kinds of features that are available, which can help users to control information to see, to make use of all these features that are available on these platforms.

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So, that was Facebook. Now let us look at Twitter. So again, I the penetration of Twitter and Twitter may be lesser than Facebook. But it is definitely increasing particularly in the academic setting, I think the Twitter is definitely increasing where more and more students and more and more faculty, research labs are all starting to use or are using Facebook or using Twitter to actually communicate, to share their work and all of that, so this is Twitter's privacy policy. Let us look at this briefly.

Again there is a PDF version also, feel free to take a look at the policy. So, this says we believe and I think this is going back to our definition, the reason for me to go through in detail is, it kind of very well aligns with the first week content that we saw, which is definitions of privacy, how these companies are actually treating the information that is collected from the users, what controls are they providing for us, we believe you should always know what data we collect from you and how we use it and that you should have meaningful control over both.

We want to empower you to make the best decisions about the information that you share with us, remember again, we talked about decision making with these information that is available on privacy policies. That is what this policy, that is what the statement is mentioning.
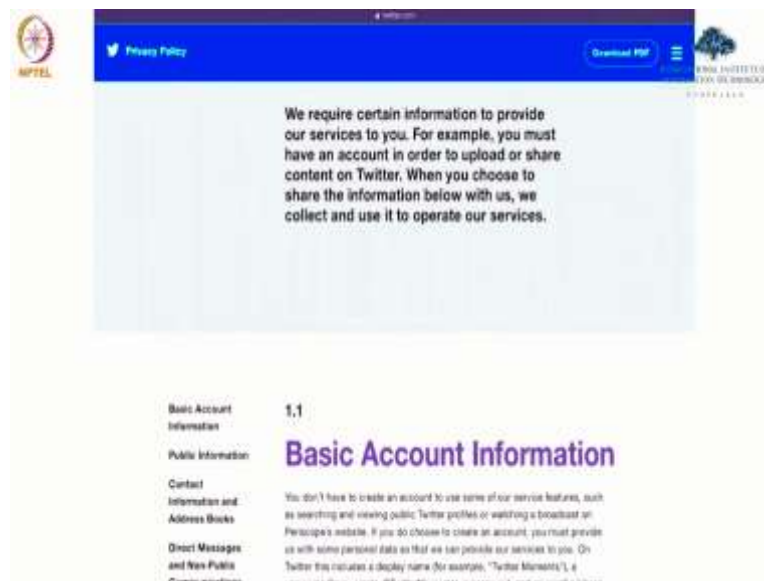
And, and going through the details of the policy, if you see the Twitter is public, and tweets are immediately viewable and searchable, it just describes how Twitter works and what are the broad principles under which they are using information you share with us.

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We require certain information to provide ourselves as to you for example, you must have an account in order to upload or share content in Twitter. When you choose to share the information below with us. We collect and use it to operate ourselves as our services, I think in this case could be sharing the information with the people who are following you and all of that.

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Basic account information. So, these are the, these are the categories basic account information, public information, contact information, address books, direct messages, payment information, how you control the information you share with us, it goes in details about how, what all they do with the information and again, for people who are interested in

some of these things playing around with this, you should definitely get in, look at the developer API, try to collect some data from Twitter.

I mean, this is about the analysis from the Twitter content itself. But otherwise, play around with Twitter settings, as I showed you on Facebook, Twitter also has a lot of features, in terms of what all you can control.

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So, contact information and address book direct messages and communications payment information.

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Whether your tweets are publicly available on Twitter, your privacy. So if you go to the privacy settings, you should be able to see the I think the next slide that I have in my slides

will show you privacy settings options also, whether others can tag you, I think that is interesting feature that Twitter has, where by default, it is actually denied, which is if I were to tag you on pictures, you should in your profile go uncheck options, so that people can actually come and tag you with pictures. I try tagging lots of people on pictures.

But there is an easy way of using getting more people to tag on Twitter, which is I put the 280 characters and then I upload a picture with the post, I can actually tag 10 people. So, it is easy to actually get the content to these 10 people at least by tagging. So, whether others can tag you on a photo, it is an option that you have to explicitly go say, go allow, whether you will be able to receive direct messages from anyone or just your followers. Again, that is also a setting that you can change.

Whether others can find you based on your email or phone number. Whether you upload your address book to Twitter, to for storage and use when and where you can, you may see sensitive content on Twitter, this is becoming more and more regular. Now, at least in my timeline, I say very regularly, some posts at least not shown to me because of some content reasons.

For some policy reasons that Twitter decides not to show the content and then you will have to go enable it, to see the content, whether you want to block or mute other Twitter accounts. Yeah, so this also have not and also there, there are other features that you can do to control notifications, for example.

You can, you can go set the notifications off, mute the conversation on Twitter, so that you do not get notifications on when somebody likes or retweets things. So that is about the privacy policy about the information that they collect and how they use.

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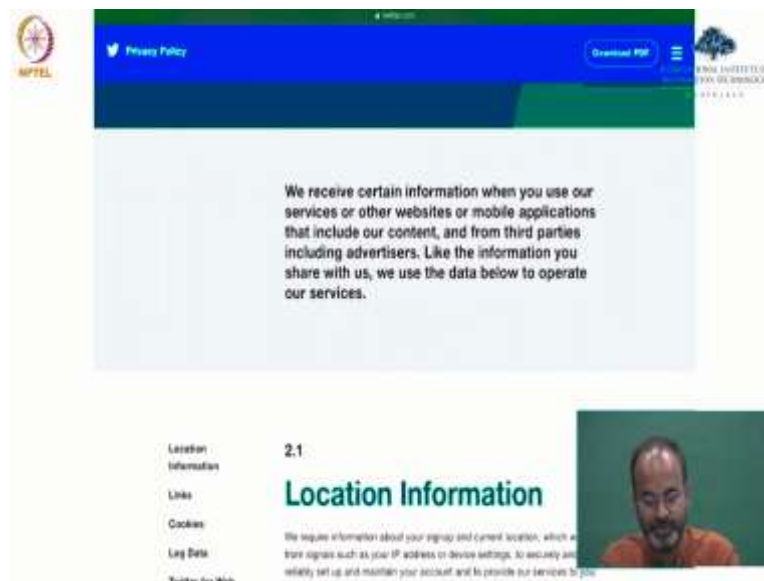
There is also this information, we receive certain information when you use our services or other websites. Again, this is something you want to keep in mind. The services when they have when we use Twitter, it is not only that they are collecting information from Twitter, they actually have, they can collect information from other services that we use also.

So, we receive certain information when you use our services or other websites or mobile applications that include our content and from third parties, including advertisers, like the information you share with us, we use the data below to operate our services.

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So for example, again, location information, links, cookies, I think we will do a sort of say detailed discussion about cookies at some point in time in the class. Log data tweeter from for

web data, advertisers, developers, other third parties and affiliates, personalization across your devices.

So, because I think identifying that you are using the same account, on your laptop on your phone, for them to know that it is the same user and for them to know that you are accessing, they can actually personalize your timeline depending on whether they know that it is the same person or not. So, that is that is what the details of these policies, these settings are here, information we share and disclose this may be also interesting to you.

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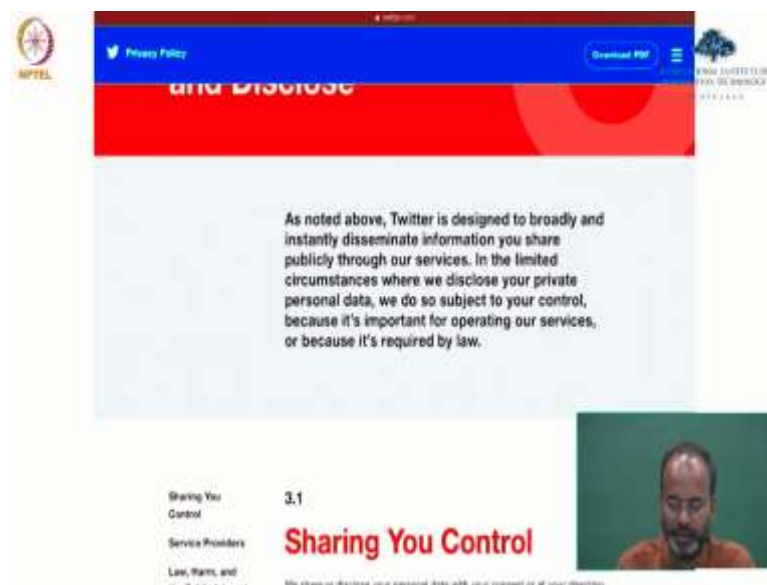
As noted about Twitter is designed to broadly and instantly disseminate information you share publicly through our services. In the limited circumstances where we disclose your private personal data, we do so subject to your control, because it is important for operating or services or because it is required by law. So, I think that is the last part is also something that comes in all the policies for national security by required by law, I think information your activity on any of these platforms can be shared with third parties.

Sharing you control service providers. Again, this is all about information that they share and they disclose to third parties that they are interacting. Again, feel free to take a look at it. What I am going to recommend you is to take a look at these policies in detail and if there is any particular question that you have anything that you want me to discuss in detail, please shoot an email on the mailing list and again, I am hoping that we will also do some, open to all sessions asked me anything sessions and during the classes, during the week or end of the week, so we can actually discuss all this there.
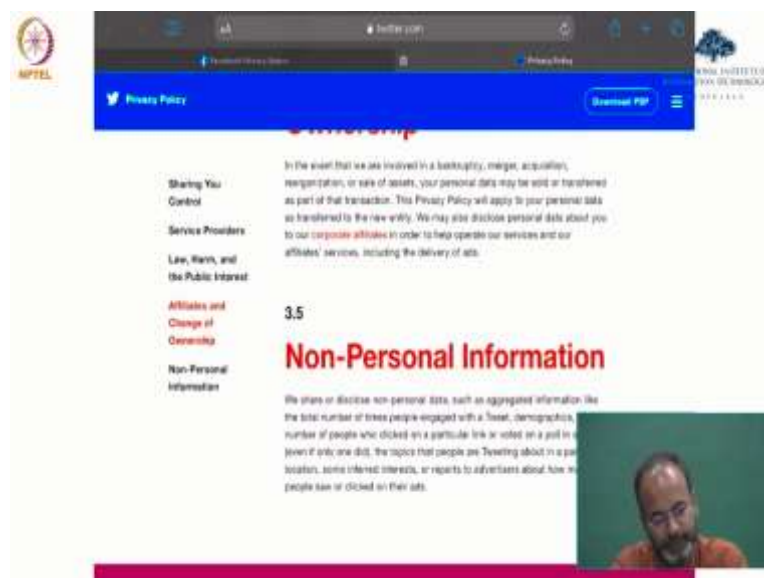
It is a non-personal information, so we disclose non-personal data such as aggregated information like total number of times. So again, there is the set of personal information and

there is also non-personal information in end of the class I think probably the last week or the one week before the last week, we will actually look at what is his non-personal data, how are these playing a role? There is some discussion going on non-personal data in India now.

So, we can actually look at what they are also. So, this one is we share our or disclose non-personal data, such as aggregated information like total number of times people engaged with a tweet demographics. The number of people who clicked on a particular link or water on a pole, in a tweet, even if only wanted the topics that people are tweeting about in particular location.

Some inferred interest or reports to advertise us about how many people saw or clicked on their ads. So that is, those are the things that they do. I think it is it is very evident that when you go to Twitter and you see insights impressions for the tweet, you will actually get to see how many people have seen that tweet.

How many people clicked on a link, how many people actually clicked on the image to see the match, all of this information is coming, because that is what they are, they are saying and particularly, some of these are shared in aggregate where you do not know who actually open that link, which is an aggregate information that you cannot identify the person. But you can still know that 30 people or 100 people who saw that tweet actually clicked on the link.

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Managing your personal information is does accessing or rectify? So again, if you look at it, this is kind of going or the FTC or the OECD principles.
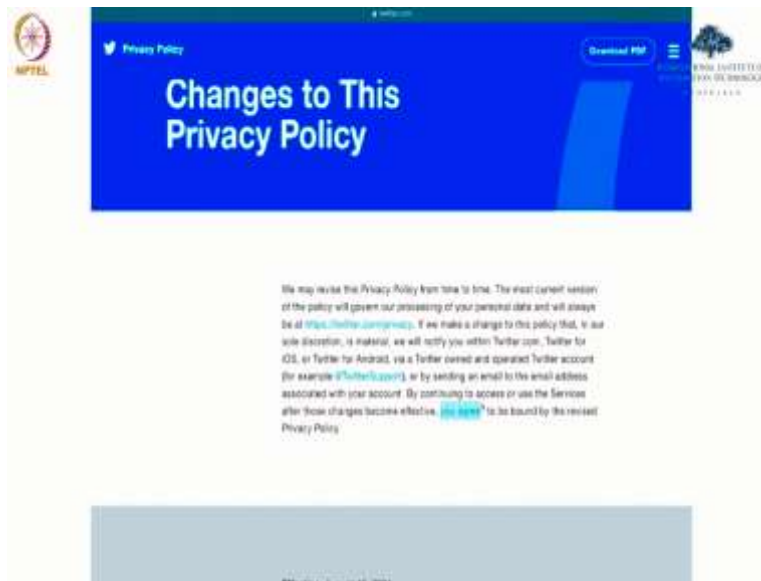
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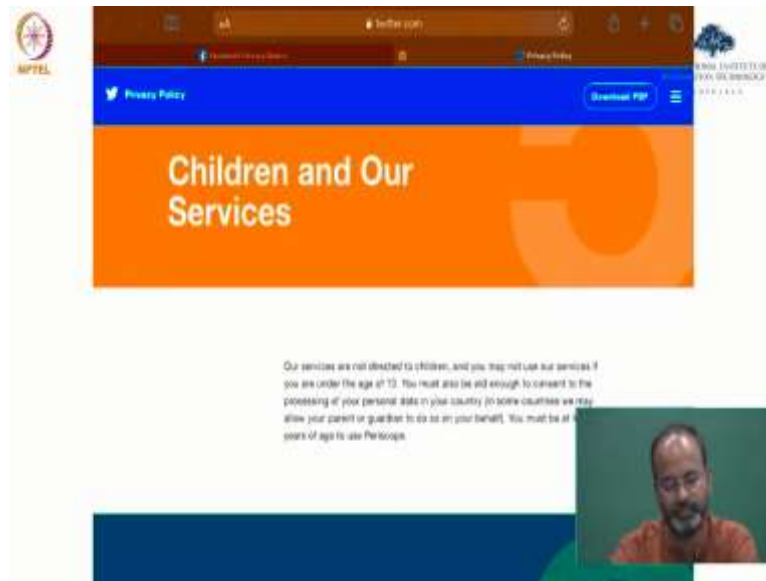
Children and I think the last time I mentioned that children, policies, COPPA, and policies around that are also taken care in some of these privacy policies.

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So last, change the effective I think it is August 19 2021. I think there are also changes to the policy, we may revise the privacy policy from time to time the most current version of the policy will go on our processing of your personal data and always be at this place. So that is, I think all privacy policy will have a date attached to it, saying what was it last updated. So, that is Twitter for us.

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So, that is the total privacy settings I mentioned your account security and account access, privacy and safety, notifications, accessibility and additional resources. I think all of them are like the Facebook.