Protecting Your Privacy
in the Digital Age

MOTLOW LIBRARIES
Books are *just* the beginning!

MOTLOW STATE

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What is **privacy**?

"The ability of an individual or group to seclude themselves or information about themselves, and thereby express themselves selectively."

Wikipedia
en.wikipedia.org/wiki/Privacy

SOLITUDE

➜   Physical separation from others

INTIMACY

➜   Relationship between individuals caused by seclusion

ANONYMITY

➜   Desire for public privacy

RESERVE

➜   Psychological barrier against unwanted intrusion

Alan Weston
Privacy and Freedom (1967)

Privacy is not **Anonymity**.

Privacy is to keep information and actions to yourself or others selectively, but others knowing you are involved.

➔ Locking your office door during a private meeting

➔ Encrypting an email sent to specific individuals

Anonymity is to release information and actions to others without your identity attached.

➔ Blowing the whistle on a company

➔ Using a pseudonym and posting items for the public

Why should I **care**?

"SAMPLE SIZE IS HIGH"

➔   Analytics can pinpoint using various statistics

"EVERYONE USES IT"

➔   While everyone may use it, not everyone lives in the same place

"NOTHING TO HIDE"

➔   Free speech, but nothing to say

City		Browser ⊗	Users ▾ ↓		Users		Contribution to total: Users ▾
			2,831 % of Total: 100.00% (2,831)		**2,831** % of Total: 100.00% (2,831)		
1.	■ Murfreesboro	Chrome	**278**		8.66%		
2.	■ Lynchburg	Chrome	**177**		5.51%		
3.	■ Fayetteville	Chrome	**93**		2.90%		
4.	■ Smyrna	Chrome	**92**		2.87%		
5.	■ Murfreesboro	Safari	**84**		2.62%		
6.	■ McMinnville	Chrome	**83**		2.59%		
7.	■ Nashville	Safari	**82**		2.55%		
8.	■ (not set)	Chrome	**80**		2.49%		
9.	■ Lynchburg	Edge	**78**		2.43%		
10.	■ Nashville	Chrome	**65**		2.02%		

8.7%

65.4%

THE STATE OF **ANALYTICS**
*Sourced by **Google Analytics** for library.mscc.edu*

City	Age ⊗	Users ▾	Users	Contribution to total: Users
		152 % of Total: 5.37% (2,831)	152 % of Total: 5.37% (2,831)	
1. ■ Murfreesboro	18-24	**105**	71.43%	
2. ■ Murfreesboro	25-34	**21**	14.29%	
3. ■ Murfreesboro	45-54	**11**	7.48%	
4. ■ Murfreesboro	35-44	**10**	6.80%	

Show rows: 10 Go to: 1   1 - 4 of 4

THE STATE OF **ANALYTICS**
*Sourced by **Google Analytics** for **library.mscc.edu***

City	Source / Medium ⊗	Users ▼	Users	Contribution to total: Users
		430 % of Total: 15.19% (2,831)	**430** % of Total: 15.19% (2,831)	
1. ■ Murfreesboro	(direct) / (none)	399	91.72%	
2. ■ Murfreesboro	google / organic	19	4.37%	
3. ■ Murfreesboro	symbaloo.com / referral	8	1.84%	
4. ■ Murfreesboro	bing / organic	3	0.69%	
5. ■ Murfreesboro	mscc.mywconline.com / referral	2	0.46%	
6. ■ Murfreesboro	us.search.yahoo.com / referral	2	0.46%	
7. ■ Murfreesboro	duckduckgo / organic	1	0.23%	
8. ■ Murfreesboro	motlowscc.bywatersolutions.com / referral	1	0.23%	

91.7%

Show rows: 10   Go to: 1   1 - 8 of 8 ‹ ›

THE STATE OF **ANALYTICS**
*Sourced by **Google Analytics** for **library.mscc.edu***

Nov 5, 2021 - Dec 4, 2021

Sessions (LTV) ?	Session Duration (LTV) ?	Revenue (LTV) ?	Transactions (LTV) ?	Goal Completion
73	15:39:42	$0.00	0	0
Sessions (Current): 28	Session Duration (Current): 04:55:28	Revenue (Current): $0.00	Transactions (Current): 0	Goal Completion

Date Last Seen ?
Dec 03, 2021

Device Category ?
desktop

Device Platform ?
web

Acquisition Date ?
Sep 17, 2021

Channel ?
Direct

Source / Medium ?
(direct)/(none)

Campaign ?
(not set)

Return to User Explorer Report

Filter by
4 selected

Sort by
Descending

Create Segment   Expand All   Collapse All   Export

Dec 3, 2021   1 session

1:06 PM   00:00   🖥   Direct   👁 1

☐ 1:06 PM 👁   Viewed **Subject Guides | Motlow State Community College Library** /subject-guides

Page title   Page URL
Subject Guides | Motlow State Community College Library   /subject-guides

Nov 24, 2021   4 sessions

12:36 PM   00:08   🖥   Direct   👁 2

☐ 12:36 PM 👁   Viewed **Motlow State Community College Library | Books are just the beginning** /

Page title   Page URL
Motlow State Community College Library | Books are just the beginning   /

THE STATE OF **ANALYTICS**
*Sourced by **Google Analytics** for library.mscc.edu*

Facebook Grade E

Facebook stores your data whether you have an account or not.

Your identity is used in ads that are shown to other users

The service can read your private messages

This service can view your browser history

Deleted content is not really deleted

👁 View All Points on Phoenix!

🐧 View Documents | 🔗 Visit Service | Facebook | Privacy Grade E

PayPal Grade E

You waive your moral rights

This service holds onto content that you've deleted

This service still tracks you even if you opted out from tracking

Third-party cookies are used for advertising

This service can share your personal information to third parties

👁 View All Points on Phoenix!

🐧 View Documents | 🔗 Visit Service | PayPal | Privacy Grade E

Twitter Grade E

They store data on you even if you did not interact with the service

The service can read your private messages

The service can delete specific content without prior notice and without a reason

This service can view your browser history

This service holds onto content that you've deleted

👁 View All Points on Phoenix!

🐧 View Documents | 🔗 Visit Service | Twitter | Privacy Grade E

WHAT YOU **AGREED** TO
*Sourced by **Terms of Service; Didn't Read***

PRISM *2007*

➔ Collects stored communications based on demands under Section 702 of the FISA Amendments Act of 2008
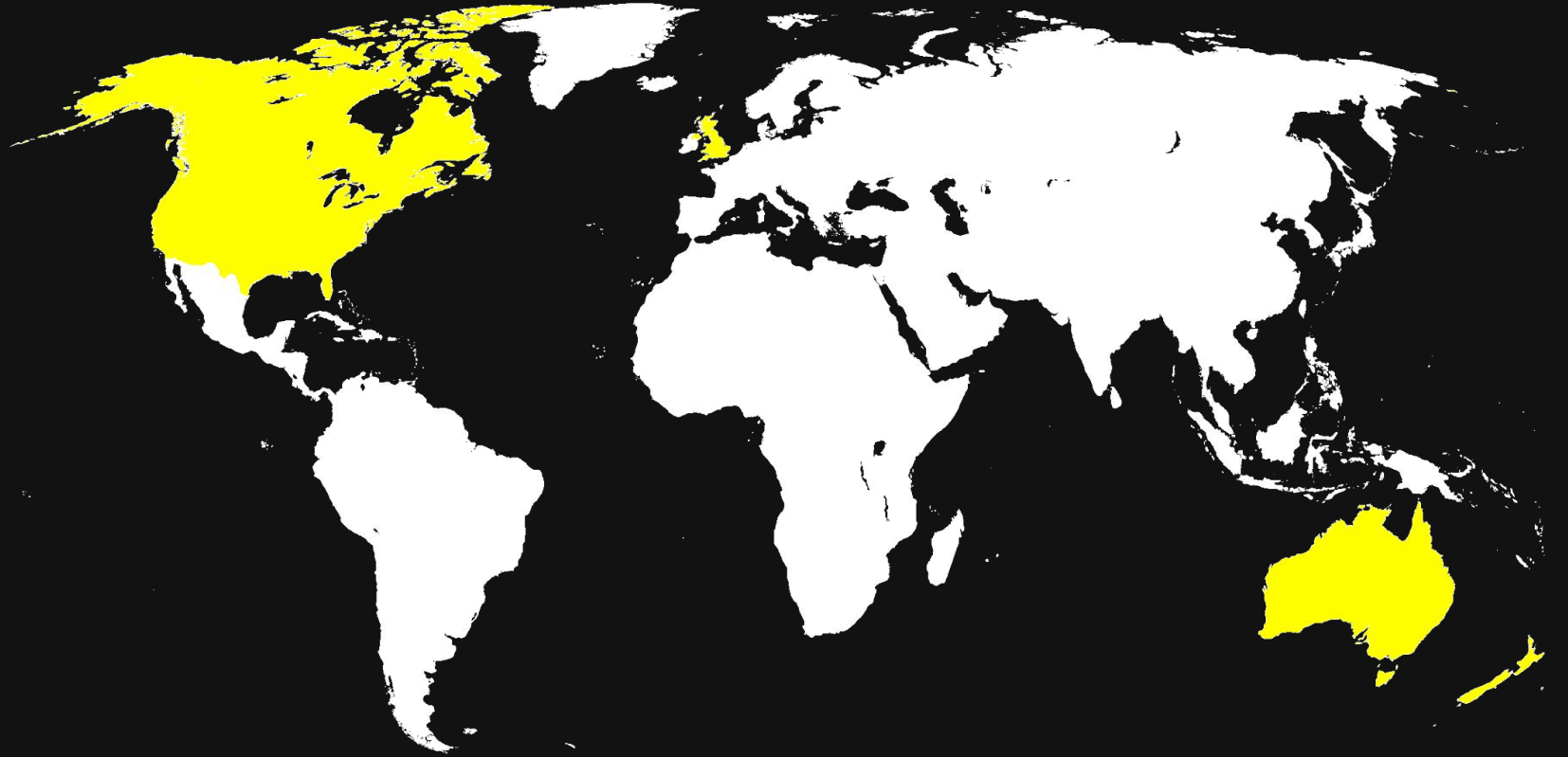
XKEYSCORE *2013*

➔ Secret computer system from the NSA that continually searches and analyzes global Internet data

社会信用体系 *2009*

➔ Known as the **Social Credit System**, a national credit rating and blacklist developed by the government of the People's Republic of China
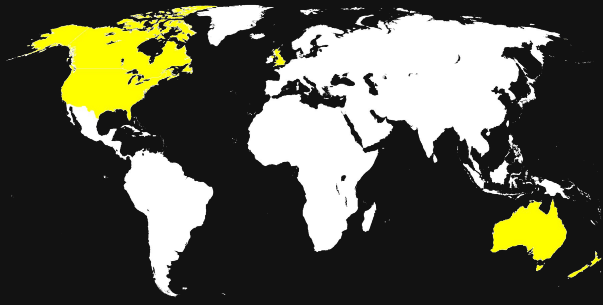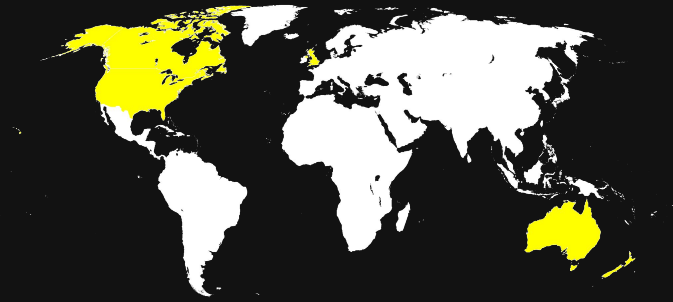
THE WORLD OF **SURVEILLANCE**

THE WORLD OF **SURVEILLANCE** // **FIVE EYES**

An alliance between the **United States**, **Canada**, **United Kingdom**, **Australia**, and **New Zealand** to share communications intercepted with one another

Documents have shown that
these countries **intentionally spy**
on one another's citizens and
share the information

theguardian.com/world/2013/nov/20/us-uk-secret-deal-surveillance-personal-data
theguardian.com/world/2013/dec/02/revealed-australian-spy-agency-offered-to-share-data-about-ordinary-citizens
theguardian.com/politics/2013/jun/10/nsa-offers-intelligence-british-counterparts-blunkett
reuters.com/article/uk-usa-security-britain-idUKBRE95K10620130621
theguardian.com/world/2013/oct/16/nsa-files-australian-spies-scooped-up-thousands-of-email-accounts-to-help-us

What can I **do**?

DON'T PANIC

➔ **Almost everyone** uses analytics, and there are good cases for usage

➔ A **free service** does not always mean **you are the product**

➔ **Common Internet sense** can go a long way toward increasing privacy

CREATE A THREAT MODEL

➜ What **threat** matters to you?

➜ What do you have that's **worth protecting**?

➜ Who are you protecting it **from**?

➜ How much **effort** are you willing to put in?

CHECK YOUR BROWSER

➔ Most browsers have settings to assist in stopping or assist in anonymizing tracking

➔ Trusted add-ons are available to provide further protection such as **uBlock Origin**, **ClearURLs**, and more

➔ Assume that no browser is inherently private by default

➔ Takes just a few minutes to check quick settings

LIMIT SOCIAL MEDIA USE

➔ The more you post publicly, the more everyone knows about you

➔ Services like Facebook and Twitter use everything you give them

➔ Fun quizzes can be used to harvest your information

➔ Uploaded pictures contain EXIF information that can include your location

➔ Limiting use is easy, but even better is deleting your accounts and not using it at all

AUDIT YOUR ACCOUNTS

➜ Check your commonly used accounts and audit your privacy settings

➜ Use different passwords for every account you have

➜ Use multi-factor authentication where available

➜ Sign up for **Have I Been Pwned** to help audit breached accounts

➜ This can take a bit of time depending on how thorough you want to be

USE ENCRYPTED EMAIL

➜ Gmail, Outlook, Yahoo!, and other common email providers are not considered private and encrypted by default

➜ Email providers such as **ProtonMail**, **Tutanota**, and **Mailbox.org** take privacy seriously

➜ Switching email providers entirely can take significant time and effort

➜ Other options to secure existing providers are available such as **Pretty Good Privacy (PGP)** but may not be user friendly

USE ENCRYPTED MESSAGING

➜ Facebook Messenger, Snapchat, WhatsApp, and more are **not encrypted**

➜ Apps such as **Signal** and **Session** are developed with privacy in mind and encrypt everything

➜ Convincing family and friends to switch with you can be an impossible feat

AVOID BIG TECH

➔ Avoid products from **Alphabet** (**Google**), **Amazon**, **Apple**, **Meta** (**Facebook**), and **Microsoft**

➔ Consider using open alternatives such as **LibreOffice**, **CryptPad**, **Firefox**, and more

➔ A near impossible task, especially when many sites and services actively rely on Big Tech for their own

USE TOR

➔ A volunteer relay network containing over 6,000 relays

➔ Assists in concealing your location and usage from anyone performing network surveillance

➔ Various utilities connect to Tor, including **Tor Browser**, **Orbot**, **Onion Browser**, and more

➔ Tor is not the end all be all of privacy tools

Who can I **trust**?

ELECTRONIC FRONTIER FOUNDATION

eff.org

➔ An international non-profit digital rights group formed to protect Internet civil liberties

PRIVACY GUIDES

privacyguides.org

➔ A reliable source of privacy-related tools and information curated by the community

TERMS OF SERVICE; DIDN'T READ

tosdr.org

➔ Solves the biggest lie on the internet and helps boil down various ToS for companies

DUCKDUCKGO

duckduckgo.com

➔ An Internet search engine created to protect a searcher's privacy while avoiding the filter bubble of personalized search results

MULLVAD
mullvad.net

➜ A no-logging VPN service that doesn't even need an email address

FREEDOM OF THE PRESS FOUNDATION
freedom.press

➜ A non-profit organization founded to fund and support free speech and freedom of the press

AMERICAN LIBRARY ASSOCIATION
ala.org

➜ A non-profit organization that promotes libraries and library education internationally

ELECTRONIC PRIVACY INFORMATION CENTER
epic.org

➜ An independent non-profit research center focusing on emerging privacy and related human rights issues

APPS AND SERVICES

EMAIL

PROTONMAIL protonmail.com
TUTANOTA tutanota.com
MAILBOX.ORG mailbox.org/en
MAILVELOPE mailvelope.com

MESSAGING

SIGNAL signal.org
SESSION getsession.org

PASSWORD MANAGEMENT

BITWARDEN bitwarden.com
LESSPASS lesspass.com
KEEPASSXC keepassxc.com

WEB BROWSING

FIREFOX mozilla.org/firefox/new
DDG BROWSER duckduckgo.com/app
TOR BROWSER torproject.org/download

COLLAB AND OFFICE

ETHERPAD etherpad.org
CRYPTPAD cryptpad.fr
STANDARD NOTES standardnotes.org
LIBREOFFICE libreoffice.org

FILE ENCRYPTION

VERACRYPT veracrypt.fr
CRYPTOMATOR cryptomator.org

MULTIFACTOR

AEGIS getaegis.app
RAIVO OTP *iOS App Store*

ONLINE SERVICES

HAVE I BEEN PWNED haveibeenpwned.com
TOS;DR tosdr.org

Q&A

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