



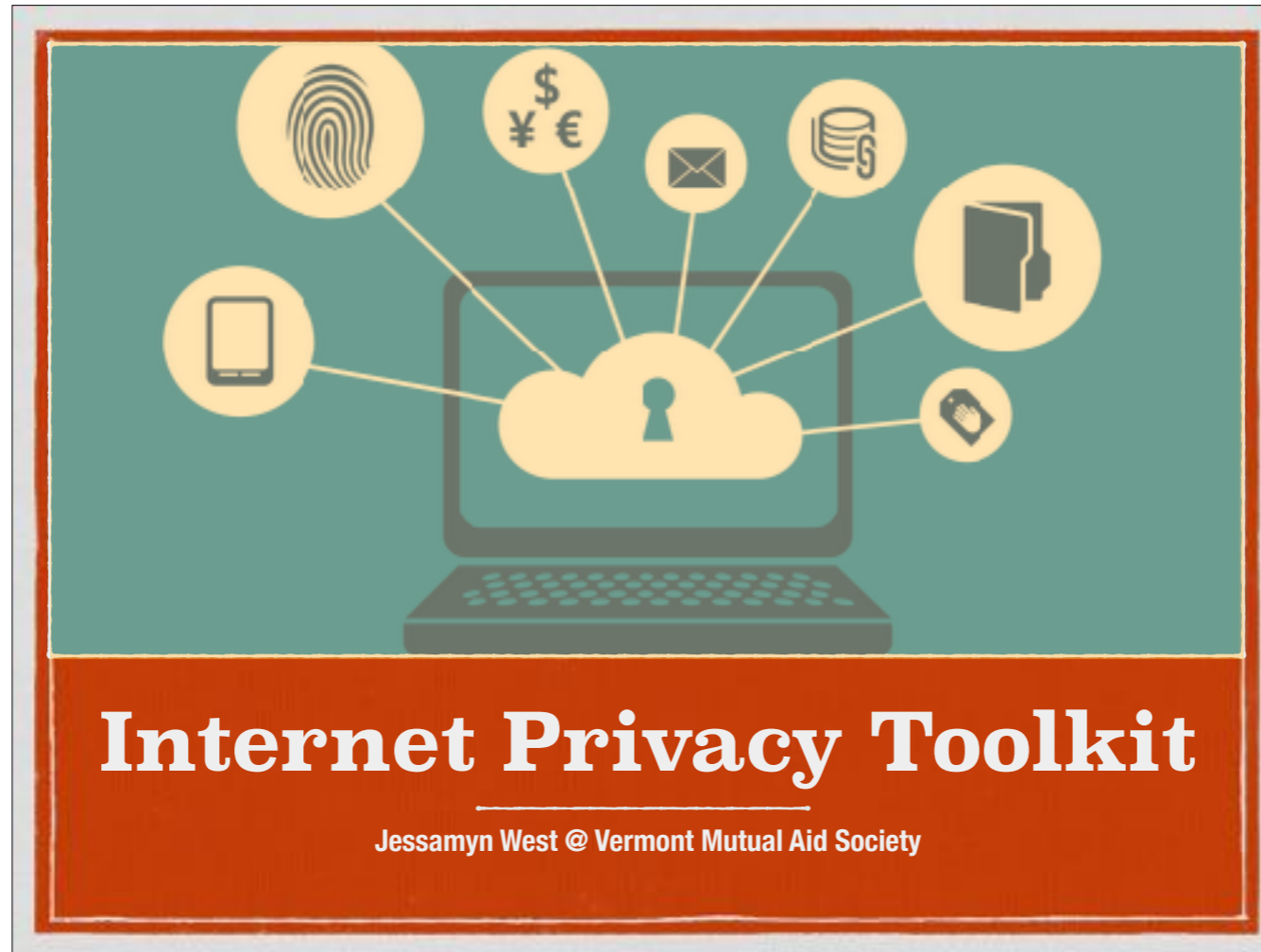
*[librarian.net/talks/wwwc18](http://librarian.net/talks/wwwc18)*



## **Practical Privacy for Libraries**

**Five issues for librarians and patrons**

Hi and thanks for having me. I'm going to talk about some of the things we've seen and things we have to think about in 2017 with privacy, particularly digital privacy, specifically as it relates to libraries. I'm going to do this using a format I use to give basic privacy talks at small libraries in Vermont, so its sort of a talk within a talk. Links to more information about every resource I mention is at this address. There is also a printable shareable Google doc on that page.



This is what my privacy toolkit looks like. Basic slides with a lot of background information for people (usually in the form of a print handout). Things people can think about. The goal is not to get them all 100% private by the end of the day, but to give them the information they need to make the choices that are RIGHT FOR THEM and their personal environment.



As I go, I'll add notes for librarians who may be thinking about giving similar talks about these topics. You can also grab the slides without the librarian notes.

**Five basic steps**

**Time for questions**

**Links to resources**



This is the format I use to cover this stuff. The big deal is, as always, we don't have all the answers. So giving people places to go for more information—preferably to things *in your collection* as well as to things online—is a crucial part of this. I've seen libraries do great hands-on privacy workshops, helping people get their email or facebook accounts more secure, for example.

## 0. "threat model"

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What do you you have to protect yourself from?

CERTAIN

EXPECTED

PROBABLE

POSSIBLE

NOT EXPECTED

I said five steps but I mean five and one to think about. In the "info sec" world you always start here. How secure do I HAVE to be? Because there's really no such thing as perfect privacy especially in the internet age. So we need to make reasonable choices. What choices you make depend on who you are. So I ask people to think about this and I ask you to. Keeping patron information secure is our legal AND ethical obligation, but not everyone needs to be held to this standard. (aside, being a kid, fearing kidnappers)

**Relevant laws**

**"Best practices"**

**Reasonable solutions**



Help people assess and maybe talk about the fact that this is different for everyone. It's also great to put in a pitch for the library's privacy policies and state alws helping patrons keep their library information secure.



# 1. passwords

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Why are they so complicated?

Is it OK to write them down?

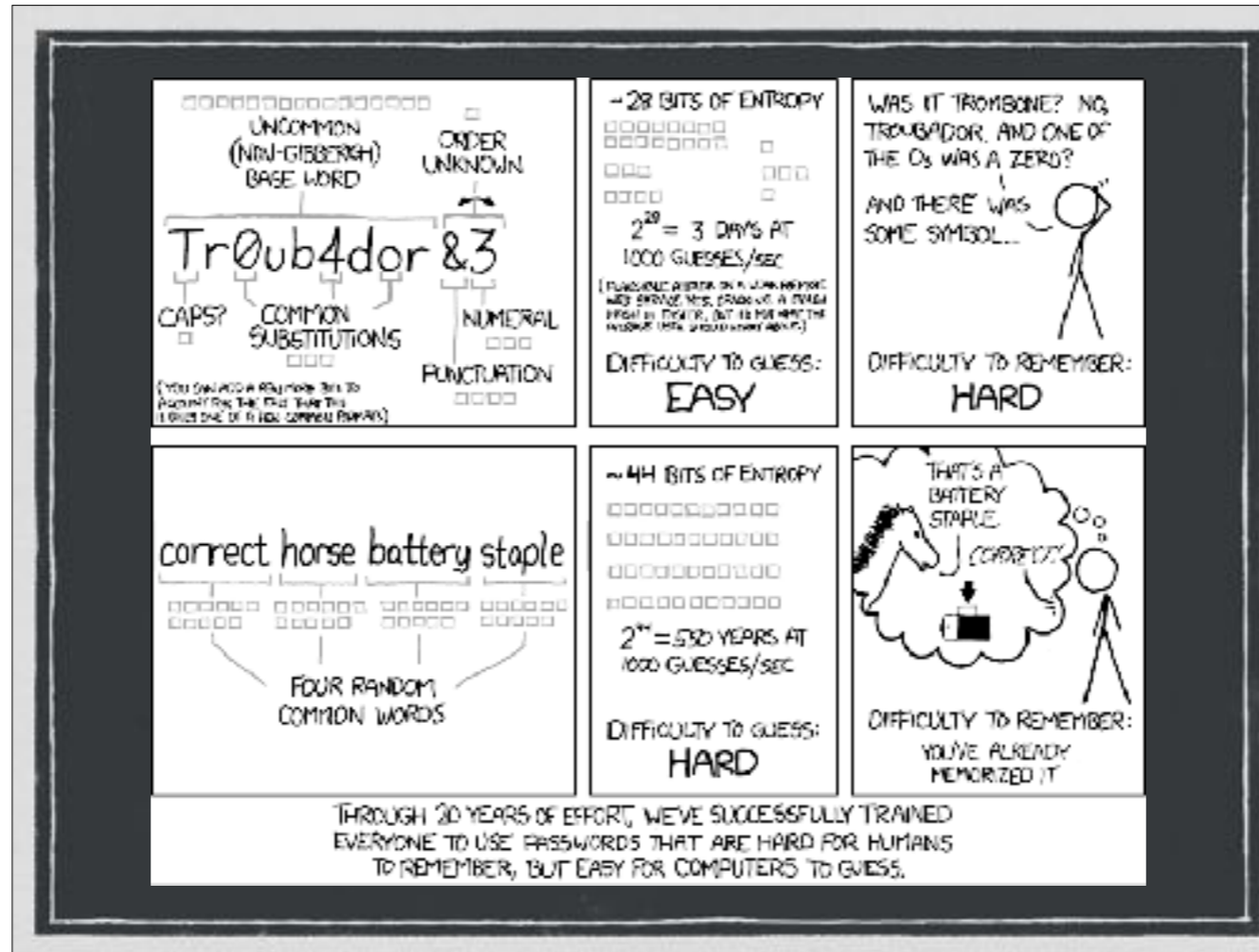
**Advanced: password manager.**

**Advanced: two-factor authentication.**



Passwords are supposed to, or were originally supposed to, be memorable. But not too memorable. Our current best practices about passwords includes the long-complicated one number, one letter, one special character blablabla. But you know what? That wasn't practical. It made people choose one password and never change it. Or rotate two or three. Or increment them with the year's date. Or other less-secure things. And I know this goes against the grain but I say WRITE THEM DOWN. People get nervous about this, but for the average person at home this is safer than one password you never change. If you work in a library, consider a password manager app. Many are quite good.





There are two important pieces of information about passwords this year. 1. there are very good ways to make secure passwords that are also memorable. 2. that guy who made us make all the bad passwords (National Institute for Standards in Technology)? he said he was wrong.

**Why to not reuse passwords  
(too much)**

**"Here's what I do."**

**Refer back to threat models**



The best techniques are ones people will actually use.

## 2. internet traffic

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Private browsing vs. Public wifi.

Online banking/medical stuff.

Look for HTTPS.

**Advanced: VPN or TOR.**



Our users don't always know the difference between different types of security. So there's being private in your browsing and being private over your networks. (explain)  
There's also being more secure about stuff that is more important... I saw a great talk at WLA last week about TOR (browser and network) and the best part of it was that it was given by a woman who was an older reference librarian at Marquette. People paid more attention to her because she was like them so her advice resonated more clearly.



**https://**

The biggest deal people will encounter this year is browsers starting to "call out" pages that don't have https:// especially ones that have data entry areas. Know what it means, know how to look for it. The good news is that many companies are starting to offer this with their web hosting. The bad news is that some aren't And we should be asking for it.

**Offer secure browsing &  
browser choices**

**Secure your own networks**

**Keep browsers clean and safe**



So keep track of the https

### **3. listening & recording devices**

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**If it's not online, it can't spy on you.**

**Anything that listens for your voice  
is actively paying attention.**

**Siri, Alexa, Google, your tv...**



**“Please be aware that if **your spoken words** include personal or other sensitive information, that information will be among the data captured and transmitted to a **third party** through your use of Voice Recognition”**

Samsung warns users about this with their Smart TVs.





Many larger libraries have cameras as part of their security system. I was at a library in Massachusetts recently and saw this. And started a conversation with people about whether these signs are agreeing or conflicting.



Many larger libraries have cameras as part of their security system. I was at a library in Massachusetts recently and saw this. And started a conversation with people about whether these signs are agreeing or conflicting.

**Cameras have privacy as well as safety implications.**

**Be mindful of your internet of things acquisitions.**

**Informed consent as much as possible, help users choose.**



## **4. tracking**

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**Review your browser settings.**

**Browser plug-ins are simpler to use  
than you think.**

**Don't keep all your eggs in the  
Google basket.**



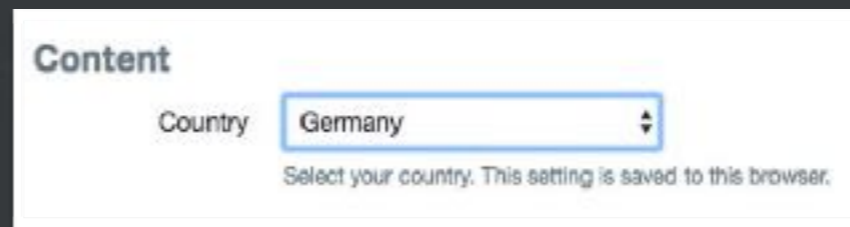
Tools are easier than they were

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 **HTTPS://**  
EVERYWHERE

# Software is malleable



Facebook, Instagram and Twitter are all tools that can be adjusted either using their own internal settings (i.e. choose who can reply to your images on Instagram, keep Nazis out of your Twitter) or add-on tools like FB Purity (alas, not for mobile)

**Google is your friend (EIL15)**

**Don't take an app's word for anything.**

**Model good behavior for users.**



The biggest part is to know that there are answers.



## 5. trust but verify

Not so much "fake news" as "Where does this news come from?"

Don't click on mystery email links.  
Don't call numbers you see in pop-ups.

Know how to see where a link goes.

**Advanced: tell your friends, report what's wrong.**



### Sir Richard Temple, 1st Baronet

Singer

Shirley Temple Black was an American actress, singer, dancer, businesswoman and diplomat who was most notable as Hollywood's number one box-office star from 1935 to 1938. [Wikipedia](#)

**Born:** March 8, 1928, Hampden, United Kingdom

**Died:** February 12, 2014, Hampton, United Kingdom

**Full name:** Shirley Jane Temple

**Children:** Lori Liane, John Rexar Agar, Charles Aiden Black II

**Spouse:** Charles Alden Black (m. 1950-2003), John Agar (m. 1942-1950)

#### Movies

[View 654 more](#)



The Little Princess  
1939



Bright Eyes  
1934



Curly Top  
1935



The Little Colonel  
1935



Heidi  
1937



## How much do you know about cybersecurity?

Test your knowledge on cybersecurity topics and terms by taking our 10-question quiz. Then see how you did in comparison with a nationally representative group of 1,055 randomly selected adult internet users surveyed online between June 17 and June 27, 2016. The survey was conducted by the GfK Group using KnowledgePanel.

When you finish, you will be able to compare your scores with the average American and see explanations for the terms and topics in each question. The analysis of the findings from the poll can be found in the full report, "[What the Public Knows About Cybersecurity](#)."

**Learn to live  
with imperfect  
privacy.**

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**But don't let that stop you from  
trying to do better.**

**Help people feel good about making  
informed privacy choices.**



# Get your reality checked @ your library

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Librarians can help you or refer you  
to people who can help.

[jessamyn@gmail.com](mailto:jessamyn@gmail.com)

[librarian.net/talks/wwwc18](http://librarian.net/talks/wwwc18)



KIMBALL FREE PUBLIC LIBRARY—RANDOLPH.