

Comprehensive Data Collection Workshop

Twitter Transcript

On December 8, 2012, the FTC hosted a workshop exploring the privacy risks and benefits of comprehensive online data collection. Staff live-tweeted the day-long workshop. Hashtag for the event was #FTCpriv.

All tweets remain public on the @FTC Twitter account for as long as Twitter allows it. Twitter handles may be redacted in this document, which is an official FTC Twitter record.

Promotional Tweets

Watch our Comprehensive Data Collection Workshop webcast & submit Qs online today starting at 9am ET: <http://go.usa.gov/g9nz> #FTCpriv

Agenda for today's FTC workshop on Comprehensive Data Collection: <http://go.usa.gov/gXkm> #FTCpriv

Webcast link for today's FTC workshop on Comprehensive Data Collection: <http://bit.ly/VaRgWX> #FTCpriv #privacy

Our workshop is starting! Agenda link: <http://go.usa.gov/gXkm> Webcast link: <http://bit.ly/VaRgWX> #FTCpriv

Commissioner Brill Opening Remarks

Commissioner Julie Brill kicks off the Comprehensive Data Collection Workshop & thanks FTC staff for organizing. #FTCpriv

Brill notes consumers face challenges in understanding nature & extent of current commercial data practices. #FTCpriv

Brill: Internet Service Providers engage in deep packet inspection (DPI) for purposes such as network mgmt & malware prevention. #FTCpriv

Numerous tech can collect our info online & on mobile devices- How do we differentiate their data collection capabilities? –Brill #FTCpriv

Brill: FTC's final privacy report noted further study was needed in comprehensive data collection, thus we are here today. #FTCpriv

FTC principle of data collection & use: Choice not required 4 info consistent w/context of transaction/biz relationship w/consumer. #FTCpriv

Brill advises considering transparency in data collection, inadequate competition & diff tech= diff levels of tracking. #FTCpriv

Comprehensive data collection allows for greater personalization, other benefits, says Brill. But is that always desirable? #FTCpriv

Brill concerned that rich profiles are created about consumers that can be used to harm them in their work & financial lives. #FTCpriv

Brill introduces Professor Dan Wallach, Department of Computer Science at Rice University in Houston, TX. #FTCpriv

Dan Wallach Presentation Tweets

Wallach draws analogies to offline world-like catalogs & include personalized information. #FTCpriv

First party identifiers connect us to businesses: reward cards, receipt ids, & gift cards. - Wallach #FTCpriv

Copy of FTC Comm'r Julie Brill's comprehensive Data Collection Workshop opening remarks: <http://go.usa.gov/gXXG> #FTCpriv

Wallach: 1st party ads use data: volunteered, measured (purchase history, web visits, IP), inferred (you might be like your friends) #FTCpriv

Photo: Dan Wallach presenting at the FTC's Comprehensive Data Collection workshop. #FTCpriv <pic.twitter.com/bE7rZvQv>

Copy of Professor Dan Wallach's presentation: #Privacy & Tracking on the Internet: <http://bit.ly/UHU8JE> #FTCpriv

Wallach: Web bugs are like ads but invisible: can aggregate data about the user. #FTCpriv

Wallach: Payment services like paypal & google wallet: user gets extra security, payment service gets user's purchase behaviors. #FTCpriv

What makes cookies #privacy concern is when they have long life, data shared w/ 3rd parties, contains sensitive info. - Wallach.

Our first break! We will return in 15 minutes. #FTCpriv

Panel 1 Tweets

And we're back with our 1st panel: Benefits & Risks of Comprehensive Data Collection. #FTCpriv
Webcast link: <http://bit.ly/VaRgWX>

Need bios of panelists? <http://go.usa.gov/gXEY> #FTCpriv

Moderator: There are a number of benefits of data collection, but do businesses tend to over collect? #FTCpriv

Howard Beales, Professor, George Washington University: Ads are essential for the internet to function. #FTCpriv

Reminder: If you have questions for panelists today, tweet them with #FTCpriv and staff will submit them for you.

Ashkan Soltani: We need to distinguish between info that consumers volunteer versus info that is collected surreptitiously. #FTCpriv

We should be particularly cautious about activities that deter people from exploring ideas freely, says Neil Richards. #FTCpriv

Photo: Panel 1 discussing business uses of comprehensive data. #FTCpriv
pic.twitter.com/sbUeQOOK

Once info is stored, it will have a tendency to aggregate together. Financial & non-financial incentives to do that. - Lee Tien #FTCpriv

For many companies, more & more #privacy concerns are thought of at every stage. - Markham Erickson #FTCpriv

Moderator: How are we seeing comprehensive data collection played out in the smartphone market? #FTCpriv

We are seeing the market introducing encrypted apps & VPIs that provide more secure connections, says Michael Altschul, CTIA. #FTCpriv

Soltani explains what ISPs can see through Deep Packet Inspection (DPI). #FTCpriv

People mix wifi & mobile access & use multiple browsers from multiple locations, says Beales. #FTCpriv

Note: We will post Beales' presentation on the workshop page later: <http://go.usa.gov/gXsP> #FTCpriv

Moderator: Is the issue the amount of info or the type/kind of info collected? #FTCpriv

Panel 1 is wrapping up with final thoughts from panelists. #FTCpriv

We will return from lunch at 1:30pm with remarks from FTC Comm'r Maureen Ohlhausen. #FTCpriv

Commissioner Ohlhausen Remarks

We're back w/Comp Data Collection workshop! 1st we have remarks from FTC Comm'r Maureen Ohlhausen. Watch live: <http://bit.ly/VaRgWX> #FTCpriv

Panel this afternoon will examine Consumer Attitudes About & Choice w/Respect to Comprehensive Data Collection. - Ohlhausen #FTCpriv

Ohlhausen: Future of Privacy Forum released: It's Not How Much Data You Have, But How You Use It: <http://bit.ly/SGgQ46> #FTCpriv

Greatest challenge facing policymakers is balance consumer privacy concerns w/goal of supporting innovative uses of tech.-Ohlhausen #FTCpriv

Last month's election altered the Congressional landscape on the #privacy front, says Comm'r Ohlhausen. #FTCpriv

Ohlhausen: Gov't #privacy policy should not pick winners & losers based on technology or biz models. #FTCpriv

A true tech-neutral approach benefits consumers, promotes innovation, & preserves ability of all internet entities. - Ohlhausen #FTCpriv

Panel 2 Tweets

Panel 2: Consumer Attitudes About & Choice w/Respect to Comprehensive Data Collection. Agenda: <http://go.usa.gov/gXkm> #FTCpriv

Photo: Comm'r Maureen Ohlhausen provides remarks at the FTC's workshop on comprehensive data collection. #FTCpriv pic.twitter.com/PmzXlUtn

Moderator: What does Cranor's research say about consumer attitudes in data collection? #FTCpriv

Study: 56% users opted 2 not buy product online for #privacy concerns; 30% uninstalled app re: privacy, says Michael Hintz. #FTCpriv

I don't see underlying legal framework that presents info to consumers to make meaningful choice, says Christopher Calabrese. #FTCpriv

Stuart Ingis: "About Ads" icon being seen across the web. #FTCpriv

Lorrie Faith Cranor: Facebook refuses to use About Ads icon. #FTCpriv

Privacy costs are not immediate, seen down the road. - Alessandro Acquisti, Carnegie Mellon University. #FTCpriv

Timing of the notice (of collection) is important, says Cranor. #FTCpriv

I believe in tech neutrality if for no other reason b/c technology changes so fast, says Calabrese. #FTCpriv

Legislation for notice & choice is necessary, self regulation doesn't work, says Calabrese. #FTCpriv

Changes to data practices inevitable, but if you change policies retroactively need opt-in consent. - Hintze #FTCpriv

Panelists discussing price discrimination and consumer harm. #FTCpriv

Cranor: Comp data collection in future won't be just from consumers sitting in front of computer...billboards, shopping cart, etc. #FTCpriv

We're not going to stop data collection, but we need to think about limitations on use, says Hintze. #FTCpriv

You should be serving consumers when you're using their data, says Calabrese. #FTCpriv

Photo: Panel 2 discussing consumer knowledge of who was tracking them and how. #FTCpriv pic.twitter.com/bwfwARhT

Moderator: Should the FTC as it thinks about comprehensive data collection consider the competitive landscape? #FTCpriv

Panel 3 Tweets

We're back w/final panel: The Future of Comprehensive Data Collection. Agenda: <http://go.usa.gov/gXkm> Webcast: <http://bit.ly/VaRgWX> #FTCpriv

Re: Future of comp data collection: There's more likelihood for uses unintended or unwanted by consumers, says Chris Hoofnagle. #FTCpriv

Do data collectors warrant special treatment? Need to not base on hypothetical harm, but on actual harm. - Tom Lenard #FTCpriv

Need to think about comprehensive data collection through the lens of surveillance...feelings the term invokes. Alissa Cooper #FTCpriv

For notice & choice, it's important that consumers actual read the notice & it is placed in conspicuous place, says Jim Halpert. #FTCpriv

Notices are hard, and harder to get right, but they're necessary, says Sid Stamm. #FTCpriv

Photo: Panelists discussing uses and harms of comprehensive data collection. #FTCpriv
pic.twitter.com/xfNUSG87

Consumers seem largely unaware of what is happening. We need more transparency, says Lisa Campbell. #FTCpriv

Privacy policy = major innovation policy, says Lenard. #FTCpriv

Moderator: Is there info asymmetry? Do consumers know about scope of collection & able 2 make choice? Do they understand bargain? #FTCpriv

Watching webcast and have Qs for panelists? Tweet them w/ #FTCpriv and we will submit them for you. <http://bit.ly/VaRgWX>

People are social, but the web is an asocial place, says Hoofnagle. #FTCpriv

I think it's important to focus on potential harms, but not forget benefits. - Randy Picker
#FTCpriv

Final Workshop Tweets

Maneesha Mithal, FTC's Associate Director, Division of Privacy and Identity Protection, closes out the workshop. #FTCpriv

You can submit more comments about the workshop today to FTC staff via email:
datacollection(at)ftc(dot)gov. #FTCpriv

Thanks all for watching online and participating in #FTCpriv. Have a great night!