

# **Globalization of Personal Data project – International Survey**

## **Findings from the São Paulo / Brazil Pre-Survey Focus groups**

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## **1.0 Introduction**

Ipsos Opinion do Brasil was hired by EKOS Research Association / Queen's University to conduct two focus groups in São Paulo, Brazil in support of the Globalization of Personal Datas (GPD) Project.

The objective of the Brazilian pre-survey focus groups were to provide the research team with additional insight on the issues and how they are perceived from a Brazilian perspective, with a view to helping frame the questions for the actual survey.

It should be born in mind when reading this report that these findings are drawn exclusively from qualitative research (and only two focus groups in total). While every effort is made to balance various demographic characteristics when recruiting participants, these groups (and therefore the findings drawn from them) may not be said to be representative of the larger population as a whole.

The heterogeneous nature of the groups resulting from this attempt to balance characteristics is to a certain extent responsible for the differences of participation in the discussions by the respondents.

## **2.0 Research Methodology**

The research findings are based on the following:

- In total, two focus groups were conducted in São Paulo on November 3<sup>rd</sup> and 4<sup>th</sup>, 2004.
- The first focus group was held with workers and travelers, and the second with consumers and members from the general public.
- The groups lasted approximately two hours and were held in a dedicated facility to allow for audio and videotaping.
- A total of 14 individuals were recruited for each of the focus groups. In total, the focus groups involved the participation of 20 individuals. In the second group one person left before the end.
- All participants received a cash incentive for their involvement.
- The moderation guide used in Brazil was translated from the model sent by the Client and is presented at the end of this report.

### **3.0 Main Results**

#### **General perception**

The question of privacy currently has a secondary importance in Brazil. In other words, the lack of privacy does not appear to cause greater concern, at least in relation to other problems which affect people's lives more seriously. The question is not present in day-to-day activities; there is no discussion about it unless prompted by a related event or by a survey such as this one. Thus, there is no structured thought on the question.

Thus, the lack of privacy or the invasion of privacy ends up being discussed, during the meetings, essentially in terms of its relationship with the closest aspects of life, i.e., family life, normal daily living.

The question is handled mainly in terms of the day-to-day routine of people and even in this context other themes surpass it in importance, such as safety, which seems natural in a country where social and economic conditions help make daily life extremely dangerous, with major risks even to physical integrity, especially in a large metropolis with over 10 million inhabitants such as São Paulo.

Privacy and safety are, in fact, intimately related, with one inserting itself in the discussion of the other.

#### **Perceptions and experiences in relation to privacy**

Although the question of privacy is not very present in people's conversations, it is still considered important. This can be seen from the analysis of the initial free associations, when the participants are asked to write the first thing that comes to mind when they hear the word **privacy**.

People associate privacy with freedom (privacy as a component of freedom, signifying the possibility of movement and expression without interference), with respect, with intimacy (personal intimate life), with individuality, secrecy and discretion.

Privacy is related not just to invasion but also to the exposure of one's personal life, by, for example, the family from the next-door apartment who fight, making their conflicts public among the neighbors, causing problems and discomfort by invading the tranquility of others. It invades the privacy of others by breaking their own.

Recently, a Brazilian soap opera of huge national success, entitled "Celebriidades", discussed this theme of exposure in the search of fame. References to this program and to the frequently aired "reality shows" are common to both groups. Considering the success of both programs, the sensation of "*trivialization of privacy*" which affects some participants is no surprise.

Privacy is associated with tranquility and with isolation, something difficult to achieve in today's world, even among one's family. Some people relate privacy to their own home, to their own room, while stressing that even so privacy is not guaranteed.

People also commented that privacy does not exist in public places. People mistrust and feel threatened by the unknown person standing next to them; they feel that their privacy is at risk.

Thus, privacy becomes important since it is something difficult to achieve today.

The participants were also asked to write down their immediate associations with the word **safety**. The most common associations were with comfort, well-being, tranquility, protection, home, family, mother, police and with the lack of safety, always highlighting that the responsible government agencies do not combat violence effectively, do not guarantee the safety of the population. Safety also implies the freedom to come and go. In a few circumstances, safety is associated with money, which results in tranquility, psychological safety, physical safety, which in this case is a double-edged sword. In other words, on the one hand money increases the level of safety, but at the same time it jeopardizes safety and privacy itself.

It seems natural, therefore, that frequently privacy is associated with safety, and vice-versa.

The public here researched has great difficulty in contextualizing and defining privacy in more abstracts, sociological or philosophical terms.

In the attempt to do so, people in general tend to see privacy both as a value, in the sense of the importance which they attribute to it (*"it has no price"*, such as liberty), as well as a right.

Privacy is not seen, however, as an absolute value, to the extent in which one considers the existence of *"people who give an extreme value to privacy, and also there are people who like to expose themselves"*. It is also not considered as an absolute right, since to a certain extent the breaking or invasion of privacy in favor of a greater benefit, e.g. safety, tends to be accepted.

In relation to a few years ago, there are people who believe they have more privacy today, because they have become independent from their family, because they now work, they live alone. Or there are those who do not think there have been any significant changes in relation to the past.

But, in the two groups, the tendency is to consider that currently the lack of privacy is greater than 5 years ago, which is mainly attributed to the accelerated development of technology. Mobile phones are the main icon of this near impossibility of privacy, since, wherever you are, you can be found. The advent of mobile phones with built-in cameras, a recent trend in Brazil, brought with it, according to comments, a new form of invasion of privacy. In the words of one respondent, *"who authorized you to photograph me without my knowledge?"*.

In general, the development of the means of communication, also represented by the computer, Internet and the television, are mentioned as instruments for reducing the possibility of privacy, understood in broad fashion.

Example: in the case of television soap operas, very popular in Brazil, are mentioned as being invasive, mainly when they bring, at times when the family gets together, images of a strong sexual nature. Or people mentioned the mandatory election campaign times, to which all communication networks are subjected in election times, with no escape for the audience other than to deprive themselves of that moment of family reunion by switching off the TV.

*“Politicians invading our privacy in political campaign times, we have no tranquility, we have no option to change channel to watch what we want, and we are left without the option of watching TV.”*

Here the relationship of privacy and freedom is clear, i.e., there is a broadening of the concept of privacy, understood also as a right to free choice. The breaking of this right is seen as an invasion of privacy.

It is apparently on the Internet that people most feel their privacy threatened. There is no one who doesn't fear the action of hackers and looks for protection by avoiding making purchases via online sites. Some people who are more familiarized with computers mention anti-cookies and anti-spams and other specific protection programs and use them, without however fully trusting their efficiency.

The excess amount of spam e-mails is also a major complaint. Many people, upon receiving messages from unknown individuals, simply delete them without opening them. Fear is greater than curiosity.

The invasion of one's bank account is the biggest fear. This explains the fear of the Internet and the fear of using cash machines, of having your banking password copied, through always creative artifices used by these technological criminals, while one is using these cash machines to withdraw cash or to pay bills.

Another example of the decline in the level of privacy in recent years related to the large increase in the number of cameras in public places, such as in elevators and in building receptions, both residential and commercial, justified due to safety concerns. Some people think there is a certain degree of exaggeration in this concern, as in the case of metal detector blocking doors present in most banks and the subsequent strip search, considered humiliating, of briefcases and pockets of account holders so that they can enter the bank.

There are also references to the presence of cameras in the restrooms of shopping malls with the alleged aim of preventing destruction of public property.

The youngest participants also recalled the searches they are subjected to in the doors of nightclubs, which cause great embarrassment and humiliation. The degree of embarrassment caused is in fact a criterion to

classify a determined act of security as an invasion of privacy: invasion is what causes discomfort.

Also with regard to cameras, some participants from the groups mentioned the camera in the meeting rooms and jokingly say that their privacy is being invaded, only to then say that there is in fact no invasion because they were warned at the start and agreed to be filmed. They conclude that the real invasion of privacy is when you do not know you are being watched. They then pointed out that next to cameras in public places such as elevators there is usually a sign saying "smile, you're on camera".

Cameras do not really bother Brazilian from São Paulo. They only cause a slight discomfort, but which is compensated by the increased security. Thus, these security measures tend to be seen as a "*necessary evil*", in the sense of recognizing the need for some sacrifice (loss of privacy) to achieve something (security).

The large increase in telemarketing in recent years has not helped to improve its invasive image. An invasion without any apparent damage, but due to its constancy, it clearly causes discomfort. Telemarketing is considered a serious invasion of privacy by companies. It leads people to ask themselves how they were discovered, how their names and telephones were discovered. Some said they are not surprised, since pirate CDs with telephone company catalogues are sold in the street for next to nothing and companies exchange their databases as they see fit.

Also in the business area, there is the sensation that there is no privacy in the relationship with banks. One participant said: "*they know everything about your life*".

Other aspects which make people more aware of this question relate to the action of the government, frequently reported on in the means of communication, which through the breaking of banking, financial and telephone secrecy investigates the lives of people suspected of involvement in illegal practices, sometimes going too far in these actions. However, the breaking of privacy in the combat of crime is not only accepted but also desired.

There are those who feel that it is in the relationship with the government that their privacy is most threatened, in terms of income tax, since in Brazil evasion was until recently an informal rule, accepted by many due to the enormous amount of taxes charged without any reciprocal contribution in terms of the application of these taxes for the



well-being of the population. A lamentable ethical anomaly created by the lack of credibility of the governments.

Recent news also reports of accusations of espionage by the company Kroll in Brazil, including the imprisonment of its employees.

Vigilance by satellite over the Amazon region, by foreign powers, invasion of national privacy, conspiracy theories related to 11 September, references which exemplify the sensation that with every passing day people see themselves more exposed – though none of this is sufficient to transform the sentiment into paranoia.

### **Personal experiences**

Despite being aware of all these possibilities of invasion of privacy, in general people do not feel really invaded; on the contrary, they feel that they maintain their privacy relatively intact. No one, in the two groups, suffered any serious threat to their privacy. The stealing of identity is considered only as a possibility, nothing more than this, which is sought to avoid by, for example, not handing over your credit card to unknown people, to prevent cloning.

In short, people do not usually discuss privacy among themselves in their day-to-day routine, they do not have a strong concern with being watched, they do not feel as if they were, in the words of one respondent, in a Truman Show, but they are well aware of the subject and its importance in today's world.

When questioned if any social or ethnic group would be more subject to invasions of privacy, the most common answer is that all groups are equally subject. There were comments that famous and rich people would be more subject, but also more able to protect themselves, if they wish, which may not be the case, especially by the famous people. People from different races would, in the majority, be more subject not to invasion of privacy, but to racial prejudice.

### **Protecting personal privacy**

In general, most people do not know anything about the laws aimed at protecting privacy. One or another participant from the groups mentioned the law of authorship rights, or the law of patents, and there was even someone who writes poems and registers them in a public

institution (National Library of Rio de Janeiro) as a form of guaranteeing the authorship right, but without even being sure of its legal validity.

There is nothing known about the federal privacy laws which regulate the actions of the government or companies with regard to the use and sharing of personal information. Not even lawyers in the group are aware of these laws. There is a strong sensation of disinformation.

People do know, however, that the activity of the "hackers", for example, is illegal and that they can be charged under a list of different crimes. People also know that they can appeal in court if someone feels prejudiced in moral terms or for offenses to their image. In other words, they are aware of the existence of a legal framework which allows people to exercise their rights.

*"The only law I know is this: 'I am going to sue you, I am going to speak to my lawyers, you put this in the plural and it works just fine.'"*

*"Look, you can file an indemnity lawsuit if you feel coerced, enter with an indemnity lawsuit, but it takes about 10 years to receive anything."*

Before thinking about legislation and court, considered lengthy and inefficient in Brazil, people think about the initiatives and personal care they can take in order to protect themselves. There are people who say they don't write their phone number and much less their address on checks, even when it is requested, always keeping credit cards within their eyesight as already mentioned, not purchasing over the Internet and other actions.

### **Expectations in relation to privacy in the future**

The generalized perception is that as technology advances privacy declines. Recent reports in the Brazilian press on the use of chip implants for medical purposes lead to the belief that its use of safety purposes is imminent, in order to locate kidnapped people, for example.

The developments in this area are well known, with references made to the use of the GPS system by transporter and sales companies and even by rich people with the aim of monitoring the movement of people and their families.

There is a strong tendency to believe that in the future the emphasis will be on safety and not on privacy.

Based on these technological developments, principally of chips, some people have the idea that everything in the future will be controlled, even individual thoughts. They fall into the field of fiction, of the fantastic, which suggests the lack of a more solid reflection on the question of privacy.

### **Privacy and workers**

The participants in the survey who work or who worked in companies are, in general, aware that many of these companies check the activities of their employees during working hours. Not only are they aware but also they tend to fully agree with such monitoring, especially in terms of the use of the Internet, since they have to worry about their own safety. They even said that if they owned the company they would do the same.

*"I don't consider it to be an invasion of privacy. Because the moment you work for a company you sign a contract, you accept the rules."*

According to some, vigilance is carried out on e-mails received and sent, by sample, and on the number of visits to certain sites. Others say that companies have great facility in carrying out this control via the Internet server. As well as the problem of the confidentiality of the business information, there is also the problem of viruses to justify the careful behavior of companies.

The acceptance of safety policies by companies is high provided that, evidently, they have prior knowledge of its application. There are those who have acquired knowledge of this vigilance through work colleagues, but in general they say that they received an official warning in the admission process, generally through an internal ethics manual.

The predominant idea is that all employees receive the same treatment, but the company has the right to exempt anyone from a determined policy.

### **Privacy and travelers**

The participants of the group who travel or traveled, mainly abroad, see two types of problems, but they do not attribute significant importance. The first is at customs, when your baggage is investigated, which they consider unpleasant but normal, fully justifiable by questions of security and to avoid customs fraud.

The second problem is when obtaining a passport and travel visa for certain countries, when practically your whole life is investigated, with the presentation of many documents and identity cards being necessary.

These difficulties, however, are seen as normal, something which you have to go through if you really want to go to a certain country. They are the rules which must be obeyed, it works like an exchange.

*"It's an exchange, you know you will have to give out that information. But you still want to go."*

*"It's their right and our right too."*

However, signaling a dislike with the excessive requirements to travel to certain countries and excessive inspection, some respondents showed their support for the reciprocal measures taken by the Brazilian government to label upon arrival US citizens who arrive in Brazil, as is the case with Brazilian citizens who arrive in the US.

The main dislike is unfounded suspicion involving possible discrimination, such as happens when, for example, the person has an Arab surname or due to his appearance.

The exchange of information between governments in general is not a worry for those with no legal problems.

### **Privacy and consumers**

The participants who have already participated or participate in loyalty programs say they do it to take advantage of some benefits offered by companies, such as for example right to air tickers and exemption from credit card annuity payments.

Companies make these programs, they say, to attract clients, to difference themselves from the competition. In general they consider this exchange of loyalty for advantages to be valid.

Only some respondents recalled that it is through this mechanism that companies learn about consumer profiles and that they can use this information to sell products. There is the suspicion that the companies that do this pass on, exchange and even sell information, which in reality they couldn't do without prior consent. This is considered an invasion of privacy and even a crime.

They do not agree with this procedure adopted by companies, of the sale or exchange of information, for any type of information. At the most they accept that the company uses this information in its relationship with its clients.

Some consumers have already made purchases over the Internet, despite the fear, due to the facility and time saving.

But in general they are unaware of the privacy policies of sites in general and e-commerce sites in particular. Only when prompted do they remember that at the bottom of the homepage of several sites there is a message about privacy, in small type, which is almost never read. They make an analogy with written contracts, which are almost always in minuscule letters, on purpose according to some, to make reading difficult. Some said they read fragments, but not everything. Some consider the texts to be long, which would not be adequate for the Internet, whose characteristic is speed.

They also think that the text is more designed to protect the company itself rather than the consumer.

### **Privacy and the citizen**

The participants are, in general, aware that security cameras are being installed, with the aim of preventing crime, in several strategic points, where crime is most frequent, in different Brazilian cities. They

mentioned the beaches of Rio de Janeiro and some commercial streets in São Paulo, as well as some smaller cities.

They also mentioned the cameras in the metro and the cameras, of which there are more, placed in the main avenues of the city and also on highways, with the aim of preventing traffic crimes and to help traffic flow, as well as in the case of road accidents.

They know that these cameras are controlled by the Traffic Department and they imagine that the metro cameras are monitored by the Public Safety Department.

In the case of the cameras for the purpose of security against crime, the respondents think it is just another form of combating, but not a solution, since the police is slow and doesn't always arrive in time or is interested in resolving the problem at the time when it happens. But it serves to intimidate the criminal, who will think twice before taking the risk. It does not prevent, but it does inhibit crime, as well as acts of vandalism.

A more efficient police force and protection for the cameras, so that they are not destroyed, are seen as necessary. There was even mention of the use of cameras by gangs at entrances of Rio de Janeiro shantytowns to monitor the arrival of the police.

With regard to being filmed, the participants do not see any problem. They consider the cameras, as already mentioned, as a "necessary evil".

## Hierarchy of the different types of privacy

The 19 participants who arrived at the end of the two groups were asked to fill out a page containing two questions, on four types of privacy, defined below:

- Physical privacy: to be observed or monitored without your knowledge or permission
- Privacy of communication: someone listening to your conversations or reading your e-mails without your knowledge or permission
- Privacy of information: control over the information raised about yourself
- Territorial privacy: not to be bothered whilst at home, to be able to remain on your own for as long as you want, far from everybody

The questions, answered with the help of a 4-point scale, referred to the degree of importance of guaranteeing privacy in each one of the four areas, and to the degree of threat to each one. The closer to 1, the greater the importance and the greater the threat.

The results show the following:

- As in Canada and the US, there is great variability in the answers, with all ranges of the 4-point scale being used.
- In a similar manner, all the four types of privacy were singled out by some participants from the two groups as being the most important to preserve. Coherent with the tendencies verified during the discussions, mainly with regard to the concern over security against personal attacks, physical privacy appears as the most important. The most important attribute to maintain is privacy of communication, followed by privacy of information.
- The lack of solutions for the problem of urban violence ensures that physical privacy is considered to be the most threatened. The choice of territorial privacy as the least threatened confirms the allegation according to which São Paulo residents only feel safe at home.

### Hierarchy of the different types of privacy

	Types of privacy			
	Physical	Communication	Information	Territorial
São Paulo				
Total respondents	19	19	19	19
<b>Degree of importance</b>				
1	7	8	10	8
2	3	8	4	4
3	7	3	3	4
4	2	-	2	3
Mean	2.21	1.42	1.84	2.10
<b>Degree of threat</b>				
1	10	7	8	5
2	7	8	6	4
3	1	3	4	4
4	1	1	1	6
Mean	1.63	1.89	1.89	2.57



## Conclusions

The conclusions and recommendations contained in the reports of the surveys taken in Canada and in the US may, in general, also apply to the Brazilian case, excluding some differences of emphasis.

Thus, in the Brazilian groups we also saw the perception of the continued and progressive deterioration in personal privacy, closely related to the development of technology. There is a clear awareness of the possible sources of threat, in different sectors.

Similarly, there seems to be a sizable dose of resignation in relation to a future with less privacy.

This perspective is based on the fact that solutions for the problem of urban violence and security, a problem considered extremely serious in a large city such as São Paulo, inevitably affect personal privacy.

The breaking of privacy is clearly something which bothers people, but it is seen as a less serious problem than the problem of physical safety. In fact, in the São Paulo groups the analysis of privacy is closely centered on the context of safety, more than any other form of privacy imaginable.

According to this way of thinking, the people who should be most concerned with the breaking or invasion of their privacy are the people involved in illegal acts. They base this on the principle that he who has nothing to answer for has nothing to fear, thus justifying their acceptance of measures which, despite invading their privacy, can increase their safety.

The average Brazilian is not totally paranoid with his/her privacy. They reason that they are not famous, nor rich and thus maintain their privacy largely intact. Let it be noted here that practically none of the participants in the groups suffered an invasion of privacy considered to be serious.

## Appendix A: Moderator Guide (the original in English)

### 1.0 Introduction (5 minutes)

- Moderator explains the purpose of the research and who is the client [READ QUOTE]:  
  
“The main objectives of the focus groups are to provide the research team at Queen’s University in Kingston, Canada with qualitative findings in relation to understanding how individuals view the larger study’s area of research that deals with the Globalization of Personal Data. The findings from the qualitative phase will help shed light on the issues and how they are perceived, with a view to helping frame questions for the quantitative survey component of the project.”
- Moderator explains that the discussion is being audiotaped and/or videotaped as the moderator cannot take good notes during the focus group.
- Moderator explains that participants may be observed by member of the research team.  
**[PLEASE EXCLUDE IF NO OBSERVER WILL BE PRESENT]**
- Confidentiality: Moderator explains that the findings from the focus groups are kept confidential. No full names will be associated with any information provided in this discussion group. The report will simply describe patterns of opinions over the series of focus groups..
- Moderator explains that participation is voluntary and that participants are free to withdraw at any time without penalty.
- Moderator explains that participants are not obliged to answer any questions they find objectionable or which makes them feel uncomfortable.
- Moderator explains the format and “ground rules”: there are no wrong answers/no right answers, okay to disagree, individuals are asked to speak one at a time.
- Moderator explains his/her role: raise issues for discussion, watch for time and make sure that everyone gets a chance to speak.
- Moderator asks participants if they have any questions before beginning.
- Participant introductions: Moderator asks participants to introduce themselves by their first name only and to say a little bit about their background (e.g. occupation/status).

## 2.0 Perceptions and Experiences with Privacy Issues (35 minutes)

When you hear the word “privacy”, what is the first thing that comes to mind? [Moderator instructs participants to write down the first thing that comes to mind.]

And when you hear the word “security”, what is the first thing that comes to mind? [Moderator instructs participants to write down the first thing that comes to mind.]

Respondents are then asked to read what they wrote down about “privacy” and “security”.

People often talk about privacy as a value. What is a value [PROMPT: freedom, equality are often cited as values]? What about privacy as a value?

In our surveys, we often ask people about privacy, and whether or not they feel that they have less privacy in their daily life than they did five years ago. How would you answer this question?

- Can you tell us why you feel that way?
- In what areas do you have less privacy?

How concerned are you about your privacy today? ·

- What kinds of things do you do to protect your privacy?
- Where do you generally get your information about privacy issues?
- Have you ever discussed these issues with family, friends?

How have your views changed in the past five years? In what ways?

- What prompted these changes? Is anything different since September 11<sup>th</sup>?

Has anything you have seen in the media (TV, radio programming, newspaper, magazines, online information or advertising) prompted these changes? How so?

Have you ever experienced a serious invasion of privacy?

- What kind of invasion of privacy was it?

Can you give me some examples of privacy invasions?

- Invasions in your day-to-day lives?
- Invasions by government?
- Invasions by companies?
- Invasions in the workplace?

What are some other ways that your privacy could be compromised?

- [Prompt if necessary: identity theft, credit information, credit card, financial information, surveillance cameras, tracking of purchases].

Are some groups in society more susceptible to invasions of privacy than others? Which groups?  
[PROMPT: Low-income, visible minorities, ethnic groups] Why do you say that?

### **3.0 Expectations Regarding Privacy Issues in the Future (15 minutes)**

How likely is it that you will actually experience a serious invasion of your personal privacy over the next five years? What type of invasion could you see happening?

Compared to today, do you think that the threat of an invasion of your personal privacy will be greater or less in ten years from now? Why do you say that?

What do you think may not be as private in the future?

If I asked you to pick one thing, what would you say is the biggest threat to your privacy in the future?

How do you think technology will affect your personal privacy in the future?

#### **4.0 Awareness of and Attitudes towards Privacy Technologies and Legislation (30 minutes)**

##### **Technologies**

How much do you rely on electronic or computer-based technology in your daily life, either at home or at work?

- What types of technology do you use?

How confident would you say you have enough information to know how technology might affect your personal privacy? What about the Internet?

How could the Internet affect your privacy? And what about email?

Are you aware of things that you could do to protect your privacy while on the Internet?

- Have you ever done anything to protect your privacy while on the Internet?

Have there been any changes with respect to the use of these technologies by companies/governments in the past few years when it comes to your privacy?

- In what way have things changed?
- What do you think prompted this change?

##### **Legislation**

What things exist to protect your privacy today? What laws exist?

Are you aware that there are federal privacy laws that place strict restrictions on how federal government departments use personal information, including restrictions on the sharing of personal information?

- To what extent do you believe these laws are effective at protecting your privacy?

What about laws that place restrictions on how companies use personal information, including restrictions on the sharing of personal information?

- To what extent do you believe these laws are effective at protecting your privacy?

[As some of you mentioned] some measures aimed at increasing security are, at times at the expense of privacy. Do you think this is currently the case?

- Specifically, what security measures compromise privacy?
- On balance, do you feel these measures aimed at increasing security are justified?
- What about in the future? Do you expect the emphasis will be more on “security” or “personal privacy”?

## 5.0 Privacy Issues Specific to **Workers** (25 minutes)

To what extent do you think companies keep track of the activities of employees while they are in the workplace?

- Are they tracking how much time employees spend online, maintaining a list of websites employees visit and information entered? Emails sent or received?
- Should they be allowed to monitor these types of activities of their employees? What types of activities? Why? Why not?
- What is and isn't personal information in the workplace?

Do you know if your employer uses any methods to track the actions of their employees? How do you feel about this?

Do you believe businesses are required to inform employees and prospective employees of different methods they may use to monitor workplace activities?

Should employers be able to monitor all their employees equally or should they be able to target or exempt individuals or groups of employees from monitoring?

## 6.0 Privacy Issues Specific to Travelers (25 minutes)

Do people who travel a lot face any privacy-issues that non-travelers do not? What about those that travel regularly between other countries? What types of things are different?

To what extent should the Government of [insert your country] track the movements of [it's citizens] as they exit or re-enter [insert your country]? Should information collected be shared with other governments or international agencies? Why do you say that?

After September 11<sup>th</sup>, the United States required advance information on air travelers destined for the United States. As such, the federal government of [insert your country] had to comply and ensure that this information is transmitted ahead of time.

- Were you aware of this requirement? What, if any concerns, do you have with this?
- What do you think of the fact that [insert your country] had to comply (i.e., they did not have a choice)?

## 7.0 Privacy Issues Specific to Consumers (25 minutes)

How many of you have ever participated in a customer loyalty program such as **Airmiles**?

- What is the purpose of these programs?
- Why do you participate?
- What type of personal information do they collect? What do they do with this personal information?
- Can they sell this personal information to other companies? Under what circumstances can they? [FOR THOSE IN LOYALTY PROGRAMS] Have you given consent?

As some of you may know, when individuals take part in a loyalty program such as Airmiles, each time they use their card to collect points, the Airmiles company keeps track of the items they have purchased. These companies can then sell this “purchasing behaviour” information to other companies participating in the Airmiles loyalty program.

- What do you think of a company being able to track purchases?
- What do you think of them being able to transmit that information to other companies?
- What kinds of things is it ok for companies to monitor?

Have any of you ever made a purchase over the Internet? Why/why not?

- What prompted you to make your first purchase over the Internet?
- Did you think it would be safe?

What about privacy policies on websites and e-commerce websites in particular?

- What do you think of these policies?
- Who actually reads them?
- Are they adequate measures of privacy protection? Are they all equal, or does your view about the privacy policies depend on the company? Why?



## 8.0 Privacy Issues Specific to Citizens (25 minutes)

Let's turn to the issue of surveillance cameras. How are surveillance cameras being used in your community? How are they being used elsewhere in the country?

- Where are they located?
- What are they used for?
- Who operates them?
- What purpose do they serve?

In London England, and in some Canadian communities, such as Kelowna B.C., police are using surveillance cameras to monitor public places in order to deter crime and assist in the prosecution of offenders? In fact, there are roughly 150,000 surveillance cameras operating in London.

- What do you think of surveillance cameras in public places? What are the pros? What are the cons?
- Do you think this is an effective way to reduce crime?
- Are there other more effective ways?

What would you think if a large city like [insert city where focus groups are being conducted / large city from your country] was to follow the lead of a London, England and introduce surveillance cameras all across the city?

- Good idea? Bad idea?
- Would you have any concerns? What?
- How comfortable are you with the idea of being monitored by a police surveillance camera as you walk down a street or go to a park?

## 9.0 Concluding Questions (10 minutes)

Have participants answer the handout (on following page).

Is there anything else you would like to add before we end the discussion?

THANK YOU FOR YOUR PARTICIPATION!

**HANDOUT: ATTITUDES ON PRIVACY**

Some privacy experts talk about four different types of privacy: bodily privacy, communication privacy, informational privacy, and territorial privacy.

**How would you RANK these different types of privacy in terms of how important it is for you to ensure that your privacy is maintained in these four areas? [Please rank the four types listed below with a 1 to 4, where 1 is most important and 4 is least important].**

Bodily privacy (e.g., being watched or monitored without your knowledge or permission)

Communication privacy (e.g., someone listening to your conversations or reading your emails without your knowledge or permission)

Informational privacy (e.g., controlling what information is collected about you).

Territorial privacy (e.g., not being disturbed at home, being able to have times when you are completely alone, away from anyone else)

**And how would you rank the same four types in terms of the degree to which these areas of privacy are under threat for you, personally? [Please rank the four types listed below with a 1 to 4, where 1 is most under threat today 4 is least under threat today].**

Bodily privacy (e.g., being watched or monitored without your knowledge or permission)

Communication privacy (e.g., someone listening to your conversations or reading your emails without your knowledge or permission)

Informational privacy (e.g., controlling what information is collected about you).

Territorial privacy (e.g., not being disturbed at home, being able to have times when you are completely alone, away from anyone else)