

**TITLE:** Globalization of Personal Data

**GROUP#:** G2, Tokyo, Japan – Citizens & Consumers

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**PARTICIPANTS:**

- Simohigashi
- Nishida
- Nakai
- Tokuda
- Ishihara
- Sasaki
- Kitasaka
- Kumai
- Terada
- Kanda

**M**            *Why are you here?*

**?**            We're supposed to talk about news.

**M**            *That's right. That's what we informed you. But that's not exactly right. I have no questions to ask about news/ news programs. Actually, this research is commissioned by one Canadian university. I should give you more background. This survey actually has been going on in twenty countries in the world. It's about privacy and personal information. We would like to find out what your attitudes and perception towards and about privacy and personal information. We intentionally didn't say that, because if we had told you might have done some prior investigation research. That's why we have not informed you properly. But don't take anything seriously. I'd simply like to hear from you, how you feel about privacy in everyday life. Feel free to express your thoughts and ideas, make yourself heard. I don't expect you to come to one consensus. Different people have different thoughts and ideas, that's fine. Even if you're the only one who disagrees with all the other people, you should stick to your \_\_\_ ideas and own personal ideas. I'll be asking a series of questions, one after another. Feel free to respond to my questions at any point of time, if you feel like doing so. Are you awake? Are you listening to me?*

*There are two things I would like you to understand. You should not talk too much and you shouldn't talk too "less". Talk too "less". It often times happen with elderly people, senior citizens. When I go out to talk to a group of senior citizens it's serious because they're so talkative. Almost every one of them wishes*

*to talk for as long as twenty minutes all by themselves. That's too much talk. But I would like you to do more than a little. If you don't talk a lot I would encourage you to talk more. That's about it.*

*I'm not planning to take a break at all, but feel free to help yourself with food and drink and you should free to sneak out of the room when you feel like going to the men's room or ladies room. I should tell you, this is a mirror. Do you know what's going on? This is a one-way mirror, and there are two people, several people, two or three people watching us. We are also audiotaping and video taping this discussion. Four cameras, just to make sure we can grasp all of you. We can take/shoot a picture of all of you. That's about it. Any questions before I start? No question? If there's no question I probably should ask you to introduce yourselves just briefly. I'd like you to tell me your name, your family name, and if you have some work you could at least tell me your working background. No need to say which company, but you could tell that for example you're in construction business, sales person working for a construction company. Something like that. Lastly you could also talk about your hobbies, things you feel enthusiastic... things you do for past time. Anybody volunteers, doing their introduction first? Who came here first? Who stepped into this room first?*

- Kanda** I did.
- M** *Did you? \_\_\_\_ so you should introduce yourself.*
- Kanda** How do you do? My name is Kaori Kanda. Kaori Kanda. K-A-N-D-A. I am full time housewife.
- M** *Any hobby, Mrs. Kanda?*
- Kanda** My hobby, something I started recently, is playing golf and listening to music. I used to do some translation. I'm learning to become a simultaneous translator.
- M** *That's great! Next one, please.*
- Terada** How do you do? My name is Terada. T-E-R-A-D-A. I'm in communication business/communication company. I like watching soccer games and listen to music.
- M** *Do you play football/soccer?*
- Terada** Occasionally, yes I do.
- M** *Do you, Mr. Terada? Next one, please.*
- Kumai** How do you do? My name is Kumai. K-U-M-A-I. I am a part time worker. I'm just a junior clerk, clerical work. My hobby is reading books.

**M** *Thank you, Mrs. Kumai.*

**Kitasaka** How do you do? My name is Kitasaka. K-I-T-A-S-A-K-A. It's difficult to describe my working background. Often times you do a \_\_\_ works business. What I do is documentation. I'm a company employee sent along to different companies, doing mainly documentation. I like traveling, taking trips, and I also like mountain climbing. Climbing up mountains, but not high mountains. Hills and trekking.

**Sasaki** How do you do? My name is Sasaki. I am a full time housewife. I like playing tennis. Sasaki, S-A-S-A-K-I.

**M** *I will skip you for a while, Sir. Next one, please.*

**Tokuda** How do you do? My name is Tokuda. T-O-K-U-D-A. I am a worker. Twice a week I work for a non-profit organization, social/public organization. It's data processing I do. On other days during weekdays I go to the gym. That's my hobby, doing exercise at the gym.

**M** \_\_\_\_\_

**Nakai** How do you do? My name is Nakai. N-A-K-A-I. I'm assistant manager, working for an insurance company. I like reading books and playing tennis.

**Nishida** How do you do? My name is Masahiro Nishida. N-I-S-H-I-D-A. I sell cars. I'm a sales person working for a car dealer/dealership. I like playing golf and swimming.

**M** *You're quite athletic. That's why you have a good suntan. Next one, please.*

**Simohigashi** How do you do? My name is Hidaka Simohigashi. S-I-M-O-H-I-G-A-S-H-I. I'm an engineer working for a computer company. I like traveling and going to see movies. I also like food/eating out.

**M** *Thank you. Could you please introduce yourself, sir?*

**Ishihara** How do you do? My name is Ishihara. I-S-H-I-H-A-R-A. I am a worker, working at the cosmetic company. I'm in charge of corporate planning, for the planning at cosmetic company.

**M** *Thank you. We are done with our introduction. The first thing I'd like to do is to complete this self-completion form. Please take one copy. I would like you to answer the questions in the questionnaire all by yourselves. Make sure that you write down your name. You don't have to write down the full name, you can just write down your family name on the right side. And I don't want you to talk*

*among yourselves because I would like you to write down what comes to your mind when you hear the word privacy. Also, what is the first thing that comes to your mind when you hear security? What's the first thing that comes to your mind when you hear privacy and security?*

*Have you finished your completion form? There will be no more writing, so let's talk about privacy together. What's the first thing that came to your mind when you heard the word privacy? Anybody? You must have written down something, haven't you? You should say something.*

**Terada** Personal information.

**M** *Mr. Terada, did you say personal information?*

**Terada** Yes.

**M** *Anything else? Mrs. Kitasaka?*

**Kitasaka** A personal way of life and personal thoughts.

**M** *It's that privacy, Mrs. Kitasaka?*

**Kitasaka** Yes.

**M** *What about other people? What did you write down? Mrs. Sasaki, you've been laughing, haven't you?*

**Sasaki** I probably did not write down the proper answer. I'm probably lagging behind the time and I thought people do not observe privacy.

**M** *Something people don't observe? That's privacy, Mrs. Sasaki?*

**Sasaki** Yes.

**M** *What about other people? What is privacy? What's the first thing? Mr. Terada, you said personal information. But what is personal information? What constitutes personal information? I would like you to tell me what constitutes privacy. Yes, Mrs. Kitasaka?*

**Kitasaka** People often times talk about the legal issue of personal information and privacy. For example, your address is being disclosed or leaked out. But is it really important? Because I often times write down my address. Even if somebody steals, or somebody finds my address, something about myself, it's not that important. It is not as important as my personal thoughts and beliefs.

**M** *Did you hear what Mrs. Kitasaka said, Mrs. Kanda?*

- Kanda** I personally believe that you have to observe personal territory. You should respect other people's personal territory. That's privacy. So I agree in a sense with Mrs. Kitasaka.
- M** *What about other people? If you have different thoughts, different ideas, I would like you to tell me that. What does privacy mean? Did you not write down any other word at all? Yes, Mrs. Tokuda?*
- Tokuda** I was listening to what these people said, but I did not write personal information. I thought just vaguely something we have to respect and protect.
- M** *Is that right, Mrs. Tokuda?*
- Tokuda** Yes.
- M** *What about security? Let's move to the next question. What concerning security was the first thing that came to your mind?*
- Kanda** Safety.
- M** *Safety and security mean similar, Mrs. Kanda.*
- Kanda** Yes, but I thought security means safety being secure.
- M** *Anything else? Mrs. Kitasaka?*
- Kitasaka** I thought security, like PC security. I was wondering what the definition of security is. You said security as an English word. I was trying to find out the definition of this word, English word security.
- M** *Ms. Nakai?*
- Nakai** Something I have to be cautious about.
- M** *You have to be cautious, you have to be careful?*
- Nakai** Yes.
- M** *Mrs. Simohigashi?*
- Simohigashi** We use the term security often times. This English word, security, has already become a Japanese word, because in this country we often times talk about the word security. But, I don't know any other way of describing security.

- M** *That's what I'd like to hear from you. What is security? What constitutes security?*
- Tokuda** I guess personal consciousness and personal perception, that's security.
- M** *Mrs. Tokuda?*
- Tokuda** It's the fact that we have to protect something very precious and important to us, that's security.
- M** *Is that right, Mrs. Tokuda? Anything else? Mr. Terada?*
- Terada** I only thought about Internet. I wrote down Internet.
- M** *When you hear the word security you just associate it with something like the Internet? \_\_\_\_\_, Mrs. Kitasaka?*
- Kitasaka** Yes.
- M** *Have you associated the word security with something like Internet, or PC? Three of you; Mr. Ishihara, Mrs. Kitasaka, Mr. Terada raised your hand. What about other people? Did you write anything else? Mr. Nishida?*
- Nishida** I thought that this is the prevention of theft.
- M** *Theft prevention?*
- Nishida** Yes. Anti-theft.
- M** *Anti-theft? That's security, Mr. Nishida?*
- Nishida** Yes.
- M** *I would like to move on to the next question. Let's talk more about privacy. I would like you to think about the value of privacy to you, your personal value of privacy. Do you think your privacy has some value? What's the personal value of your privacy?*
- Nakai** It probably is value only for me.
- M** *Mr. Nakai said it's the value only for you yourself. So your privacy is the value. Mr. Simohigashi, what do you think?*
- Simohigashi** There are some people who will be happy to pay for the address books/address lists of someone else. General public, the privacy must have value.

**M** *Do you all agree? Your privacy has the value/is the value? You do. You do. If you believe that your privacy has the value/is the value, what actually is the content of that value? I would like you to tell me what you think. Don't get petrified. Don't get frozen. You said you agree that your privacy is the value. I'm asking the content of that. Mrs. Kitasaka?*

**Kitasaka** Even if someone else retrieved my personal information, that itself is not a value. The value is produced when people utilize it to make use of my personal information, by passing it to someone else and that someone who received my personal information sends direct mail. I have no other way to answer your question \_\_\_\_\_. It's difficult to tell me what is the value of my privacy.

**M** *Is that right? What about other people? What actually is the value of your personal privacy? You probably have not thought about it in depth. Haven't you ever thought about the value of your privacy?*

**Simohigashi** Mrs. Kitasaka was talking about direct mail. If there's somebody who's sending out tens of thousands of direct mails to a large number of people, if one percent, or even ten percent, of those people respond to the direct mail, that itself is value. Somebody sending out information to a large number of people, by getting the personal address and that information about those people. And if you get some reaction, that itself may produce value.

**M** *Other than that, you have not thought so seriously about the personal value of privacy? Mrs. Kanda?*

**Kanda** On my personal level I want to protect my privacy.

**M** *Is that right, Mrs. Kanda?*

**Kanda** Yes. But in my everyday life I don't feel good if I have my personal information being leaked, stolen or sneaked out by somebody. So in my everyday life there are things that I feel are important and precious. I want thing precious for me; I don't want myself, nor my family, to be criticized or to be described in a negative way. Actually, I would like to protect my personal territory, and that is my privacy. I guess what other people said was social value of privacy. That's why they talked about the name list/suppliers list of one Internet Service Provider being leaked out. That itself caused problems/trouble.

**M** *But you probably don't have a strong interest in protecting your privacy.*

**Kitasaka** There was a big earthquake that hit Japan's seaside, northwest of Tokyo. People suffered, people had difficulties. They lost their houses. It's not a time for us to talk about privacy. There's something else we have to attend to and we have to think about like protecting and rescuing people. I'm not answering your question right, am I?

- M** *That's fine. You're saying there's something more important than privacy. That's fine, Mrs. Kitasaka. What about other people? Have you not... Do you not sometimes talk about privacy with your friends or with your family? Mr. Terada?*
- Terada** No.
- M** *No one talks about privacy with your family?*
- Terada** No.
- M** *Mrs. Kitasaka?*
- Kitasaka** I probably said my privacy was invaded if I received a phone call from a strange when I was a student.
- M** *Is that right, Mrs. Kitasaka. But what about nowadays? Do you not talk about privacy at all? Mr. Nishida? Mr. Nakai?*
- Nakai** No I don't.
- M** *Mrs. Kumai?*
- Kumai** Yes. I have a son, who's in second grade at a junior school, fourteen years old, and I bought a cell phone to my son. But he can only make phone calls up to a certain limit a month. He cannot make too many phone calls. If he goes over the limit his phone call drops. I have the same system for my cell phone. When I could not use my cell phone I asked my son to let me use his cell phone and he got upset, saying that I'm invading his privacy because I'm asking him to let me use his cell phone.
- M** *Is that right? Even among family you're not supposed to use someone else's cell phone? Your son, you cannot use your son's cell phone?*
- Kumai** That's right.
- M** *What about other people? Do you not sometimes talk about privacy? Mr. Ishihara?*
- Ishihara** Next year there will be a personal information protection law and I guess almost all business enterprises are making preparations to comply with that law to be enacted next year. On a personal level, things are not that serious or hectic. But in the office, in the working place, people are very much aware of privacy.
- M** *What about you Mr. Nishida?*



- Nishida** I try not to let customer information leak. It's very important for us to protect customer information. We do some management of customer information. Being a sales person at a car dealership I have to properly manage customer information just to make sure that I provide proper after sales service and after sales care to customers. I'm not supposed to abuse it and I do not use it... I would not let anyone else use it/abuse it.
- M** *Do you take any action at all to protect privacy? Mrs. Tokuda?*
- Tokuda** If I can replace the word privacy with personal information. Yes I try to take some actions to protect my personal information. For example, when I receive direct mail I shred all direct mail and all personal respondents receipts, so that anyone else can't sneak out or read my personal correspondence.
- Kitasaka** I do the same.
- M** *Do you, Mrs. Kitasaka? You don't do that Mr. Nishida, do you?*
- Nishida** No I don't do that.
- M** *What about other people? Do you take any action? Mrs. Kanda?*
- Kanda** I do the same, shred all the personal mail, and I will not have my phone number listed in the phone directory. I will not have my number in a telephone directory.
- M** *You don't, Mrs. Kanda? What about other people? Is there anything else that you do to protect your privacy? No? Mrs. Tokuda?*
- Tokuda** There's one thing I've been doing.
- M** *What is it, Mrs. Tokuda?*
- Tokuda** Sometimes you may be interested in participating in a price winning of \_\_\_\_\_. When I send in the application form to get a free gift, or novelty gift throwaways, I use pseudonyms.
- M** *Pseudonym?*
- Tokuda** Yes. Or else I state anonymous because I don't want people to know I'm the winner of the free price.
- M** *You use pseudonyms?*
- Tokuda** That's right.
- M** *Is it something you were advised to do?*

- Tokuda** No. I decided to do it all myself. I know there are always people who try to steal personal information. Even taking advantage of those who \_\_\_\_ free gifts, application opportunities.
- M** *So you said earlier you tear up all the direct mail, you shred direct mail, you don't have your phone number listed in the telephone directories. Is this something you were advised to do?*
- Kitasaka** I feel uncomfortable.
- M** *Yes Mrs. Kitasaka?*
- Kitasaka** I feel uncomfortable. I don't want to have any personal information on the public places/public locations where anybody can access it.
- M** *Mrs. Kanda?*
- Kanda** My parents have been doing that, I saw my parents doing that – shred/tear all direct mail. Not having a phone number listed in the telephone directory, something I learned from my parents.
- M** *Is that right, Mrs. Kanda? If you compare situations five years ago to what it is now, do you think you have greater protection of privacy now or less protection now? Compared to things five years ago and things nowadays, what's the difference? Do you think you have a greater protection of privacy? No one raises their hand. \_\_\_\_\_ more protection of privacy five years ago?*
- Nishida** Less protection.
- M** *Mr. Nishida?*
- Nishida** Less protection nowadays.
- M** *Why do you think so, Mr. Nishida?*
- Nishida** I guess it's all so \_\_\_\_\_. And there are threatening mails and malicious mail coming to my cell phone. I didn't have that many malicious mails/threatening phone calls five years ago.
- M** *How or from where do you think people find out about \_\_\_\_ of \_\_\_\_ privacy or personal information? Mrs. Kitasaka?*
- Kitasaka** It probably has to do with the greater penetration of PC and more people are accessing the Internet. Some people shop online and you casually fill in your

address and personal information in the shopping form on the Internet. It didn't happen in the past. Now it's becoming common.

**M** *Anything else? Can you think of any other reason why there's less protection of privacy now? E-mail, Internet access, online shopping. Anything else? Why do you think you have less privacy, less protection of privacy now compared to things five years ago? Just about three reasons? Telephone/cell phone, Internet access, E-mail.*

**?** I have a big family. I have many children. And I know that it happens quite often times that these children's address list will be leaked in some school. I don't know why it happens. But we're often contacted by academic institutions/people selling academic products. They must've gotten a hold of the schools children list. So there are always sellers and buyers. So all this certain information across the nation is being leaked. And some of the sales calls are so aggressive and nasty.

**M** *Is that right?*

**?** Yes, because the problem is I have three children.

**M** *So you have three children, and the student lists of all the schools your children go to are being leaked? What about other people? Do you think the way you feel about your privacy is different? Mrs. Kitasaka?*

**Kitasaka** No.

**M** *What about Mr. Simohigashi?*

**Simohigashi** I feel definitely there's less privacy now?

**M** *You think so Mr. Simohigashi?*

**Simohigashi** Yes. Five years ago people thought privacy meant the academic record and address, but because of the evolution of mass marketing and the greater penetration of direct mail method, people are increasingly aware that privacy has to be protected now. \_\_\_\_\_ having personal information like academic record/academic background.

**M** *Because of mass marketing?*

**Simohigashi** That's one of the many factors contributing to less privacy or privacy invasion.

**M** *What about other people? Do you think your attitude towards privacy is different now? Mr. Ishihara?*

**Ishihara** I guess mass media is provoking the situation, flaring up the situation. It's just a fraction of \_\_\_\_\_ personal information often times readily reported. For example, the names, you have the nameplates on the entrance of your house. It probably doesn't have a value, a lot of value, originally. But because of the extensive media coverage of personal information leakage cases, people are becoming more sensitive, and that produces some job to lawyers helping clients to sue companies. But from the company enterprise perspective it's as if we are contributing to the greater sales and \_\_\_\_\_ to one profession, meaning the legal profession.

**M** *You feel that way? What about other people? Do you not think your attitude is different now compared to five years ago? No change, Mr. Terada?*

**Terada** No.

**M** *Mr. Nakai?*

**Nakai** I guess I am more sensitive to privacy now. Five years ago I was less sensitive to privacy. I know there have been series of media reports about leakage. But people nowadays casually fill in personal information in shopping forms. I'm quite ready to pass out the (least?) of my address.

**M** *I see. So you have little reservation and uneasiness passing out your address? Do you often times write down your address in many forms, customer incentive forms, or whatever it may be? Or do you feel skeptical when you have to... when you're asked to fill in or write down your address? Mr. Simohigashi?*

**Simohigashi** I don't pass out my address.

**M** *You don't pass out your address?*

**Simohigashi** I don't write down my address in any form at all. First of all I don't send any postcards. I don't participate in any free gift price winning opportunities or contests at all, because of this reservation of passing out my address. Talking about cell phones. It never happened to me, but nowadays people receive counterfeit request for payments and people are often times asked to pay a \_\_\_ in a month even if they have not bought anything at all. Those fictitious sales bills and requests of payment are becoming prevalent. In other ways, somebody must have gotten a hold of the address and personal information. When it happens you can take actions. But I want to be proactive. I probably have to take some preventive measures. In a sense I have to protect my privacy and that is why I don't write down my address, just in case.

**M** *I see, Mr. Simohigashi. But somebody said there's too much mass media coverage. Do you often times hear or read about privacy problems, privacy accidents or incidents? You do? You do. Where? Mrs. Kitasaka?*

- Kitasaka** Yes, \_\_\_\_\_ have had. ... they had \_\_\_\_\_ privacy being leaked out, and they paid cash back to all the subscribers who's information had been leaked, including my self. And there has been series of media reports about privacy information being leaked old or being sold from Internet Service Providers \_\_\_\_\_ of us.
- M** *Did you not hear anything else? For example, the customers list being leaked out from one business enterprise. That's about it? It's just like Mrs. Kitasaka said, it's private information, customers' information. Mr. Terada, please go ahead?*
- Terada** These days I notice cameras on streets. I feel a lot safer being watched all the time because of these monitoring cameras out on the streets.
- M** *I see. Has it ever \_\_\_\_\_, that your privacy was seriously invaded? Mr. Simohigashi?*
- Simohigashi** Do you know (N-system, end system?) \_\_\_\_\_ in town? It's to take pictures of the vehicles, the vehicle traffic. (N-system, end system?), it's a monitoring camera to take pictures of cars and major routes. I feel bad about it. I know it's necessary.
- M** *But you didn't suffer any serious invasion of your privacy, did you?*
- Simohigashi** No. I didn't do anything bad. I did not commit any criminal activity. I didn't commit a crime.
- M** *Has it ever occurred to you that you felt that your privacy was seriously invaded? Have you ever felt your privacy was seriously invaded? Mrs. Kitasaka?*
- Kitasaka** I received one phony request for payment. Actually, it was not me who received it; it was my husband who did. It was sent to my parents' house/address. My parents where scared of because of this \_\_\_\_\_ bill. It happened to my husband, it happened to my parents. I know people often times suffer from the fictitious requests for payment. But my parents they are not naïve, they reported to police. And my parents asked the police to track down who sent the mail, but the police didn't care about my parents' request.
- M** *Anything else? Any serious invasion of privacy? Mrs. Kanda?*
- Kanda** I don't know whether this was a real phone bill or not. I don't know what happened, several years ago. International phone calls. I was told that I had made phone calls to countries in the African continent. And I received an appalling phone bill, so I contacted the phone company asking them to investigate further. They said they couldn't investigate any further. Recently there was fraud and we almost fell victim to the fraud. Some stranger called me saying "it's me, it's me". \_\_\_\_\_ family relative asking us to help him financially, because the problem.

- M** *Anything else? What about the male participants? Have you not thought your privacy was seriously invaded? Mr. Nakai?*
- Nakai** I live alone.
- M** *Do you?*
- Nakai** Yes. And when I receive sales calls it upsets me.
- M** *What about in the office? Do you not feel your privacy is invaded in the workplace? Sometimes? You don't? You don't feel your privacy is invaded? Mr. Nakai?*
- Nakai** I feel bad, thinking somebody is sneaking in to my email in the office.
- M** *Does it happen?*
- Nakai** No, I don't think so. I'm not working for a big enterprise, it probably doesn't happen.
- M** *Mrs. Kitasaka?*
- Kitasaka** But the system lead people, system would make it possible.
- M** *Mr. Nakai?*
- Nakai** I know how to do that. Being an engineer, I know. There's a way, there's technology that enables you to sneak in to someone else's email.
- M** *Mrs. Kitasaka?*
- Kitasaka** The private mails, the private usage of Internet from the work place. People often times do that. People go out to the Internet from the office/workplace, for private purposes. They're not supposed to do that. So you cannot complain, even if you're being monitored, even if you're being observed. Just make sure you're not abusing or misusing the office tools and the business hours.
- M** *What about the government; like the municipal government, the local government and the central government? Do you not think they're observing privacy? Do you think they are observing privacy? Do you think they do something? Or for you, is your privacy being invaded by the government? You don't feel that way? You don't think the government is invading your privacy? You don't think so? No? No. It never occurred to you that your privacy is compromised by governments. Perhaps you've already given up. You should compromise your privacy. That's why you're not that cautious. Isn't there anything that you do, knowing that you're compromising your privacy?*

- ?** Yes, there are quite many opportunities. For example, when I'm asked to enroll in customer incentive programs, customer loyalty programs, I'm asked to fill in my address, my phone number; personal information. Knowing that, I still enroll myself in to many customer programs.
- M** *Is that right? What about other people? Knowing that you are, in a sense, compromising your privacy, you do something. You probably quite many things, don't you? Mrs. Kitasaka, you said earlier online shopping, credit card, and customer loyalty programs. Anything else? Mr. Nakai?*
- Nakai** When I came here I was thinking that I was invited because someone knew about me. When it comes to ATM card, credit card. I mean, I'm ready to pass out my personal information to the extent of address, phone number and age. That's about it. I'm not ready to pass out my credit card number or ATM card numbers and pin numbers. At the same time, I don't want anybody to see my drivers' license or health insurance program certificate.
- M** *Earlier when I talked with different type of people, somebody said that she's not ready to pass out her personal information through credit card companies because when you have your credit card issued you have to report your annual income and quite a lot of personal information. She said she was scared of that information being leaked out. Do you not feel the same way? You are probably compromising privacy, in a sense, by having a credit card issued. You don't think that way? You don't? You don't. Nobody reacts. Say "yes". Can you think of any type of people, any group of people that are more susceptible to the invasion of privacy? Can you think of any type of people whose privacy is more susceptible to infringement or violation? Mrs. Kitasaka?*
- Kitasaka** I guess, Mr. Simohigashi, he said he's not ready to pass out his address or \_\_\_\_\_. I often times write down my address, so I'm more susceptible to privacy invasion than he is. That's what I thought, because I often times write down my address and pass out personal information. I guess females tend to show more than males. Compared to men, women are exposed to greater opportunities or greater dangers of having out privacy being compromised or invaded.
- M** *Did you hear what Mrs. Kitasaka said? I would like you to think about the same question. Can you think of any type of people who are more susceptible to privacy invasion? Mr. Ishihara?*
- Ishihara** Honest people. People who are honest, in a sense. People who cannot tell a lie. People would honestly write down their addresses, names and ages when they are requested to do so. People who are honest.

- M** *Is that right? But you cannot think any other way at all? You cannot think of any other type of people who you think are more exposed to a greater danger of privacy invasion?*
- Nishida** Sure, business people, well known people.
- M** *Well known people?*
- Nishida** Yes, celebrities.
- M** *Celebrities, Mr. Nishida?*
- Nishida** Yes, celebrities/well known people.
- M** *Mr. Simohigashi?*
- Simohigashi** I would say, people who are less conscious, who are less sensitive to privacy issues. They are exposed to a greater danger of privacy invasion. First of all they don't think it's a privacy invasion in the first place because they are so insensitive.
- M** *Let's talk about the future. We talked about the past, now let's talk about the future. Do you think there will be a greater invasion of privacy in the future, or just the same level of privacy invasion and violation? What do you think? Do you think there will be a greater violation of privacy, greater infringement of privacy? Mrs. Sasaki?*
- Sasaki** Yes, because as a residents, as citizens we have already been registered to the municipal government. As long as I live I can not cover up my existence at all.
- M** *Is that right, Mrs. Sasaki?*
- Sasaki** Yes, there's no way to cover up my identity at all. As long as I live, as long as I move from one place to another there's no way for me to completely conceal my existence.
- M** *You feel that way, Mrs. Sasaki? But don't you think in the future your privacy will be exposed to a greater danger or a greater threat? Mrs. Kitasaka?*
- Kitasaka** I would at least compromise my address being found out or being stolen, but people nowadays talk about your genetic information being leaked or being disclosed. That may cause some problems for certain type of people with some problems with genetic traits and attributes. They would probably not be employed anymore because of the genetic problem.



- M** *I see. I would like you to think about the future. Can you think of any component/element of privacy that will be compromised? Mrs. Kitasaka, you said in the future you should compromise on passing out your address at least. What about genetic information? Do you think you should be ready to have your genetic information being leaked out? I'm asking the nature of privacy invasion that may happen in the future. Mr./Mrs. \_\_\_\_\_?*
- ?** I probably read too many novels. When you're born, you have your genes examined just to tell how you will grow up. People can tell, people can forecast how you're going to grow up. You cannot deny that possibility. If you have some genes that may potentially let you become a criminal. You'll be \_\_\_\_\_ like that. Or else you'll be rectified in one way or another. You have your genes corrected by birth.
- M** *I would like you to think once again about the future. What kind of privacy do you think will be under a greater threat? Mr. Ishihara?*
- Ishihara** I was reading a newspaper article, and in the article I read something like the police was planning to produce a criminal database.
- M** *Criminal database?*
- Ishihara** Yes. It may be good for society because the police will be successful in arresting criminals.
- M** *But do you think people will even accept embedding some IC-chip in criminals just for the sake of the greater crime prevention? Do you think that's possible, that's acceptable? Mrs. Kanda?*
- Kanda** I don't know.
- M** *Mrs. Kitasaka?*
- Kitasaka** As long as they don't commit crimes, it does not do any harm to me. As long as no one abuses my gene or DNA.
- M** *Mr. Simohigashi?*
- Simohigashi** Like Mrs. Kitasaka said, even when her parents reported fraud case to the police, the police didn't take action. And the police don't know enough of properly managing their criminal DNA database. I don't want to have my DNA data in the database of the police.
- M** *Let's talk about the government, the government agencies. Probably the government and the police agencies \_\_\_\_\_ government. The police*

*department is wishing to cut down the crime rate. They're planning to take action. Do you think people would accept that, even if it would compromise the privacy?*

**Simohigashi** People certainly would react strongly or negatively, but they will accept it eventually.

**M** *Mr. Simohigashi?*

**Simohigashi** I guess it's quite dangerous. It's almost like a country becoming a police state. It's just like the \_\_\_\_\_ nation, \_\_\_\_\_.

**M** *Mrs. Sasaki?*

**Sasaki** Who is going to manage the DNA database of criminal citizens?

**M** *I don't know. We're just talking about an example. Mr. Ishihara?*

**Ishihara** When you get on the train, you nowadays can use an IC-chip embedded in to the commuter pass. Your commuter pass is nowadays embedded with an IC-chip, but eventually the ultimate way or identifying yourself is probably handprint. And your hand is good to make \_\_\_\_\_.

**M** *Do you think it's good, Mr. Ishihara?*

**Ishihara** It may contribute to the \_\_\_\_\_ great of crime convention, arresting criminals. But there's always the case of you being arrested wrongly, by mistake. There's always a danger of mistakes. As long as there are citizens of good will you should not fall victim to any false indictment, wrong accusations.

**M** *What is it, Mr. Nishida?*

**Nishida** But I guess there are always people who administer or manage the big database. What if they abuse the data?

**M** *You provide privacy for greater security. It's a tradeoff. I would like you to think about this relationship. Which one is more important, security or privacy? You follow me? Probably if you feel security, the social security of greater good is very important, you probably would compromise part of your privacy. Do you do that Mrs. Tokuda?*

**Tokuda** Not all of my privacy. Mr. Nakai and Mr. Nishida were talking about IC-chips. If you pass out your personal information in the form of IC-chip or by hand, people can find out almost everything about you. So you need some limit, it's not like you're passing out all about your personal information to anybody. I probably would agree on one fingerprint.

- M** *But you have your fingerprints registered?*
- Tokuda** I used to live in Hong Kong.
- M** *Did you, Mrs. Tokuda?*
- Tokuda** Yes. When I was living in Hong Kong all the citizens were requested to have their fingerprints registered in to the database. That much I accept, because my experience \_\_\_ living in Hong Kong.
- M** *Is that right? I probably should step back a little bit. I would like you to think about the type of privacy that you think is under the greater threat of invasion in the future. What kind of privacy do you think is most susceptible to invasion in the future? Looking in to the future, what element or component of privacy is under the greatest threat? Would you say just about your name and address, or even your behavioral pattern? Do you think that will be under threat? Mr. Ishihara?*
- Ishihara** Thinking about the threat and the degree/the severity of a threat I would say my name and address.
- M** *Is that right? What about other people? Your name, your address? Any other comments? No? For example, wiretapping - your personal communication/conversation being tapped. Mrs. Kitasaka?*
- Kitasaka** I don't think anybody would benefit just monitoring every movement I make or my attitudes, my behavior pattern. The only think I can think of is somebody sneaking out my personal information from the IC-chip in the commuter pass or something else, like credit cards.
- M** *That's about it? Personal information, meaning your name, credit card number and address. That's about it? I guess you all use PC. Do you have access to the Internet? Do you communicate via e-mail? All of you raise your hands. Do you use cell phone, do you communicate via cell phone? Almost all of you. I would like to think about those technologies. Do you think privacy has something to do with that kind of technology? Mr. Nakai?*
- Nakai** Yes.
- M** *Do you think so?*
- Nakai** I guess there are technologies for a certain roll \_\_\_\_\_ my privacy.
- M** *Could you tell me more about it?*
- Nakai** I \_\_\_\_\_ those who \_\_\_\_\_. In the past not many people had cell phones and we are now able to send text messages via the cell phone.

And we wrote text messages by hand instead of sending it via the cell phone. So... there will be a greater chance of people sneaking out text messages going on, \_\_\_\_\_ up in the air rather than passing in a text form, in a print text form.

**M** *I see. You say you all have access to the Internet. Can you think of the privacy that is under threat over the Internet? What kind of privacy? Can you imagine your privacy, or at least a part of it, being violated or infringed because you have access to the Internet? Mr. Simohigashi?*

**Simohigashi** Online shopping.

**M** *Online shopping?*

**Simohigashi** Yes. When I shop online I have to tell my credit card number, my name and a bit more personal information. It's a third part person is what you \_\_\_\_\_ something. The bill online, he or she may abuse it. Or else he or she may pass information to someone else.

**M** *Anything else?*

**?** E-mail.

**M** *E-mail? Do you think if someone reads your email, that is a violation of your privacy?*

**?** Cell phones. Text messaging you do with cell phones. If you have a little knowledge it's quite easy to read other people's e-mails/text messages.

**M** *Is that right?*

**?** Yes.

**M** *E-mail is under threat. Is there any other type of privacy, component of privacy that is under threat?*

**Kitasaka** Personal conversation.

**M** *Mrs. Kitasaka, what did you say?*

**Kitasaka** I'm saying personal conversation. Although I don't mean to keep it completely secret, I don't want anyone intensely listening to my personal conversation with my friends or acquaintances.

**M** *But when you access the Internet, are you aware.... Or knowingly that you are under threat, that your privacy is under threat, are you accessing it?*

- Kitasaka** That brings me....
- M** *Yes, Mrs. Kitasaka?*
- Kitasaka** That brings me back to earlier conversation about business enterprises monitoring employees. We should be aware of that and we should accept the fact.
- M** *Is that right?*
- Kitasaka** Depending on the occasions, yes.
- M** *What about other people? Knowingly your privacy is under threat you're using that. Mrs. Kanda?*
- Kanda** I was very concerned when I shop online for the first time.
- M** *Is that right?*
- Kanda** Yes. I'm just shopping for my family, not business shopping. But when I have to fill in my credit card number I felt strongly uneasy, thinking that people would sneak out the personal information from here.
- M** *Is that what you thought?*
- Kanda** Yes. I was really scared.
- M** *Were you?*
- Kanda** Yes, when I made the first online shopping transaction. And my children, three of my children, they often times access the Internet even if I say that they should not access the Internet too often. They do that anyway.
- M** *Mrs. Kitasaka?*
- Kitasaka** And you're getting used to it. You make one Internet online transaction, shopping transaction, you have your product delivered and you feel more comfortable. You become more and more indifferent to the threat.
- M** *Is that right? What about other people? Mr. Nakai?*
- Nakai** Address. I would pass out my address, but I've never settled my online shopping transactions with a credit card on the site.
- M** *Do you take any...*

- Nakai** ...HTTP's... otherwise I will know my transaction is complete, shopping transaction.
- M** *Mr. Nakai?*
- Nakai** I don't \_\_\_\_\_ over the credit card. I \_\_\_\_\_ would not cause any monetary damage. But if someone steals my credit card number as I'm shopping online, that's going to cause very serious monetary damage. That's why I don't fill my credit card number on the Internet.
- M** *What about other people? Do you not take any other action to protect your privacy? Not writing down your credit card number on the site, on the web. Anything else? You don't take any other action? You don't? You don't. Let's talk about legislations. Have you ever heard about any legislation to help protect privacy, peoples' privacy? Are you aware, do you know the legislations in place? Mrs. Tokuda?*
- Tokuda** This gentleman, Mr. Ishihara, he was talking about...
- Ishihara** Yes, I was talking about personal information protection act.
- M** *That's what you said, Mr. Ishihara. Could you tell me what it is?*
- ?** What kind of law/legislation is it?
- ?** No reaction.
- M** *First of all, do you know, are you aware there's going to be a new law to be enacted? You know that at least, but you don't know the content of that. Mrs. Kanda?*
- Kanda** Because it was not reported so extensively in news programs. Most of the TV viewers, they are not interested in finding out more details of the legislations. People in illegal world \_\_\_\_\_, they are quite aware. But we are general public and we have not been informed in depth in easy language by the government about the content of the legislation, have we? No. If the government reports the detail of a new law that must be featured in newspapers. But it's not. That means nobody is providing enough information.
- M** *But do you not feel like taking action by yourself to find out more about it? Mr. Simohigashi?*
- Simohigashi** No.
- M** *No. But you are at least aware that there will be new legislations to be enacted. Do you think your privacy will be protected, that you have greater protection of privacy by legislation? Mrs. Kanda?*

- Kanda** No, I don't think so.
- M** *You don't think so? Even with new legislation to be put in place, you don't believe your privacy will be more protected?*
- Kanda** No.
- M** *No? Why not? You don't think your privacy will be protected greatly/more and that you have more protection of privacy through legislation? Mr. Simohigashi?*
- Simohigashi** I think new laws will be a greater deterrent. It's just simply a greater deterrent, but not more than that. If somebody abuses text messaging of other peoples cell phones, other peoples text messaging and if he gets a penalty that will be a greater deterrent but this abuse will not cease. Violation and invasion of privacy would not cease.
- M** *You don't think so? Mrs. Kanda?*
- Kanda** It's not 100 % protection.
- M** *It's not 100 % protection? Why not? Mr. Nakai?*
- Kanda** First of all I don't know the details and content of this new law.
- M** *Mrs. Kanda?*
- Kanda** I don't know the details and content of this new law. But somehow I'm convinced; I feel greater protection in my everyday life. But that's not 100 per cent. Just because a new law will be enacted does not necessarily mean that people will comply with the protection of privacy 100 per cent. It's not perfect.
- M** *Let's talk about employers. Mr. Ishihara, earlier you said that your company and other business enterprises are quite insensitive to the protection of company workers' privacy. I would like you to follow up your comment. Do you think the company would comply with the privacy protection more in the future? What if the government gives someone a \_\_\_\_ guidance, administrative guidance to business enterprises? Would that be a greater protection?*
- Kitasaka** No, no.
- M** *What do you mean, Mrs. Kitasaka?*
- Kitasaka** Normally privacy leakage happens to one individual with malicious intent. Just having companies \_\_\_\_ comply with the new law/new rules does not necessarily

mean that people have a greater protection of privacy. There are always bad people out there.

**M** *I see. Earlier somebody talked about customer loyalty programs, customer incentive programs. Mrs. Kitasaka, you said that you're ready to pass out your address, your name and your phone number for the sake of customer loyalty programs. By the way, have you enrolled yourself in mileage programs, customer flyer loyalty programs like mileage programs? One, two, three, four, five of you raise your hands. Why do you think airlines are inviting people to enroll in to their customer loyalty mileage programs?*

**Tokuda** Because they want passengers to come back to their own airlines. They want more repeating flyers.

**M** *You think so Mrs. Tokuda?*

**Tokuda** Yes. That's why they're trying to give incentives to flyers.

**M** *What about other people? Do you not feel any other way? Any other suggestions? Any other comments? Mrs. Kumai, Mr. Terada, you have not enrolled yourself to mileage programs. But you know what it is. Can you think of the reason that airlines are encouraging people?*

**?** Once people register and enroll in to the mileage programs, you have to pass out your address and phone and you receive direct mail every now and then. The airlines are wishing to send out information to potential/prospective flyers.

**M** *Any other reason why airlines are trying to promote mileage programs? Yes, Mrs. Tokuda?*

**Tokuda** I guess they want to be more efficient when it comes to sales?

**M** *What do you mean, more efficient sales?*

**Tokuda** I mean, they want to bill more to their repetitive flyers. They want to promote their business and they want to appeal to the right target consumer segment.

**M** *Is that right? By the way, 4-5 raised your hand saying that you're enrolled in mileage programs. Why is that? Mrs. Kitasaka?*

**Kitasaka** Because I can get free air ticket.

**M** *Because you can get free air ticket?*

**Kitasaka** Yes.



- M** *Any other reason why, Mr. Simohigashi?*
- Simohigashi** Because I can make reservations, I can do the booking online.
- M** *Is that right? And you wrote down the address, didn't you when you booked your flight?*
- Simohigashi** Just walking down the street people often times bump in to traffic accidents. But just because you're scared of bumping in to traffic accidents doesn't necessarily mean that stay home all the time. You have to go outside.
- M** *I see. Just like going outside. We're going back to mileage programs. Once you get a certain mileage you get a free air pass/boarding pass. Anything else?*
- ?** Is there any other benefit in these services?
- M** *It could be services. Can you think of any other customer loyalty programs?*
- Kanda** Insurance. I mean, I can get a free insurance program.
- M** *What did you say, Mrs. Kanda?*
- Kanda** Often times it happens with airlines. When you go overseas you have to buy insurance premium, but once you become enrolled in the airline mileage program you can get free insurance premium when you travel overseas.
- M** *Is that right?*
- Kanda** Yes. You don't have to buy it separate. It's already included in to your mileage program so you can save at least one step of buying the insurance program separately.
- M** *Anything else? Any other things you can get, any other benefits in return for the mileage program?*
- ?** I can get calendars every year. Yes, they are \_\_\_\_\_ calendar from JL. I can get some discount with JL affiliated hotels.
- M** *So these are quite appealing benefits. Do you think you have enough benefits, Mrs. Kitasaka?*
- Kitasaka** No.
- M** *Mrs. Kanda?*

**Kanda** I often times buy a lot just for the sake of mileage point. Your mileage program is not only good for the flying miles but also for shopping points. Once you have the credit card co-sponsored by the airline, you can collect mileage by shopping with the credit card. Isn't that the case? What about the shopping protection?

**M** *What did you say, Mrs. Kanda?*

**Kanda** No, what I'm saying is that if something happens to passengers on an airline, any passenger enrolled in the mileage program, if there's an accident to the plane do you think the identity will be known more easily, more quickly? Sometimes that occurs to my mind.

**M** *You always think of something beneficial do you? If something bad happens to your flight, as long as you're a mileage program registered passenger the information can easily be made public, to let your family know what's going on. Mr. Simohigashi?*

**Simohigashi** I have not gotten any \_\_\_\_ calendar. I was feeling upset.

**Ishihara** I'm paying a high annual fee.

**M** *Mrs. Ishihara, you pay a high annual fee? Do you have to pay a fee for the mileage?*

**?** Yes, if you want to be a premium member.

**M** *Is that a credit card? \_\_\_\_\_ by the credit card company?*

**?** Yes. I'm not only talking about mileage program card. It's also good as a credit card.

**M** *I see. When you have your mileage program card issued you probably pass out a certain type of personal information. Can you tell me what personal information you passed out to have your mileage card issued?*

**?** Are we talking about the mileage only program card or the \_\_\_\_\_ by the credit card company?

**M** *Why don't we talk about the membership only card? What are the things you passed out? What are the things you had to write down? Your address, your name, something else? Just for the sake of a mileage program/customer related program, not co-sponsored by the credit card company.*

**?** Often times I'm asked to participate in a free questionnaire or survey, just my areas of interest.

- M** *Yes. It could even be a customer loyalty program at the super market. I'm simply asking, what are the types of privacy information that you pass out just for the sake of customer loyalty program.*
- Kitasaka** Name, address and phone number.
- M** *Is that right, Mrs. Kitasaka?*
- Kitasaka** And e-mail address.
- M** *E-mail address? Mrs. Tokuda?*
- Tokuda** My birth date.
- M** *Your birth date, Mrs. Tokuda?*
- Tokuda** Yes. Together with other things.
- M** *Other things being name, address and phone number?*
- Tokuda** Yes.
- M** *So when you participate in customer loyalty programs, like mileage programs or supermarket customer programs, you have to pass out that information. Do you know what happens?*
- ?** It goes in to a database.
- M** *That's right. It goes in to a database. Is that all? What happens next? The information you pass out goes in to a database, but then what?*
- ?** They can find out age group, the main users in the case of a supermarket. They probably would think about the supply for the next day.
- M** *I see. But where does the information go after the airline uses it? I'm asking where the data stays inside the airline.*
- Ishihara** The probably will distribute it to the airline affiliated companies or alliance airlines. For example, JL has an alliance the Star program or American Airline. They exchange data.
- M** *Anything else, Mr. Ishihara?*
- Ishihara** The data that I pass out to airlines for the mileage program may eventually be distributed to direct mail companies or retailers.

**M** *Do you think that's acceptable? Mrs. Kitasaka?*

**Kitasaka** I don't think so.

**M** *You don't think so?*

**Kitasaka** No.

**M** *Mr. Ishihara?*

**Ishihara** Well, you have to be careful reading their privacy policy when you go to the website. You have to be careful reading the privacy policy of retail stores, airlines, whatever it may be. Either in print form or electronic form on the web. It's got to be you who are careful. For example, when you go to Blockbuster rental video shop they have rules. You have to read their privacy policy \_\_\_\_.

**M** *Is that right?*

**Ishihara** I'm quite aware because we have to comply with the new personal information protection law to be enacted next year. That's why I know that.

**M** *I see. Let's go back to the airline mileage program discussion. Like somebody said, why should you pass out personal information/privacy information to the airline just for the sake of a mileage program? You've already passed out that data. And airlines, they can easily distribute it to third parties. That's acceptable. They are allowed legally, there's no penalty at all.*

**Nakai** Is that right?

**M** *That's right, Mr. Nakai. You have nothing else to say? Mrs. Kanda?*

**Kanda** Even if I don't have my phone number listed in the telephone directory, it doesn't mean anything, does it? Having heard what you said. And I know I received many very upsetting aggressive sales calls to my family phone. So there's no protection.

**M** *Is that how you feel?*

**Kanda** Yes.

**M** *Mrs. Kitasaka?*

**Kitasaka** Well I didn't know what you said. I thought I was sending out my personal information only to good people. That's not the case.

**M** *Mrs. Kanda?*

**Kanda** If you think about overseas situation, \_\_ Vodaphone. If you go to a website, overseas website, of Vodaphone you often times find out privacy policies and you can also make a choice whether you are ready to pass your personal information to a third party or not. You can choose that that when you sign up. But in Japanese website that's not common. When you go to American websites they often times ask the browsers for sure when they are ready to have the information being sent to a third party or not. The Japanese are not that conscious.

**M** *I see. Let's talk about credit card, airmiles card. It can do the shopping with electronic money. And since you're using electronic money it's quite easy for people to track down your shopping behavioral pattern.*

**Nakai** That behavioral pattern can be passed out easily?

**M** *That's right, Mr. Nakai.*

**Nakai** Then I have to be careful. I shouldn't use it a lot.

**M** *Mr. Ishihara?*

**Ishihara** I guess the laws themselves are not proper.

**M** *Laws are not proper, Mr. Ishihara?*

**Ishihara** That's right. Actually, having new legislations do not mean a lot, but real bad people are those who abuse it. It's wrong because you cannot have full protection just because you have new legislations. As long as we have those people, the malicious people/bad people, it will not stop.

**M** *I see. Do you accept the current situation as it is?*

**END TAPE**

**START TAPE**

**?** ... it's like some individual abusing the person's shopping behavior information. What we're doing here in the group discussion is the same. You're learning from us and as long as our information, our input, is used positively and not being abused, it's fine.

**M** *Mrs. Kanda?*

**Kanda** I guess the bottom line is whether you suffer material damage or not. Unless you suffer damage you don't "internalize" yourself. I have not "internalized" myself.

I've been careful, trying not to have my privacy being breached and I have not put quite a lot on the line (online?). I'm scared of having my phone number being leaked and abused.

**Kumai** I have one question.

**M** *Yes, Mrs. Kumai?*

**Kumai** I have one question, please. We were talking about cards and we talked about customer loyalty programs. \_\_\_\_\_ all the information I pass out to any program, being credit card or customer loyalty programs, are they passed out to a third party?

**M** *Not necessarily.*

**Kumai** But if that is the case I will never ever use any supermarket customer loyalty program card.

**M** *Excuse me, what do you mean? What's your anxiety, why are you so anxious Mrs. Kumai?*

**Kumai** Because my name, my address and my phone number they are always under threat for abuse. I didn't know there are people who buy and sell that personal information. I didn't even know that. When Yahoo Internet Service Provider have their subscribers information being leaked out, they were not penalized, they were not indicted. They were not accused of any criminal activity and I feel something is wrong.

**M** *I see. Mr. Ishihara?*

**Ishihara** Going back to the supermarket customer loyalty program, it was originally intended to analyze consumers' behavioral pattern and its' \_\_\_\_\_ predisposition. It is intended to utilize for the future marketing of sales promotion. That was the original intention, but there are some few people willing to abuse them. So we really have to crack down on those people and the criminals.

**M** *I see. Going back to online shopping. By the way, it's quite easy to track down peoples' online shopping record for example. What books, what titles you bought.*

**?** Yes. That's what happens when I go to Amazon.com. I'm always referred to the Amazon recommendations based on my purchasing pattern. It's not their business, but whenever I have the referrals I'll be attracted to the titles that they refer me to.

**M** *What about other people? Do you \_\_\_\_\_ problems shopping online in the future? Ms. Terada?*

- Terada** No.
- M** *You don't care at all?*
- Terada** Very little. I care very little.
- M** *You care very little? You have not suffered any serious invasion of privacy?*
- Terada** Once in a blue moon I receive sales phone calls but I just hang up. I have not felt that my privacy was seriously invaded or violated.
- M** *Somebody talked about the Internet privacy policies. You know that online shopping privacy policy? Do you read it?*
- ?** No, I just skip it. I just scroll down and then say, "agree".
- M** *You don't read the rules and regulations, you don't look at the terms?*
- ?** I just browse it briefly.
- M** *You too?*
- ?** Yes.
- M** *But you don't read it \_\_\_\_?*
- ?** No.
- M** *You don't? So you're not that interested in reading the terms of online shopping. Do you not feel it's necessary that you read it, Mrs. Kanda?*
- Kanda** Yes.
- M** *You feel that?*
- Kanda** Because I'm making a contract. It's a sales contract by "conclude" with the retailer and I should be sensitive, I should be conscious of reading it thoroughly. But I don't read thoroughly. At least I should read the critical part, like the sales guarantee or warrantee, but in this country people are not that sensitive to legal contracts and agreements. And I guess I am more conscious of reading the terms of sales agreement when I go to overseas websites, shopping online. They are quite thorough and detailed; they give details of the terms. That's why I have to read thoroughly when I shop online overseas.
- M** *Mr. Simohigashi, you read the terms. Were you satisfied with what you read?*

**Simohigashi** Not really. I mean it's a trade of convenience shopping online and potential damage. We talked about Amazon.com, we talked about electronic money and we talked about mileage programs. Once enrolled you enjoy the convenience to some extent. You cannot shut them all off. You can't refuse them because they attract with convenience. But I'm trying to be careful to choose only the one that is really beneficial.

**M** *Mr. Simohigashi. I would like you to go back to the terms you read online. What \_\_\_\_\_ were you satisfied with what you read in terms of sales agreement, shopping agreement? Do you think that was satisfactory? Do you think it is satisfactory generally to consumers or buyers?*

**Simohigashi** I guess it was just about what I expected. I cannot accept any more. Don't ask me what kind of improvements or modifications I can make to the terms.

**M** *I see. But still, nobody is intensely reading those terms of sales agreement? Who on earth do you think would read it? Nobody reads it? At least the general public doesn't read it? You don't read it, Mrs. Sasaki, do you?*

**Sasaki** No.

**M** *Earlier, Mr. Terada, you said there are monitoring cameras in town. Were you aware? Nowadays you find cameras; there are quite many monitoring cameras in downtown "Shibuya", in downtown Tokyo. Do you know any other quarter of the town, any other part of the town where there are many monitoring cameras?*

**?** Train stations, there are quite many cameras in train stations.

**M** *Did you not find any other monitoring cameras in any other part of town?*

**Tokuda** In Shinjuku, another downtown district in Tokyo.

**M** *Is that right, Mr. Tokuda?*

**Tokuda** Yes.

**M** *What about Mrs. Kanda? Haven't you ever noticed any of the monitoring cameras?*

**Kanda** There was one robbery case in downtown Tokyo, in a place called Shibuya, where monitoring cameras contributed to the arrest of the criminal, the robber.

**M** *Who actually are using those monitoring cameras? You know that? For watching.*

**?** Somebody's watching. Normally these cameras are recording the visuals.



- M** *Is that right?*
- ?** Yes, and if need be these will be used later.
- M** *Isn't there people monitoring those cameras all the time?*
- ?** No.
- ?** Excuse me. I guess police was... police is monitoring 24 hours through the monitoring cameras in downtown Shibuya because there are so many pickpockets in downtown Shibuya. Police officers are monitoring all the time what's going on in the town.
- M** *So police officers are monitoring?*
- ?** Yes.
- M** *Mrs. Kanda?*
- Kanda** Actually, in ATM machines you have monitoring cameras. I found that one person forgot to pick up the cash at the ATM machine. I reported it to the bank and the bank said I should report it to the police officer. I reported it to the police officer and together with the police office we went back to the bank. Then the bank officer \_\_\_\_\_ visuals recorded in monitoring camera of ATM machine.
- M** *What happened to the cash?*
- Kanda** I guess the person who withdrew money retrieved the cash later.
- ?** Excuse me, but if somebody is stealing cash at an ATM machine, unless the monitoring camera captures a portrait of the criminal.....So what happened in this case was that there was a man who forgot to pick up the cash at the ATM machine and the person using the ATM machine right next to him picked it up. But his face was recorded in a monitoring camera and I noticed that. I reported it back to the police and went back to the bank to get it. And we located the person who picked up the cash.
- M** *Let's go back to the monitoring camera issues. Do you not feel uncomfortable having monitoring cameras in many places in downtown Tokyo? Don't you think it's a violation or invasion or privacy? The same thing with ATM machines. All the people using ATM machines, their faces are being monitored, recorded.*
- Kanda** I guess it's just an uneasiness of being monitored.

- M** *But it's not an invasion of privacy, Mrs. Kanda?*
- Kanda** I guess the theft prevention is important, it's a tradeoff of the greater theft prevention and your privacy.
- M** *Let's talk about London in England. They have 150 000 monitoring cameras in downtown London. That's quite scary isn't it? What if we have that many in Japan? Are you happy about that?*
- ?** Is it because of the high criminal rate in London?
- M** *I guess so. Mrs. Kitasaka?*
- Kitasaka** I wonder why they have that many monitoring cameras just for the sake of preventing thefts. 150 000. You have one monitoring camera at every utility pole in London.
- M** *Why do you think they're doing that? Mrs. Kumai?*
- Kumai** Physically/Theoretically/Literally people can become police. Scotland Yard, can they watch all the visuals taken with all 150 000 cameras.
- ?** I don't know what the benefit of that is.
- ?** They want to find out who's doing what. They understand \_\_\_\_ who's doing what in London.
- M** *Do you think that is a benefit? Mrs. Kitasaka?*
- Kitasaka** I don't know whose benefit it is.
- M** *You talked of whose benefit it is. Mrs. Kanda?*
- ?** Excused me. People know there are 150 000 monitoring cameras in the city of London. In other ways, the citizens of London are aware that they are being monitored. It's raising awareness that they are being watched all the time.
- M** *But I guess in the case of the London police department, they are monitoring your behavior completely through the cameras. All of you said that those cameras are intended for the theft prevention, but do you think it is acceptable? Do you think it's good? You said it's beneficial for the theft prevention, but isn't there any fallbacks? Is there any downside of it?*
- ?** If there's some lazy worker stepping out of the workplace by some chance. If the images of him sneaking out from the office being shot/monitored/recorded with a

camera, if these are reported back to the company employer that may be a problem.

- Kanda** That's quite expensive handling that many monitoring cameras, having people watching the cameras. That's quite a lot of overhead cost.
- M** *Do you think it would contribute to the reduction of crime rates? 150 000 cameras, do you think these would prevent some criminal activities? Do you think the crime would go down? Mrs. Kitasaka?*
- Kitasaka** If people feel anxious they can easily get arrested. They probably will be discourages from committing crime.
- M** *Mrs. Kumai?*
- Kumai** People probably try to disguise their original look. What if people get used to disguise their identity?
- M** *That's cats and mouse?*
- Kumai** Yes. When they commit crimes they disguise.
- Kanda** What is actually happening to the criminal rate of London? I have not heard in any recent report that the crime record in London are going down, I have not heard that.
- M** *You have not heard that, Mrs. Kanda? Anything else? Can you think of any other way, any other methods of cutting down the crime rates? Generally? Any ideas? Mr. Simohigashi, yes?*
- Simohigashi** I don't know whether it's good or bad, but if you're really interested in cutting down crime you'll have all the citizens carrying a PHS, or a cell phone or IC-chip.
- M** *IC-chip embedded in your body?*
- Simohigashi** That's right.
- M** *Do you want such measures, such actions to be taken in Japan, all those monitoring cameras in downtown Tokyo, in Japan? Mr. Nakai?*
- Nakai** No.
- M** *You don't, Mr. Nakai?*
- Nakai** No.

- M** *Why not?*
- Nakai** I don't know why. There's no reason why I don't like monitoring cameras in our country. It doesn't make me feel good.
- M** *It does not make you feel good?*
- Nakai** With the idea that I'm being recorded in one of those monitoring cameras.
- M** *But you said there will be noticed advantages, except for the cost \_\_\_\_\_. Can you say there will be some benefits, like cutting down crimes? What's the problem? How come? You don't like that do you? That's strange. Mr. Nakai?*
- Nakai** Rather than having so many monitoring cameras, why don't we have more severe penalties?
- M** *Penalties?*
- Nakai** Yes, greater penalties when you get arrested.
- M** *You don't like the idea of having many monitoring cameras? Mrs. Kitasaka?*
- Kitasaka** No I don't like that. What if people utilize, make use of the pictures taken with the monitoring cameras. That actually is a violation of privacy. Just for the idea of my actions being monitored, that makes me feel bad. For example, somebody has grudges against me they would probably lead my pictures taken with the monitoring cameras and then do it video streaming on the web. That's violation of my privacy.
- M** *I see. What about other people Ms. Terada?*
- Terada** It doesn't make me feel good, psychologically.
- M** *Emotionally you don't feel good? You don't care about your personal information? You don't mind? You don't care a lot about your privacy, but you don't like that? You don't like being monitored?*
- Terada** I certainly would like to keep my personal information secret. But just the thought of having monitoring cameras around town, so many of them, I don't feel good. I don't know why.
- M** *Somehow you don't feel good. You feel uncomfortable for some reason. Is that right, Mr. Simohigashi?*

- Simohigashi** I guess a certain type of people watching the general public lives, that's not a healthy society. It's like a police state. Just like during World War II the Imperial Army monitored people/citizens of this country. It's a fascist nation.
- M** *Mrs. Kanda?*
- Kanda** I feel quite negative.
- M** *What do you mean, Mrs. Kanda?*
- Kanda** You're overdoing it.
- M** *What do you mean?*
- Kanda** I mean, it's like everybody becomes a patient of a special ward in a hospital. I have not anything wrong. I'm just leading a normal life; I'm just an ordinary, innocent citizen. I don't have to be monitored all the time. I'm not a patient with any serious problem.
- M** *I see. Let's talk about the future once again. What will happen with your privacy in the future? What do you think will happen in the future, to your privacy? We've discussed already a lot, but do you think your privacy will be just the same, or the situation surrounding your privacy will be just the same in the future? Or do you think you'll have less privacy in the future? Ms. Terada?*
- Terada** I was thinking TV phones. In the future there will be wide penetration of TV phones. I don't like that. People can look at me all the time.
- M** *You can probably cover up the background image.*
- Terada** I know, but people can find out where you are because of the TV phone.
- M** *Would you say in the future you have less privacy? Is that how you feel? Do you think so, Mr. Nishida?*
- Nishida** I guess situations surrounding my privacy will just the same, but there will be greater security, greater awareness of security.
- M** *Mrs. Kitasaka?*
- Kitasaka** As long as I lead a normal life, my consciousness and me position will be just the same, but quite \_\_\_\_\_ and unknowingly there will be more security protection, security devices like monitoring cameras, whether I am aware of that or not. So something would happen to society.

**M** *Without you knowing it? Is it bad? Would you like to be informed beforehand about new security measures? For example, in the case of the information you pass out to customer loyalty programs. Would you like to be informed beforehand that the information may be passed to a third party?*

? Better than not being told.

? Just because you're told doesn't mean that the information will be passed to a third party.

? I want two choices; yes or no. And if I'm informed I can say, "No, I don't want my information being passed to a third party". Unless I'm informed there's no choice to be made.

**M** *I see. I can say that this is an international survey and you know that there was an attack on September 11, 9/11, and from that time onward the perception of the American people towards privacy changed. So the people said. What about you? Do you think your perception of privacy has changed since September 11?*

? Do you mean because of the great effort of arresting the terrorists infiltrating in to a country? To prevent infiltration of terrorists in to society of a country, we probably have to compromise our privacy.

**M** *That's how the American people feel.*

? I'd understand that.

**M** *What about us, Japanese nationals? Do you think our perception is changing as well? No? It doesn't have to be any terrorists infiltrating the country. Was there any event that changed your perception of privacy? No? You cannot think of any even that changed your perception?*

*In closing I'm passing out two sheets of paper, two sets of questionnaires. I would like you to complete them both. Then I close.*

Small talk about questionnaires....

*...If you have finished I can close the discussion by collecting the first questionnaire that you answered. Next one is what type of privacy should be collected the most or least....*

*One more question, I'm sorry. Let's talk about traveling. When you're traveling, do you not feel your privacy is invaded or violated? You don't feel like you're*

*compromising your privacy when you travel, say overseas? Yes, Mr. Simohigashi?*

**Simohigashi** In the baggage check.

**M** *You mean the X-ray machine?*

**Simohigashi** Yes.

**M** *Other than that, you don't feel that you're compromising your privacy? Do you not have any infringement on your privacy as you go overseas?*

**?** Customs and immigration, on arrival. I guess travelers information being passed on to the country that we go to. We probably don't know that our information must be passed on to our destination countries.

**M** *There's \_\_\_ record of who's coming in to, who's arriving in a country. Isn't that a privacy violation in a sense?*

**?** I don't think so.

**M** *You don't think so, Mr./Mrs. \_\_\_? Mrs. Kitasaka?*

**Kitasaka** I guess they have to track record of who's arriving and who's leaving the country. Otherwise that's scary.

**M** *For example, passenger so and so arrived in country A on this date and the person left country A and moved on to the next destination on this date. The governments hold that type of information. Do you take for (granted), Mrs. Kanda?*

**Kanda** I guess these are beneficial. I would like to have positive thinking and they have the travelers' information just in case.

**M** *Other information we pass out to other countries, other governments who share that information. For example, your information Mr. Nishida and Mr. Nakai as travelers may be passed on to the government of the United States, the American government or \_\_\_\_\_ government wherever you go to. Mrs. Kitasaka?*

**Kitasaka** I guess it's necessary to prevent terrorists, to keep terrorists out for sure.

**M** *So you don't perceive it as a problem, you don't think it's a problem, your traveler's information is passed on to destination countries or other countries as well? No? Mrs. Kanda?*

- Kanda** I don't know whether it's bad. For example, there's an allegation of some terrorists aboard a certain flight. That is why the Japanese government was asked to present all the flight/passenger information of the flight. Certainly all the Japanese citizens will be willing to co-operate in criminal investigations, just for the sake that you know you'll capture terrorists. And I guess \_\_\_\_\_ probably. But if we are investigated or we are under exposed allegations of us being terrorists, that would upset us.
- M** *I know, but when you go to the United States, as soon as you go aboard a flight destined to the United States, your traveler's information should be \_\_\_\_\_ past the American government. Did you know that? Mrs. Kitasaka?*
- Kitasaka** What kind of traveler's information?
- M** *I don't know, so I cannot tell what the content of traveler's information is. But who's aboard a flight destined to the U.S., that information should be passed on. Mr. Ishihara?*
- Ishihara** \_\_\_\_\_ there's a surge in the criminal rate, crimes committed by foreigners, it's necessary. And also to prevent some infectious diseases, epidemics.
- M** *Epidemics?*
- Ishihara** Yes, epidemics.
- M** *What about monitoring cameras, you said you feel uncomfortable. Do you not feel equally uncomfortable having your traveler's information being leaked? No? Mr. Simohigashi?*
- Simohigashi** To be honest, I don't like that. I don't like the idea of my traveler information being passed on from our government to the American government. I don't like that.
- M** *I guess the Japanese government cannot refuse the request by the American government, otherwise the U.S. would just keep those passengers away from their country. They would not let you land in their country. Mr. Ishihara?*
- Ishihara** I guess we are treated quite well in the U.S. Because we are treated well as Japanese nationals we feel comfortable. But people with different nationalities, like people from the Middle East, they don't feel good. Even if they are good people their information is passed on.
- M** *Otherwise you don't feel that uncomfortable because you're not...*
- ?** I'm not doing anything bad, and I don't think I'll be under suspicion by the American government.



**M**      *Thank you, end of discussion.*