

August 11th, 2004

Session 1

We are going to talk a little bit and you will help me do my work. I hope we have fun and have a good time here together, and also we are going to be talking about things that are affecting our lives and I think that we are going to talk about what happens during these times that affect our lives and we are here just to ask you about your opinions, about different questions, first of all start up with putting your names on these pieces of paper, my name is Luana, I work for a research company and I also do studies on different opinions. And here we are doing a study on different opinions and we tend to focus more on marketing, but sometimes we do other studies. Everything that you tell me is going to be extremely important and I won't be able to take notes, so I will be recording what you say so I can keep track of your opinions. Please talk one at a time, I would like for you to try to get turns in talking, but this recording is going to be done so that I can gather the information more accurately. I would like for you to introduce you also. Who's going to start?

- Horacio Lopez, 31 years old, I work with computers. I like to practice sports and I'm single.
- My name is Paty, 27 years old, I have a degree in education. I like to go to the movies and read a lot.
- Benjamín, 36 years old, I'm married, I work at a bank. I have a 9-month daughter and I try to spend time with her.
- Francisco, 29 years old, I'm a lawyer, I have my own firm. I like to spend time with my family.
- Paulina, I work for a company that depends on Pemex. I like to read and do things like that.
- Isabel, 59 years old, I was married but I've been divorced for 12 years now. I have two kids. My son has a restaurant in Polanco and I help attend the restaurant.
- My name is Ricardo, 30 years old. I have a business that dedicates to making parties for people and I am single. I dedicate myself to sales, I'm separated.
- I'm 56 years old, I like to practice yoga, I go to the movies, keeping myself busy. I'm Marta.
- My name is Victor, I'm an engineer and I like to go to the movies a lot.

Now that we have introduced ourselves, we've broken the ice, we are going to be talking about security and privacy, but to start off I am be giving out some sheets, on these sheets the first thing that comes to your mind when you hear

the word privacy, it could be places, words, whatever pops into your mind. All the words that you can think of.

On the next page I want you to write all the words related to security, anything that comes to mind. With privacy what are the things that came up to you?

- Respect, exclusivity, tranquility, privilege, intimacy, sedentary, serenity, introspection, find yourself, trust, reading, relevancy, it is related to one person, something personal, unique, value your time.

And security?

- Trust, protection, integrity, tranquility, happiness, union, my home, guards, alarms, lighted streets, caution, well being, electric doors, being cared for, go beyond.

You thought of very good words! Why did you think of these words relating to privacy?

- Well, this is one of the things that is very... Something that we are dealing nowadays, it is ideal things that we think about privacy.

With privacy and security?

- Yes, they are important topics.

Would you consider them as values also?

- A person that is secure will want to have control of everything.
- We say that we should respect people's privacy. For instance, if somebody comes and tells you something, you are not going to tell other people, you do that because of the values. The intimacy of the person should be respected.

You think they are indispensable right now for all of us?

- They are necessary right now; it's like something that is healthy.

If you had these two values, what kind of lifestyle would you have?

- Stability, comfort. I think the family would be more united. We wouldn't see each other with distrust.

Who said sedentary? Why did you say that?

- For instance, people that really want to find themselves, they settle somewhere and they just don't move, searching within, they want to be by themselves, so they become sedentary.

As you read those words, are you able to perceive certain levels of privacy? It could be related to work privacy or home privacy.

- When I spoke about my personal privacy, there is privacy within your intimacy with yourself, and there is also privacy related to your workplace.

How is that?

- Yes, like you want to have exclusivity. Privacy can be on individual basis, but it could be related to groups also, to personal level and also could be shared with your family and with other groups of people.

In some surveys, when they ask about privacy, would you say that in these last 5 years has privacy changed?

- There is less privacy now.

Why?

- I think there are economical changes happening and it is taking us to go into survival, making money to survive.
- I think that because there are so many social economic problems that we get more invaded in our privacy. We have to be more participative in the way that we are living our lives, we want to isolate ourselves.

So, do we have more privacy now than 5 years ago?

- In some things we do, in others we don't.
- For instance, in the streets, you can't walk in certain streets, there are neighborhoods that are closed, and you have no access to them.

Any of you live in an area where there is more security now?

- I think also the media invade your privacy more now than they did before, and technology also seems to invade more your privacy.

What do the others think?

- For instance, in the company where I work now, they have more surveillance, they want us to make sure that when we leave they call a taxi and they are taking care of us quite a bit, and I think there is a lot of privacy with our information. At the same time that you are protecting yourself, you lose more privacy.
- For instance, there are people that are trying to protect their privacy but they are surrounded by police, and this police know every move that they make, so to obtain more security sometimes you lose privacy and I would say that's the case.

- For instance, in my case, I have a friend; she is very well protected. When I go out with her, we go with her with her security guard, he goes with us in the car, so he finds out whatever she does, this is a security guard that takes care of her all the time, he has to know every move that she makes, he does not leave her sight for nothing, so you have less privacy in your life.

In what areas do you find you have less privacy?

- For instance, now you don't have much privacy in the workplace, because you are in a cubicle, and you are right next to another person, and they could hear everything you say, everything you do and that is less privacy.

What other ways have you lost privacy in the workplace?

- Also the privacy in a bank, for instance if they deposit your checks in the bank, I think it is more private when they deposit your paycheck through the bank, your salary is paid directly to the bank, that gives you more privacy.
- For instance, when you are going to look for a job they ask you for more things now that has to do with your privacy. For instance, when you apply for a job or you go to register in the university, they want to know your credit report. They ask you for your birth certificate, all the details where you live, so the institutions are requiring more information about us for giving the services.

Do you think that is good or not good?

- It's not good for me. For instance, if a person had a problem in a company, it doesn't mean that he will have the same problem with all the companies.

What do you think Victor?

- There is a duality there, it might help people to be more selective, they have more information, so they can be more selective. At a bank, you have to ask all these questions so that gives the company the protection to have all the information, but also you are protected too.

So are you saying that this in Mexico is being more transparent now?

- I think more paperwork, I would say. More documents and more information are needed. They are requiring more things.
- I'm married and sometimes the mother-in-law comes and she wants to find about you, and I think sometimes at the level of family you have an invasion of your privacy.

Compared to 5 years ago, how would you say it has changed for you as to privacy?

- In an apartment building, I don't like it because they find out when you go in, when you go out, what you buy.
- In my case, I never know what my neighbors are doing. Where I live is very quiet, I don't think they find out what I do.
- I think technology has invaded our privacy also. To have an account in Internet, it goes into your e-mail, and I think technology makes you lose some of that privacy.
- For instance, I think that you lose your privacy on the Internet, she was saying that at some point she was being invaded in her Internet e-mail, and she thought she was the only one reading her e-mail but then found out that another person could get into her e-mail and she found out about it. That's not good.
- For instance, 10 years ago. Now you have your cell phone and you have communication all the time with people, usually through the cell phone people tell you what is going on.
- For instance, whenever they call you on the cell phone the first question is "Where are you?" I'm in the bathroom.

Another thing about technology that you want to say about privacy?

- All the cameras that the restaurants have, sometimes you feel that they are watching you when you are in the bathroom, you don't know if they are watching you or not.

Do you have surveillance cameras where you are working?

- Yes.

Does that affect you or not?

- In my case, in school as a university, all the rooms have a camera, and they are watching you all the time, but you feel bad. If the teacher steps out, you know they are still watching you, it is not that you anything bad, but your privacy is invaded. To allow that to happen, I think it is invasion of privacy.

In a way, is it affecting your character?

- I went shopping to this government store, I felt that I went shopping from some groceries but I was checked in all the items I have bought, I was invaded in my privacy.

When you go to the airport, they tell you to take off your shoes and your tie.

- When you go to the Auditorium, they ask you right away: Open your purse. It's OK that they ask because they are looking for your security, but I think it is invading your privacy also.
- I think sometimes there is a purpose behind the invasion of privacy, maybe they doubt of their capacity.
- In my case, I think that you have more security that way if you have a surveillance camera. I think you could consider it good, because you have more security.
- Sometimes this thing about violation of human rights comes up. For instance, relating to airports, it's all done for security reasons; for instance, they want to go to invading your privacy for a good reason. Sometimes you have to tolerate that to have more privacy and I think you should cooperate.

So, you are willing to lose some of your privacy to acquire more security?

- I would, wherever you go there is danger, when you are on a plane you never know if you are going to make it. They check your shoes; at least you know for sure that you will be safe. They make sure that nobody goes to a concert with a gun, for instance, or to the Auditorium, and it makes it safer because nobody is going to take his gun and shoot somebody, so I think that's good.

In what areas wouldn't you be willing to lose your privacy?

- For instance, domestic employees. If you have a maid in the house you know you have company, of course, if somebody goes into the house to rob you, just the fact that another person is there you have some company.
- For instance, in your hotel room, in my car.

How worried are you about this privacy invasion?

- You cannot be thinking about it all day. For instance, it comes to mind when you go to a place and they check you right away, but for you to be thinking about it all the time, you don't do that.
- For instance, if you have your apartment locked, it would be something that you lose trust in everybody.
- When I was living in Monterrey, I was living with my brother, and they invaded and they robbed, it was an invasion of my privacy.

Any other way that you could think of?

- Sometimes when you have surveys and people approach you in the streets to ask you different things and in that way they are invading your privacy.
- For instance, sometimes they do surveys and come to your home and ask you many private questions, I don't like that.
- In the case of Martha's friend who is living with her security guard, and he has to be with her all the time, that would be very invasive.

Now you have to make some adjustments, because now you have cases and situations that did not exist 10 years ago, so now what do you do? Do they have to make adjustments with the laws to protect?

- I think they should be a little stricter as to legislation and be more careful with that. And then you have the fact that they may have good ideas but they are not executing them like they should.
- Referring to the workplace, we talked about privacy, they have surveillance cameras.
- They have them in parking lots; they only have the surveillance camera in reception.

Does your company check to see how long do you spend on the Internet?

- Yes, they check us when we work.
- When you are working or when you are on the Internet?
- They keep close check on us. They monitor what pages you go into. They were monitoring some things when I was working at the bank.

Do you think that it should be allowed to be monitored?

- I don't think so.

What is if you have a phone call and you are talking bad about your boss?

- That would be different. For instance, I think that we should be allowed to send an e-mail, but we have a good check in the chat rooms, they monitor those. But you have to also think that people should be working, and not in the chat rooms, in the computer.

So you agree that there should be some sort of control.

- Yes. I think so.

- In case you have trouble in the computer or something, they are helping us; that gives me more security.
- How about the surveillance cameras?
- They are doing it for the children, for the kids.

Do you think that the people should notify the employees on the surveillance they have?

- Yes, we think so. They inform us about anything they have in the company. At the company where I work, they have to sign that they will be checked wherever they go, and they sign and they accept, so...
- The company that I work for is not selling products, it is selling security, so it is based on security.
- And sometimes you feel that it is overdone.
- They made me sign a letter of confidentiality.

So are you obligated?

- It's their own business, if they are going to hire, they stipulate the conditions and they can give you the information about how they are going to check up on you and they are not obligated to tell you, that's not necessary. Usually the companies that do that kind of things are international companies, but the Mexican companies run differently, for instance the American or European companies I think that they are more watchful of all those details and they do it for security reasons.

Do they check on some people more than others?

- It depends on what position the person has. They monitor you depending on what position you have.

Do you think it should be the same for everybody?

- There are people that have laptops in the company they have other ways of monitoring them, and I agree with that.

Do you think that people that fly more frequently are exposed to more risks than people that don't travel?

- Maybe before they get on the plane they go through a strict revision, for instance wherever you go you are going to be checked, you have your credit card, you go through a revision, also immigration information. They can track you down also about that information that you give when you travel.

Who of you traveled during the last year for business purposes? All of you? And for personal reasons? OK, four. But more of you have traveled for personal reasons than for business reasons. More for business reasons... Do you think you have lost some privacy? How about the ones that did not travel for personal reasons?

- You know, you have to give information before you get in the plane, and about your credit card in the hotel, they want to know where you are going, for how long.

Have you noticed that more on the Mexican side or on the American side?

- More on the American side.
- Any of you went to Europe?
- Yes. For instance, we were traveling to Europe, and we were on a train and suddenly they came in with dogs into the carts to check our papers and everything. That was frightening.

Any experience of invasion of privacy?

- In the US, they use dogs, I think. For instance, when you are in line and waiting to be checked, you are waiting for your passport to be checked, and you have those dogs around you.

Where were you going?

- I was going to New York.

Are you OK with these changes that you noticed?

- For instance, when that happened to me in Italy they were saying there was a thief in the train who they were looking for, but the police were checking on everybody for security reasons.

How much do you think that the US should monitor their visitors in and out of the country?

- I think it is good that they check, I think that they are letting me in if you follow the restrictions and the requirements, so I think it's good. They should control the people that are coming into their territory. They also should check the citizens that go out of the country because they have had many terrorist attacks they should do that for security reasons.

Do you think it is invasion?

- No.

Do you think that what they are doing with their own country should share their information with other governments?

- I think you should not be checked so much, but if you are in a high position, you go in and out for international reasons, that information should be shared. That could be a part of security for everybody.

Like what?

- Not in general terms.

Do you think that they should have all the information?

- Yes. I think, starting from the time they give you your visa, they have real control over everybody that is going to the US. They have all the information about who you are. When you take out your visa they have all that information.
- Well, that's control of the country, of the traffic of people going in and out of their countries. Even September 11, there was a sort of coordination of visas in and out of the country, now it is just more obvious after September 11

But do you think that that is an invasion of privacy?

- No, not really.
- So, almost finishing, pass that around and put your first name on it, in the first section. Does everybody have the second sheet? Take a look at what you think about privacy and it tells the four types of privacy. So, I want you to categorize them, of the four types of privacy. Or grade them, which is number 1, most important, and the least important being number 4. Go over each one. So what do you think about the cameras that are on the street, in parking areas?
- It is just the beginning to regulate all the social insecurity.

So would it be a way to control delinquency?

- No, thinking about how many videos they have about us, or on us, I think it is for security reasons, in case somebody robs you or something.

I want you to grade them according to risk, most risky and less risky. OK. Please put your names. I am really surprised that you are not thinking so much about the risks. You are not giving it that much importance. You always think that it is not going to happen to you, right? Leave me your papers, and thank you very much for your time and for your opinions and your patience. Nice to meet you.

What about the camera surveillance or giving out personal information, are you doing something to protect yourselves as to your privacy?

- Well, you can't really do much, because if you don't give the information you don't get what you want.
- If you want something, you have to give the information. For instance, if you want to donate blood, you also have to give a lot of information. For instance, if somebody is sick and you are going to donate blood, and they end giving the blood to someone else that is sick, that's terrible.

You are not doing anything to protect your privacy?

- Well, no, because you don't have to answer the phone when your husband is calling, right? You have to tell him not to call you at a certain time. I think you are being more conscious about who you give your phone number. Five, six years ago, it was much easier to make friends, nowadays it is much more difficult. Like you get phone calls where they are trying to sell you something. You think, "How did that person get my phone?"

Sometimes they get it out of the phone book, right?

- For instance, your e-mail, when you send them to all your friends, you think how can another person get your e-mail, so we have to be more careful in what you say and what you write to your friends, and how you communicate with others. I think now we are more selective with the people we relate to. Also, you don't invite other persons to your home; you have to be more careful.
- And also you order a cab instead of taking it out from the street, also you can't buy a used car anymore, because you can't trust.
- So, for instance I was a witness of a fraud for a friend, I have a friend who was selling his house and people were interested in their house and got all the information and finally they backed up and they withdrew the purchase, they got all the information from my friend, it was a big fraud.

So, we are a little bit more careful now to try to avoid crime and delinquency? Would you say that?

- For instance, let's say I paid 8 pesos extra at my bank and I have more protection for my money, we are more concerned about our security than about our privacy. Privacy you could improve in whatever way you can, you have more control of it, but security you don't.

Have you talked to your family members and your friends about privacy?

- I have, with my husband. You have to do your own things, and tell him to respect my own things. Sometimes I get classes or lectures, I like to have my space, and I think that space is important.
- For instance, I have a sister and sometimes I am in my room and she wants to come in to do things, and tell her to knock before she comes in my room, and sometimes she does not do that and I think I am invaded in my privacy.

The prospective of privacy, has it changed in the last 5 years?

- We have less quality time, because you have a faster rhythm of your life. You are more selective on those moments of privacy.

How about the rest of you?

- Also, things are much more related with money and that limits your privacy also.

Do you think there is a change in privacy as of September 11? Do you think that affected you?

- Yes, when it comes to flights, they are more controlled now. You have to have your visa or your documents. For instance, people had visas for many years and now they want you to renew your visas every time.

In what other ways did September 11 affect you in the traveling, in the visas?

- For instance, when it happened in New York, all the mail that was checked for anthrax at the time, there was a lot of commotion with that. Well, at the airport you get super checked.

What have you heard of in the radio, TV, newspapers?

- For instance, all the government officials are now more exposed to the public. Now they record them and more of what they are doing now, they are checked also as to what they do.

Isn't that good?

- I think it is good because of knowing what they do and corruption.

What other media?

- I think that the newspapers are becoming more irresponsible. They should do things more appropriately; they should know when they should reveal things to the public and when they shouldn't. I don't think they are responsible, sometimes they want to make money or they want to make an alarm through some news and sometimes they are not conscious of what they expose to the public. Sometimes they exaggerate in the news and certain news is not being handled responsively.

What other invasion of privacy?

- For instance, politicians don't have privacy, movie stars don't have privacy... The fact that they invade the privacy of the government officials is good, they are being paid by us and they should know what they are doing, and at least we know what they are doing with the people's money, right?
- For instance, this thing of being watched through surveillance cameras... Do invade your privacy?
- No, they have microchips, even with the dogs, they put them on the dogs, like that they could also do it in cars or trucks; they put it on trucks that have surveillance. If it is for security, it's fine, but maybe there are some negative intentions behind it.

Do any of you have an alarm or can you track your car?

- I bought it originally for security reasons, I mean, for instance, I bought it for security reasons but I don't know to what degree it is good because they are watching over you all the time, so that's kind of uncomfortable.

For instance, now even in your e-mail someone can invade it and get information from your e-mail, do you have something similar?

- They control me from the US, they have the same system. For instance, they just come and go into your computer and get all your files so you feel you know, and they invade your privacy, so you are more selective as to what you are keeping in there. I don't really have a lot of information there or a lot of private things, but still the idea of getting invaded in your computer is not good.

How about you that you work in a bank?

- No, we don't have that.

How about invasion of privacy by the government?

- They could interfere in your telephone line. I think that there is an invasion of your privacy by the government all the time, except now that it is more obvious. They have much more control over us. For instance, now we have this CURP, which is a number, where every person is registered in that computer. For any receipt, for anything, I have to give my number, and with that number of CURP they can track us down anywhere. I think all that information goes to an information bank, and they are just registered as a citizen of the country. So they just know that you exist. That doesn't affect me personally. I think it's good. We don't question that, they have to register somehow. And I think there is just people that like to complain and maybe say, "I don't like this, I don't like

that". For instance, we thought that with the CURP number that was the only thing they were going to ask of you, but now they still keep asking you for your voting card, birth certificate and other things.

Do you feel it is more invasive to you?

- I feel that once you are registered there you are controlled. In the university we had a registration number, and we were recognized as a number, not as a person, so that was that.

What are others invasions of privacy by the government?

- I don't agree with the government saying that they are going to do some surveillance and they say they are going to stop the buses, for instance and then get on the bus, and the police check all the men, I don't like that. They treat us as delinquents when they do that.

How about this thing when they stop you on the street and may check your car, or they check the buses, how do you feel about that?

- I think it's OK.

How about also when they check you for alcohol content in your blood?

- The thing is that here in Mexico sometimes they do things that are good, that is, what they have in mind, but then the way they carry out the task is not good. Because it is good for people to be checked if they have a high level of alcohol in their blood, but in the way they carry out that function, they don't do it well. We think that the people that are hired to do those things should be trained, and sometimes you feel they are not trained and they treat you incorrectly, improperly. And that is not good.
- For instance, people that work as secret agents, and you are told that they are not well trained, well educated, and they are carrying these big guns and sometimes their attitude is not the best.
- The government invasion I think is taxes, that's really bad. They ask you for everything when it comes to your tax declaration, which are deductible non-deductible. Two weeks ago, I got a letter telling me I did not do my taxes right, and I think it was invasion of my privacy in my income. But there's a lot of information that is irrelevant for them and I think that is an invasion of privacy.

How about on behalf of companies?

- What Victor is saying; for instance, I think that the government is making a lot of tax adjustments sometimes in a company they are deducting more than they have to and that affects you.

Do you think that there are groups that are more susceptible to the invasion of privacy and are more exposed to violating the privacy?

- Yes, I think so.

What groups?

- The politicians. I also think that there are kidnappers right now; that is happening a lot in Mexico, when they kidnap somebody. For instance, I have a girlfriend that got kidnapped, and the kidnappers told her that they wouldn't do anything to her if she would give a list of all her friends, because she had a lot of insurance companies, so she had a lot of money, so that's terrible.
- For instance, the people that have a higher income, I don't think it has to do with you having more money or higher income, but I think it's more if you are in the spotlight somehow that it can be affecting your invasion of privacy.
- Also nowadays I think there is an invasion, for instance, when you invent something and you don't do your copyright, you think that when you do your copyright nobody is going to copy it, but people is now copying what you do and they invade your privacy in that way.

Have you heard of theft of identity? Maybe somebody who is sick, maybe he has lost his personality or something?

- Lost of identity, for instance maybe if you have your Internet and somebody could get all your information and all your coding, and all that. And then use it like if it's theirs, and they do business transactions.
- For instance, also when they forge your signature.
- People that copy performances, like the original that does a performance, and sometimes people might be thinking it is the original person, but it's not.

How do you protect yourselves when people can go into your Internet account and get all your information and then do things with it?

- There are people that are very good, they are hackers and they get in very easily.

Do you all use Internet?

- You could buy and sell on the Internet and somebody can take your information and buy and sell with it. All you need is your credit card number and you can do those things, different transactions.

What are you doing to protect yourself?

- I don't do anything; I'd rather do it personally than e-transactions.
- Like I was going to buy something on the Internet, and then they started asking things so I felt distrust, so I just cancelled.

Have you ever had problems with maybe losing your card?

- With the telephone company, I had a bill of about 11,000 pesos, calls to India. It happened four months in a row. I bought a new phone, and started getting all those bills, so I wanted to return the phone. So they started to put pressure on me. You get duplicated charges, they passed the credit card twice or something, it has happened to me.

How about for purchases that you didn't make?

- This happened to me two times.

What did you do to protect yourself from that?

- Make sure that you are looking at them when they have that machine so if the voucher is incorrect they could cancel and tear it up in front of you, make sure that they are charging only the amount that they should. They have a special little box that they pass the card through nowadays.

Are we going to have more privacy or less privacy?

- I think less. We are going to have less and less.
- They want to check everything.
- It is going to be less because of the technology, because of the insecurities that are being more centralized.

What is the worst threat to your privacy?

- Modern technology.
- To have a program in your computer to protect you from others, but I think there will always be someone more intelligent to break that program.

You have anti-virus, right?

- Yes. I do have it.

Thinking of legislation, do you think that we have laws that protect our privacy?

It has to do with the human rights. It's really on paper but I don't think they actually put it into effect.

- Yes, our privacy should be protected by our human rights, there are laws, but they are written and are legal codes, but when it comes to applying them, they don't apply them. But there is no guarantee that you are not having a violation of human rights. So there is an information law, and it is supposed to be in effect for the Internet.

Is there another law that has to do with the protection of your privacy?

- There is a lot of pressure to get more information and sometimes the government is asking for more information than he is supposed to.
- There is a law that talks about protecting individual rights and certain procedures have to be followed, you cannot go and visit somebody because you want to or invade their privacy, so they are laws that protect them, this is called the law that protects your individual guarantees.

Do you think that we need other laws to protect our privacy?

I think that there is a law that just came out that is about car cloning; that's prohibited.