Agenda

- Privacy Fundamentals
- Structure and role of the Campus Privacy Office
- Services
- Questions, discussion
Privacy Fundamentals

• Privacy:
  • Ability to **exercise control** over oneself and domain (body, space, associations, data, communications) and understand the decisions made about oneself and domains
  • Not just about confidentiality anymore
  • Trust and ethical use of data are cornerstones of privacy

• An integral part of the ethical treatment of individuals and groups
• An integral part of freedom of inquiry, research, and speech
• An integral part of social movements and democracies
Privacy Fundamentals (cont’d)

- What is “personal data”?
  - Any data related to a person
  - Much more expansive than before; not just direct identifiers
Can we be anonymous?
• Just removing direct identifiers is insufficient
• What we consider “de-identified” or “anonymized” today may not be tomorrow
• Concept of “de-identification” is under intense attack
Privacy Fundamentals (cont’d)

• The “nothing to hide” argument...
• Autonomy is key
• We are “…walking, talking data factories”
Privacy Laws

• Data privacy laws and regulations are new and constantly changing; they vary by country, state, industry, and the types of data they cover.

• They are also often lagging behind technology and uses of data… and public sentiment.

• Some familiar data privacy laws:
  • Family Education Rights and Privacy Act (FERPA) of 1974
  • Health Insurance Portability and Accountability Act of 1996 (HIPAA)
  • California Information Practices Act of 1977
  • Children’s Online Privacy Protection Act (COPPA)
  • European Union’s General Data Protection Regulation (GDPR)
    • …lots and lots of others
Privacy Issues on Campus

Any activity that involves human beings has the potential to impact privacy! Some examples of campus activities with potential privacy implications:

- Posting grades online
- Online discussion forums
- Study abroad programs
- Analyzing data in support of campus diversity initiatives
- Recruiting
- Admissions
- Research involving mobile apps, wearables, etc.
- Studying AI and machine learning using personal data
- Traveling internationally with personal data
- Security cameras, biometric access controls, or LPRs
- Student Health and CAPS
- Alumni mailing lists
- Using wireless signals to detect location
- ...and many more!
Balance

- Privacy is balanced against other societal values, such as health, national security, and student success.

- Short- and long-term consequences of data use to individuals, groups, and society must be taken into consideration.
  - Examples: profiling, exclusion, discrimination, loss of control, loss of political autonomy, self-censorship, and perpetual surveillance.
Privacy offices ensure organizations have ethical personal data practices and handle personal data appropriately throughout the entire data lifecycle.
UC San Diego Campus Privacy Office

- Every UC campus has a Privacy Official; campuses with health centers also have a health privacy office.
- UC San Diego’s Campus Privacy Office reports to Executive Vice Chancellor for Academic Affairs (EVC-AA).
- Works closely with Health Privacy Office and Information Security Office – but has different scope.
UC San Diego Privacy Principles

- When handling any data associated with people, even when a law is not directly on point, we commit to:
  - Transparency and individual rights
  - Ethical considerations, purpose specification, and use limitation
  - Data minimization
  - Access control
  - Security
  - Data quality, accuracy, and integrity
  - Reviewing third parties that handle personal data
  - Accountability

Read the Guiding Principles at privacy.ucsd.edu
Shameless Plugs

- Get to know your campus privacy officials (and health privacy officers, if you have a med center)
- Get your staff, researchers, and students trained on privacy
  - The UC San Diego Privacy 101 Workshop is open to all of UC and the public
Privacy Office Services

- Contact the Privacy Office for
  - Policy and principles development; policy analysis
  - Campus privacy balancing process and framework
  - Training and awareness
  - Consent documents and privacy notices
  - Vendor/collaborator assessments
  - Contract negotiations
  - Project/research consultation and design
  - Inventories
  - Data subject requests
  - Incident mitigation, investigation, and notification
Suggestions, comments, questions

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