Introduction

In this week’s writing assignment, you’ll be analyzing one of the two recent issues related to privacy. In your svn directory, you'll find a file named “W6_assignment.txt” with your assigned issue. Make a strong argument from one or more of the ethical perspectives covered in class that the practices described in your issue are ethical or unethical. In your essay, you should address the following questions. Should we consider the data involved in your issue descriptively or normatively private? Was the data involved PII, NPI, or PPI? Do you feel a violation of appropriateness or distribution occurred? What implications are there to this data being merged, matched, or mined? Do you believe this data is best protected through informed consent, PET, industry self-regulation, or legislation?

Issue A: The GigaPower Opt-Out

As AT&T continues to roll out their gigabit fiber Internet service, “GigaPower”, its data tracking policy is getting attention. AT&T tracks a subscriber’s browsing habits, regardless of their browser’s privacy settings. AT&T plans to use the data to serve advertisements or sell to third parties. Customers can opt-out of the plan for an additional $29 per month.

http://arstechnica.com/business/2015/02/att-charges-29-more-for-gigabit-fiber-that-doesnt-watch-your-web-browsing/
http://www.theguardian.com/commentisfree/2015/feb/20/att-price-on-privacy
http://bits.blogs.nytimes.com/2015/02/18/atts-offer-share-your-data-for-personalized-ads-or-pay-more/

Issue B: The Great SIM Heist

According to recently disclosed documents leaked by Edward Snowden, The NSA and GCHQ hacked Gemalto, the leading SIM card manufacturing company in the world, and copied private encryption keys. This would give both agencies the power to decrypt all voice and data communications to and from phones containing compromised SIM cards. Gemalto is a major distributor for AT&T, Verizon, T-Mobile, and Sprint, producing billions of SIM cards each year. The leaked document says, “[We] believe we have their entire network.”

https://firstlook.org/theintercept/2015/02/19/great-sim-heist/
http://www.nytimes.com/aponline/2015/02/20/world/europe/ap-eu-netherlands-nsa-surveillance-.html