

AI ETHICS

# PRIVACY

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# AGENDA

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OVERVIEW  
REVISION

2

PRIVACY

3

EXAMPLES  
& CASE  
STUDIES

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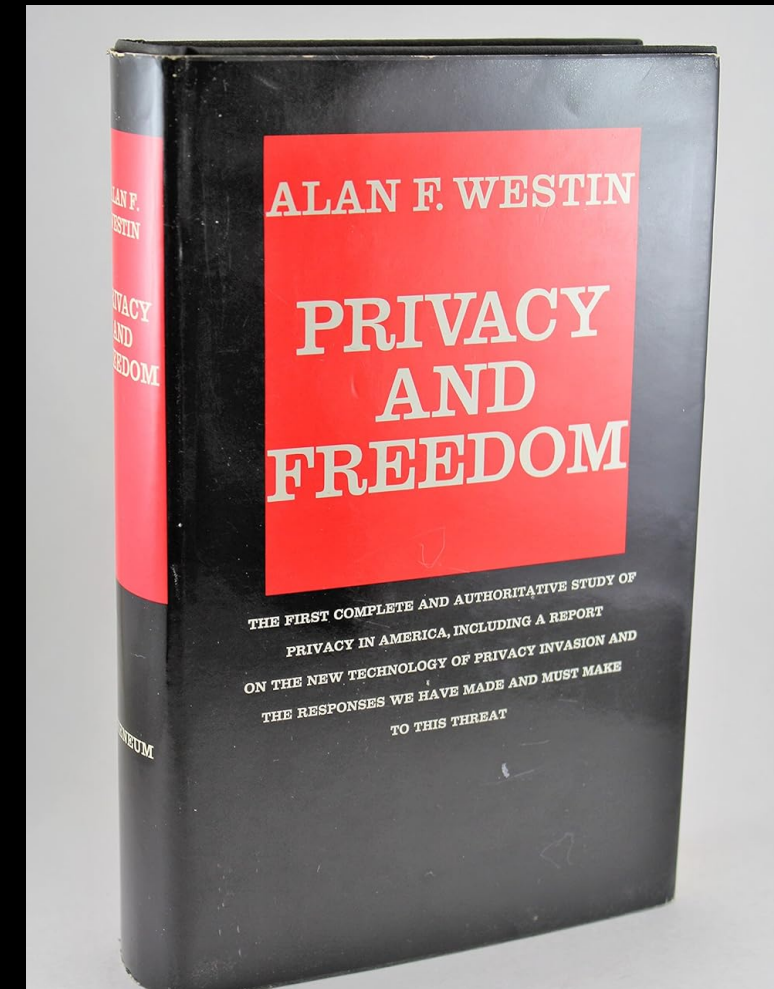
DISCUSSIONS

# CONSOLIDATED PRINCIPLES

INDIVIDUAL	SOCIAL	TECHNICAL
AUTONOMY	FAINESS	PERFORMANCE
DIGNITY	SOLIDARITY	SAFETY
PRIVACY	SOCIAL WELLBEING	EXPLAINABILITY

## DEFINITION PRIVACY

1. ChatGPT
2. Westin definition
3. Privacy as a verb
4. Privacy extreme case



CONTROL

OVER YOUR PERSONAL INFORMATION

*PERSONAL IDENTIFYING INFORMATION*



## EXAMPLE 01



*Elvis Presley's Wedding  
Moment*

**IS THE PRIVACY  
VIOLATED?**

## EXAMPLE 02



*American media personality  
and socialite*

**HOW IS A CELEBRITY  
A PRIVATE PERSON?**

SOMETHING YOU DO , NOT SOMETHING YOU ARE

NOT PROTECTING/ HIDING/ SECRECY PERSONAL INFORMATION

*PUBLIC INFORMATION VS SECRET INFORMATION*

**DECISION FOR PUBLIC KNOWLEDGE**

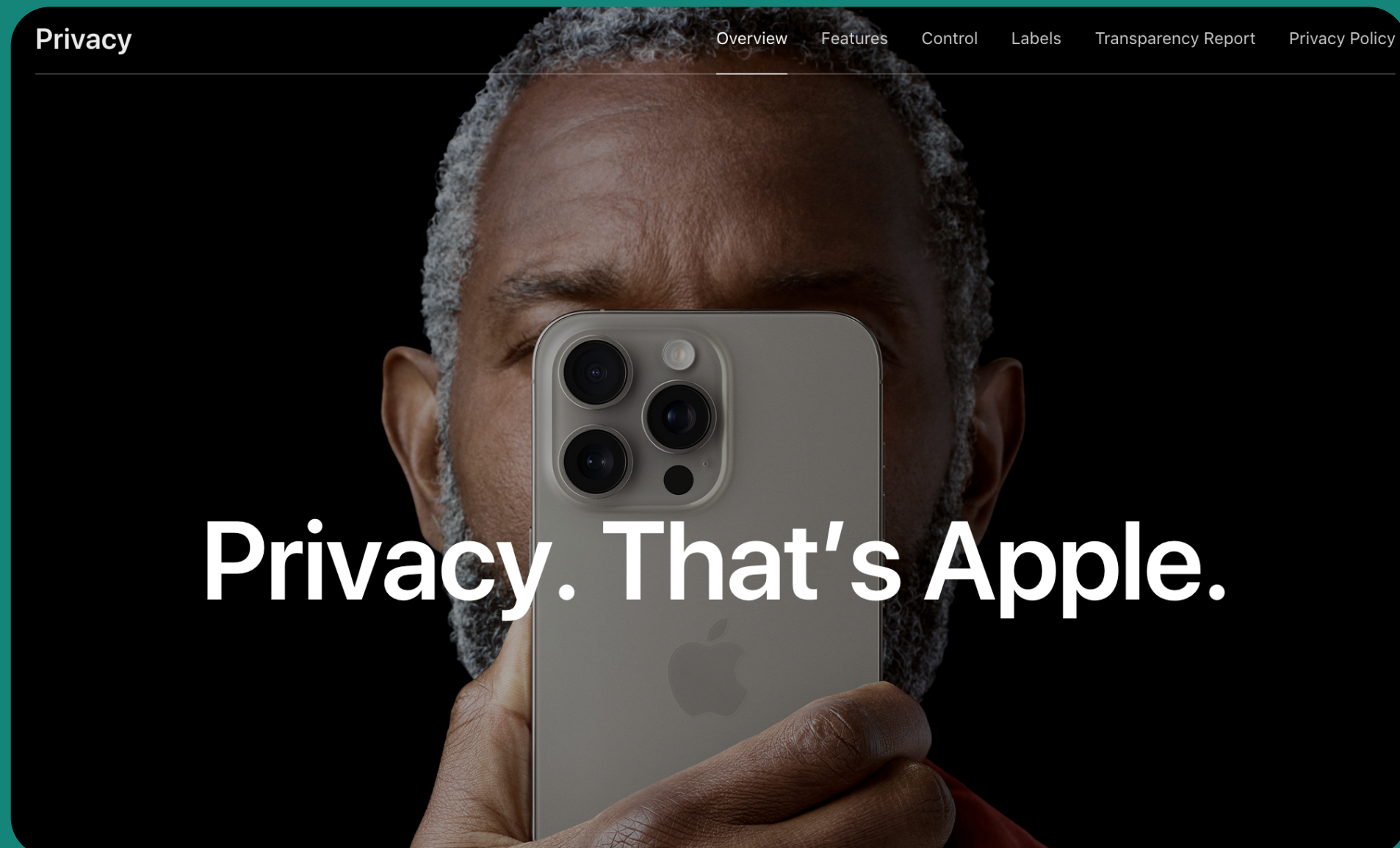
## CASE STUDY: APPLE PRIVACY



### Siri

Siri was designed from the beginning to learn your preferences without sharing your identity with Apple or anyone else. You don't sign in with your Apple ID to use Siri, and the audio of your requests is processed entirely on your device thanks to the power of the Apple Neural Engine.

When Apple does process or store data on our servers, it's associated with a random identifier — a long string of letters and numbers. That data is used only to improve Siri, and we never share or sell it. Apple doesn't retain audio of your requests unless you choose to share it with us to improve Siri.



Siri: iPhone might soon update the Siri feature, which will act/respond without saying 'Hey Siri'. Does that mean Siri will constantly listening? What consent will we be giving Siri that allows Siri to listen to **ALL** of our conversations including the private conversations not directed towards Siri? What are your opinions, and how do you think apple will handle this?



# CASE STUDY: META UPDATES- ORION ADVANCED AR GLASSES



PERSONA

PICTURE CLICKING

NATURAL- CONVERSATIONAL

REMEMBER THINGS

VIDEO LINK



VIDEO LINK



# CASE STUDY: FREE WIFI DATA COLLECTION

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MOBILE NUMBER\* (OPTIONAL)

BIRTH MONTH

BIRTH YEAR

HOUSEHOLD INCOME

GENDER

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- **Financial Information**, such as credit or debit card numbers, bank account numbers, and payment preferences;
- **Biometric Information**, such as your facial geometry (NOTE: we do not collect this information in the State of Illinois);
- **Geolocation**: the imprecise location of your device (which may be inferred from your IP

# CASE STUDIES DISCUSSED IN CLASS

1



**NEIGHBORS**

Art Exhibition-  
Windows are frames.  
Never see the faces

2

**SURVEILLANCE  
CAMERA MAN**

Keep them as short and  
sweet as possible, so  
they're easy to  
understand.

3

**NATIONAL  
SECURITY  
AGENCY**

Is privacy violated if  
you don't know about  
it?

4

**ASHLEY  
PAYNE**

We need privacy to be  
ourselves and to be  
someone else  
Reveal & Conceal

5

**APPLE  
HEALTH**

Letting Apple access  
to the heart beat  
tracking saves a  
person by detecting  
symptoms early on.



# THANK YOU

– VIRAJ SAMBRE

– SAMRUDHI KOKATE