

Privacy and the Google Books Settlement

Michael Zimmer

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The Google Books Settlement and the
Future of Information Access

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UC Berkeley School of Information
August 29, 2009



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MICHAEL ZIMMER*

Privacy on Planet Google: Using the Theory of “Contextual Integrity” to Clarify the Privacy Threats of Google’s Quest for the Perfect Search Engine

I. PLANET GOOGLE

THE WEB SEARCH ENGINE, GOOGLE, HAS ESTABLISHED ITSELF as the prevailing interface for searching and accessing virtually all information on the Web. Google originated in 1996 as a Ph.D. research project by Larry Page and Sergey Brin at Stanford University. Although it was a relative latecomer to the search engine in



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LIVERPOOL'S EUROPEAN DREAM CRUSHED BY MILAN

Report pages 64-68 PLUS Fans reaction page 3

Google IS WATCHING YOU

Big Brother' row over plans for personal database

Robert Verulk
Editor

Google, the world's biggest web engine, is set to launch its

database of personal information ever assembled, one with the ability to tell people how to run their lives.

In a mission statement that echoes the structure of an internet

visions of the state, Google has revealed details of how it intends to organise and control the world's information.

The company's chief executive, Eric Schmidt, said the new goal is to enable Google users to be able to ask the questions such as "What shall I do tomorrow?" and "What job shall I take?"

Speaking at a conference organised by the Google, he said: "The mission we have within Google. The algorithms [we] used will get better and we will get better at personalisation."

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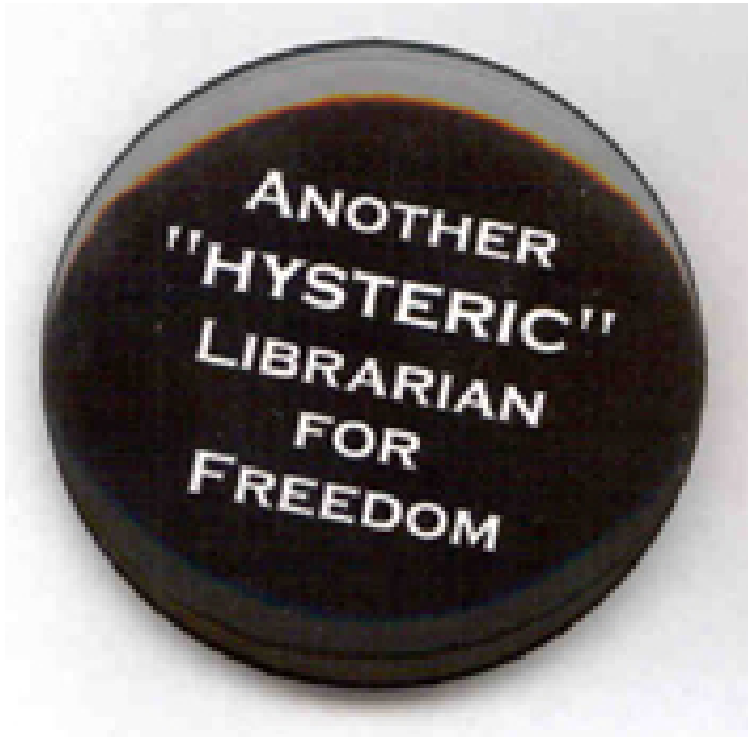
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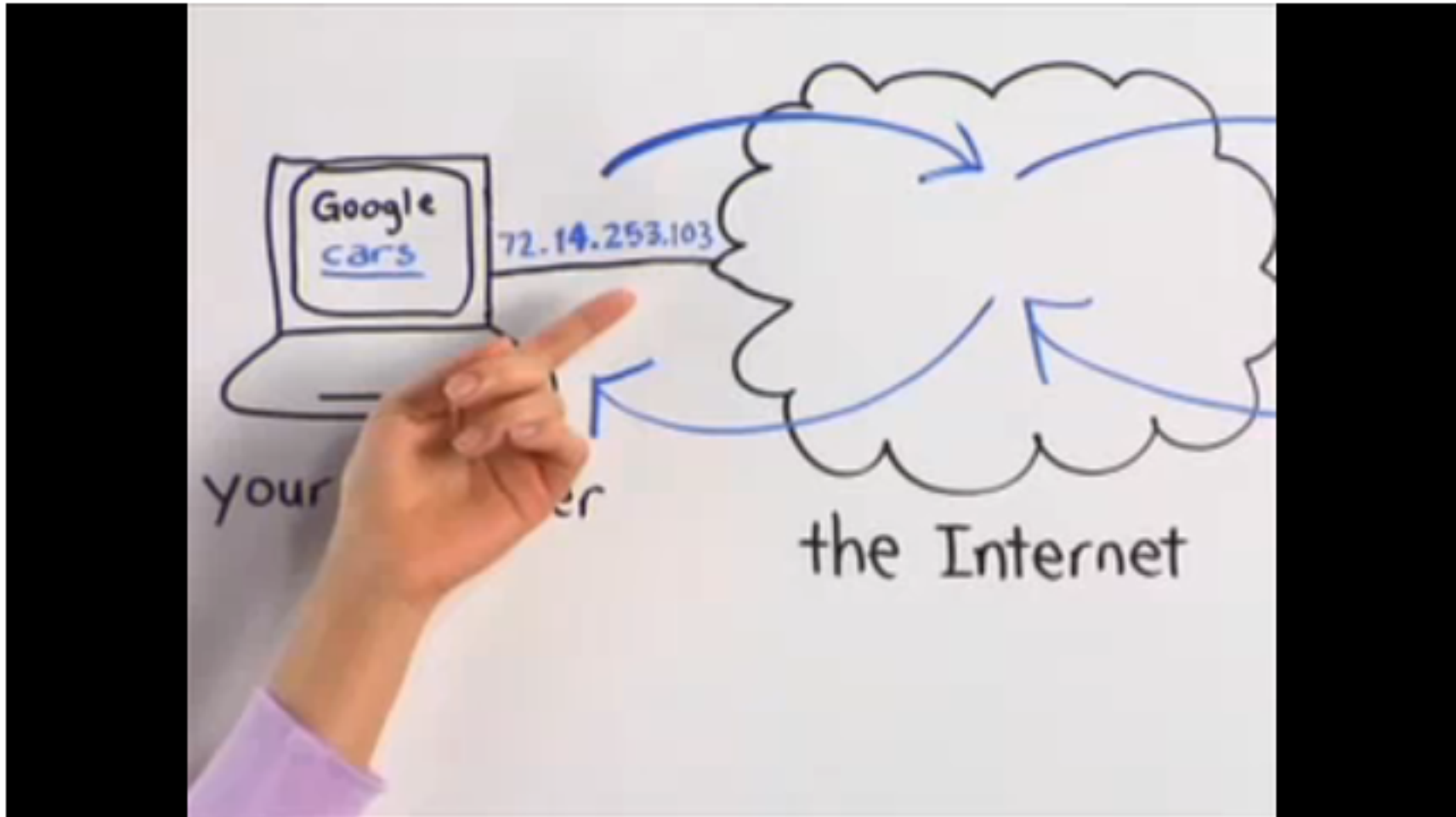
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The Authors Guild, Inc., Association of American :
Publishers, Inc., et al., :
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Plaintiffs, :
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v. :
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Defendant. :
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Case No. 05 CV 8136-JES

**SETTLEMENT
AGREEMENT**



Google Search Privacy: Plain and Simple





Competition in privacy policies finally starting

December 18th, 2008 by Lance Cottrell

For many years privacy advocates have claimed that if users were fully informed and aware of privacy policies then they would vote with their feet. Privacy policies would become part of the free market decision making process, in addition to price, brand, reputation, convenience, etc.

It appears this process is actually starting to take place in one industry: search engines. It is likely that they have been the first because of the significant public focus on privacy issues around search over the last few years.

Google book settlement facing antitrust scrutiny

(AFP) – Apr 29, 2009

WASHINGTON (AFP) — Google's settlement with US authors and publishers over its book scanning project still needs the green light from a US judge but it may first have to pass muster with the US Justice Department.

One day after US District Court Judge Denny Chin delayed his review of the agreement for four months, until October, reports surfaced that US antitrust regulators have taken an interest in the controversial settlement.





Inside Google Books

The Google Books settlement and privacy: frequently asked questions

Thursday, July 23, 2009 at 10:45 AM

The following are some questions we've heard about privacy and Google's proposed [settlement agreement](#) with authors and publishers, which is still subject to approval by the court. We've addressed many of them here, and may update this document as our product plans evolve. For more on privacy and the agreement, take a look at our [blog post](#). Thanks for reading.

"always giving users clear information about privacy"

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...and new.

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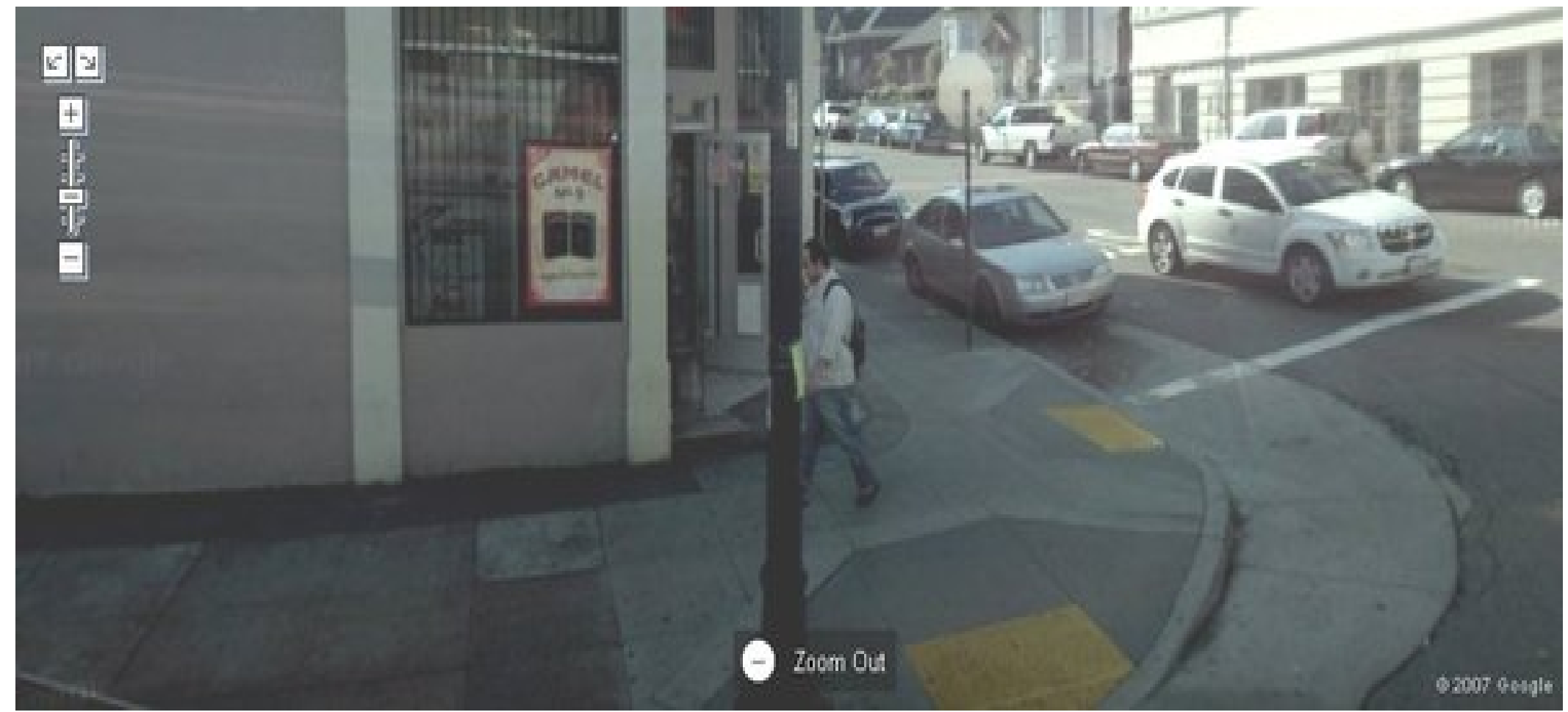
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"thinking hard about how best
to build privacy protections into
the products"



Zoom Out





Noëmi Manders-Huits and Michael Zimmer:

Values and Pragmatic Action: The Challenges of Introducing Ethical Intelligence in Technical Design Communities

"whatever we ultimately build
will protect readers' privacy
rights, upholding the standards
set long ago by booksellers
and by...libraries"

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[Tor: anonymity online](#)

A free software implementation of second-generation onion routing, a system enabling its users to communicate **anonymously** on the Internet.

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How does Google Health keep my health information secure?

We use software, hardware, and strict policies to keep your health information safe and private.

The health information users store with us is protected by state-of-the-art technologies, including Secure Socket Layer (SSL) encryption, firewalls, alarms, and other technology we build ourselves or buy from other experts in the security industry. We have extensive backup systems in place to protect the integrity of this information. Google's servers are protected by strong physical security at our facilities, including pass codes, locks, and security personnel.

Procedural safeguards are also in place to secure the health information users store with us. Within Google, only the people who are operating and improving Google Health have access to user information, and they are bound by strict policies to not disclose this information to others, either within Google or to the outside world.

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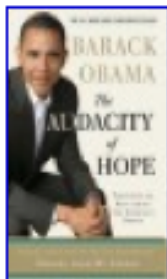
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