



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)



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Accredited by NAAC-UGC with 'A++' Grade (Cycle III) & Accredited by NBA (B.E - CSE, EEE, ECE, Mech & B.Tech.IT)
COIMBATORE-641 035, TAMIL NADU

DEPARTMENT OF COMPUTER APPLICATIONS

19CAE716 – DATA SCIENCE

UNIT – I: INTRODUCTION TO DATA SCIENCE

TOPIC: VALUING DIFFERENT ASPECTS OF PRIVACY

Privacy, once considered a fundamental human right, is undergoing a profound transformation in the digital age. As technology continues to advance, individuals are faced with a complex tapestry of considerations when it comes to safeguarding their personal information. Valuing different aspects of privacy is a nuanced endeavour, shaped by cultural, individual, and societal perspectives. Now we will explore the multifaceted nature of privacy, delving into various dimensions such as information, communication, location, biometrics, surveillance, personal autonomy, and contextual privacy.





Information Privacy

High Value: Individuals who highly value information privacy are likely to be concerned about the collection, use, and sharing of their personal information. They may prioritize keeping details such as contact information, financial data, and personal preferences confidential.

Lower Value: Some individuals may be more willing to share personal information, either because they trust the entity collecting it or because they see benefits in exchange for sharing.





Communication Privacy



High Value: People who highly value communication privacy may be concerned about the confidentiality of their conversations, both online and offline. They may use encrypted communication tools and be cautious about sharing sensitive information.

Lower Value: Others may be more open in their communication and less concerned about potential interception or monitoring.



Location Privacy

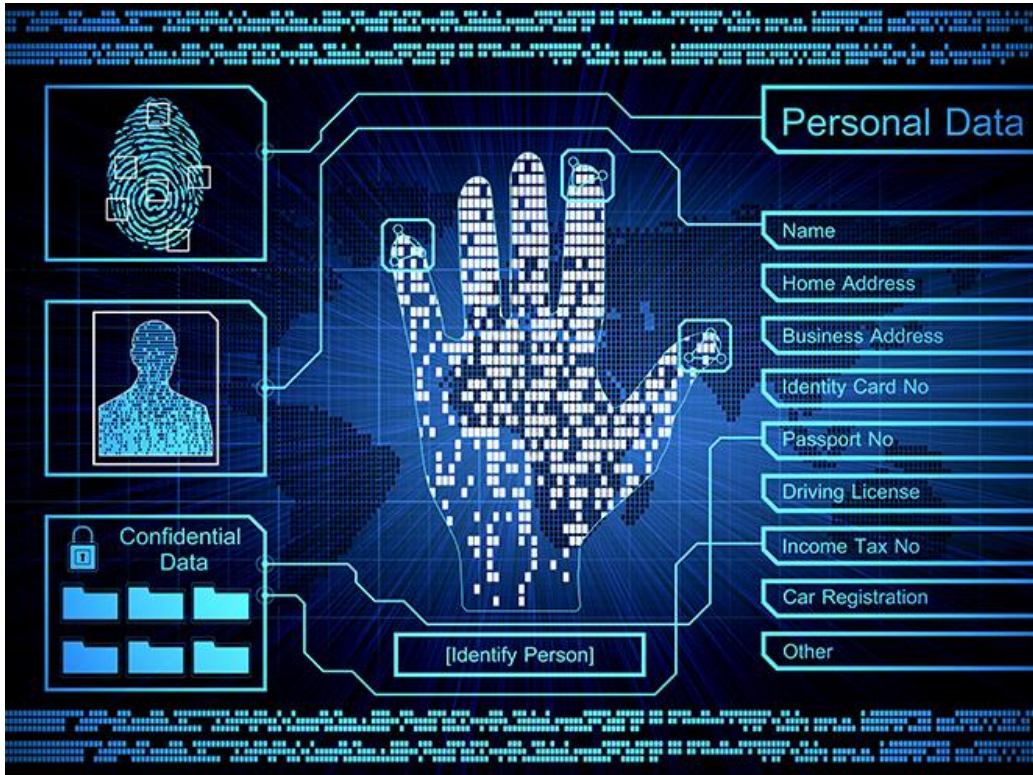
High Value: Some individuals highly value the privacy of their location data. They may be concerned about constant tracking through mobile devices and location-based services.

Lower Value: Others may not mind sharing their location openly, viewing it as a convenience or as part of social interactions.





Biometric Privacy



High Value: Individuals concerned about biometric privacy may be wary of technologies that collect and use biometric data, such as facial recognition or fingerprint scanning.

Lower Value: Some may see the convenience and security benefits of biometric technologies as outweighing privacy concerns.



Surveillance Privacy

High Value: People who highly value surveillance privacy may be opposed to pervasive surveillance by governments or corporations. They may advocate for limits on surveillance practices.

Lower Value: Others may feel that increased surveillance enhances security and public safety, making certain intrusions into privacy acceptable.





Personal Autonomy



High Value: Some individuals highly value the right to control their personal information and make autonomous decisions about what to share and with whom.



Lower Value: Others may prioritize convenience, social connections, or other factors over strict control of personal information.



Contextual Privacy

High Value: People who highly value contextual privacy

recognize that the appropriateness of sharing information can

depend on the specific context. They may be more cautious

about sharing personal details in certain situations.

Lower Value: Others may share information more freely

without considering the specific context.

