

CYS 2310
Policy, Legal, Ethics and Compliance

Lecture # 1
Privacy Policy

Learning Objectives:

Upon completion of this lecture, you will be able to learn about:

- ✓ Cookies
- ✓ Privacy Mode
- ✓ Spyware
- ✓ Online Identity



Viewing and Blocking Cookies

Cookies

- Another way your web activity can be monitored
- Small data files that are deposited on your hard disk from web sites you have visited
- Based on your browser's settings, these cookies can be accepted or blocked.
- The personalized experiences you enjoy on the web are often a result of those cookies.
- They can store information about you, your preferences, and your browsing habits.

Viewing and Blocking Cookies

Cookies

- The information stored generally depends on whether the cookie is a first-party or a third-party cookie.
- A first-party cookie is one that is generated (and then read) only by the website you are currently visiting.

Viewing and Blocking Cookies

Cookies

- Many websites use first-party cookies to store information about the current session, your general preferences, and your activity on the site. The intention of these cookies is to provide a personalized experience on a particular site.
- A third-party cookie is used by the advertising company to keep track of your web activity as you move from one site to the next. They are often referred to as tracking cookies.

Privacy mode of Browsers

- Browsers now offer users an easy way to delete their browsing history.
- Most browsers also offer a privacy mode, which ensures that your browsing activity is not recorded on your hard disk.
 - (Google Chrome provides Incognito Mode)

Spyware

- Spyware is used to describe a wide range of programs that are designed to secretly record and report an individual's activities on the Internet.
- Computer monitoring software is perhaps the most invasive and dangerous type of spyware.

Spyware

- One type of computer monitoring software, known as a keystroke logger, records every activity and keystroke made on your computer system, including credit card numbers, passwords, and e-mail messages.
- Computer monitoring software can be deposited onto your hard drive without your knowledge by a malicious website.

Spyware

- Unfortunately, many spyware programs go undetected, largely because users have no idea they are infected.
- Spyware will run in the background, invisible to the average user.
- Other times, it disguises itself as useful software, such as a security program.

Spyware

- One of the best defences against spyware is to exercise caution when visiting new websites and downloading software from an unknown source.
- Another defence involves using a category of software known as antispyware or spy removal programs.

Online Identity

- People on their own post information about themselves online
- With the popularity of social networking, blogging, and photo- and video-sharing sites, many people post personal details of their lives without considering the consequences.
- Although it is easy to think of online identity as something shared between friends, the archiving and search features of the web make it available indefinitely to anyone who cares to look.

Review

- **Cookies**
- **Privacy Mode in Browsers**
- **Spyware**
- **Online Identity Theft**

End of Lecture