

# Working with Advocates

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# Overview

- “Privacy” represents many different & diffuse concerns about our relationships with others, companies, and governments
  - Understanding these concerns helps one understand advocates
- What Not to Do
- What to Do

# “Privacy”

- The desire by each of us for physical space where we can be free of interruption, intrusion, embarrassment, or accountability and the attempt to control the time and manner of disclosures of personal information about ourselves.

- -Robert Ellis Smith, *Ben Franklin's Web Site*

Privacy issues are  
about power.

# Conservative Groups

- Protecting certain zones from interference
  - In particular, education, medical, financial, guns, unique enumeration
- Grounded in belief in limited government, “free market,” protecting strongly-held beliefs in home schooling, etc.

# Liberal Groups

- Discrimination
- Fairness
- Transparency
- **Autonomy**

- “...to the extent that information shapes behavior, autonomy is radically contingent upon environment and circumstance... Autonomy in a contingent world requires a zone of relative insulation from outside scrutiny and interference—a field of operation within which to engage in the conscious construction of self...To exist in fact as well as in theory, autonomy must be nurtured.”

- Julie Cohen, *Examined Lives: Informational Privacy and the Subject as Object*

# What Not to Do

- Conspicuous use of PR, particular law firms, libertarian think tanks
  - “Managing” privacy issues
- Eliminate facile privacy reasoning
  - Westin’s taxonomy of privacy fundamentalists, pragmatists, unconcerned
  - “Paternalism,” “Luddites”



# What to Do

- Engage advocates early
  - Computers, Freedom & Privacy Conf.
- Incorporate privacy into design of products and services
  - (Don't "bolt it on" at the end)
- Use privacy law to "shine"