The Privacy Divide
In This Module

- What is the privacy divide?
- What are some causes of the privacy divide?
The Digital Divide

The gap between people who have access to digital technologies, including devices and the internet, and people who do not have access.

Geography, income, race, and other factors are part of the digital divide. These factors can increase the likelihood of someone lacking access to digital technologies.
The privacy divide is the divide between those who can access tools and resources to manage their online privacy and those who might have a harder time accessing those resources.
Privacy Divide Issues

The issues of online privacy are vast and include:

- Privacy benefits and options are increasingly part of the marketing strategy for many digital tools and technologies.
- This is in response to the increased lack of trust people have towards digital tools and technologies.
  - An example from the *Washington Post*.
- Privacy is being sold to people, but who can afford it?
Privacy and Digital Divides

Privacy tools are increasingly becoming a benefit or an upgrade:

- Those with means will be able to buy extra security and privacy
- People using free versions of things may have to pay with their information and data
- The privacy divide is becoming a class issue
What are some other issues that are caused by the privacy and digital divides?
Privacy Divide Examples

Here are two realms where the privacy divide is becoming clear:

- Companies increasingly study our online behavior in order to send us targeted ads and convince us to spend money.
- For-profit colleges often use data collected from internet users to target potential low-income students and trick them with false promises about the degree program.

What other examples come to mind for you?
What are some solutions to the privacy and digital divides?
Addressing the Privacy Divide

Here are some areas where this issue might be addressed:

● Legislation
● Increased funding and support for expanding broadband access
● Community outreach and education opportunities
● Advocacy and activism
● Raising awareness

What other avenues come to mind for you?
Takeaways

- The privacy divide can be seen as another facet of the digital divide.
- The privacy divide cuts some people off from resources, opportunities, and protections to help them better use and engage with the internet and other digital tools and technologies.
- There are many organizations doing work to close the privacy and digital divides, from activists to legislators to educators to community organizations.
Resources

“America’s Digital Divide” from Pew Research’s Trust Magazine (link)

Internet Society’s Digital Divide Guide (link)

“The State of the Digital Divide” from ALA Magazine (link)

Data Privacy Project from NYPL (link)
Questions?
NYC Digital Safety
Privacy & Security