

# **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

*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](#)

# Activity

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?*



# Activity

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