Please answer the questions below as fully and completely as you can. Turn in your written answers in class during the next class meeting. As part of this exercise set, you must read the following.

- Ch. 2.1-2.3, A Gift of Fire: Privacy

1. What personal information will the product you develop as part of your senior design project collect and/or store? Note that you may not know with certainty at this point in your project, so brainstorm as many potential pieces of information that may be collected. Be specific in your answers (e.g., instead of login information, state what exactly your application may collect and/or store).

2. In general, what privacy issues or concerns could arise from the product you are developing as part of your senior design project? List as many specific issues and concerns as you can.
3. Pick a popular application (i.e., a mobile app or a website you frequently use) that provides a “privacy policy” (note that this may be a stand alone link/page or may be included within a “terms of service” agreement). Read the privacy policy and provide a brief summary of it below.

4. Comment on the privacy policy you looked at in Question 3. In particular, was there anything in the policy that you found surprising? Does the policy seem “fair” to both sides (i.e., the consumer/visitor versus the company hosting the app/website)? Does the policy allow the company to do anything with the information it collects that would intuitively seem like a violation of your privacy rights (e.g., if you weren’t shown the privacy policy)?
5. How do you think the fair information principle of “only collecting the data that is needed” relates/applies to situations like the Target example, where companies are employing “predictive analytics” over customer data it collects and information provided through other companies and publically accessible data?

6. Provide realistic examples of when a company might go too far in terms of “only collecting the data that is needed.” In particular, give realistic examples of data that a company might want to collect but that would violate the principle.
7. Use the Privacy Rights Clearinghouse data breach site (https://www.privacyrights.org/data-breaches) to search for Hacking or Malware (HACK) incidents that have occurred in the last two years. Briefly describe three cases that are “interesting” or “surprising” to you. Explain why you picked the two you did.