Chapter 4 Privacy

Additional Resources

1. An article from TechWeb on personalization software:
   http://www.techweb.com/wire/26802768
2. A CNN article on workplace monitoring:
   http://archives.cnn.com/2001/CAREER/trends/01/02/surveillence
3. A wikipedia article on encryption:
4. NPR articles on the USA Patriot Act in depth:
5. Articles on the USA Patriot Act from the ACLU:
   http://www.aclu.org/safefree/resources/17343res20031114.html
6. The White House online article about the USA Patriot Act:
   http://www.whitehouse.gov/infocus/patriotact/

Key Terms

Advanced Encryption Standard (AES) – a stronger encryption standard than DES.
affiliated Web sites – a group of Web sites served by a single advertising network.
Chief Privacy Officer (CPO) – an executive that oversees the privacy policies and initiatives in an organization.
click-stream data – data about information a user sought or viewed when surfing a set of affiliated Web sites.
collaborative filtering – personalization software that offers consumer recommendations based on types of products purchased by other people with similar purchasing habits.
contextual commerce – personalization software that associates product promotions with specific content the user searches for and views online.
cookies – text files that a Web sites puts on your hard drive so that it can remember your information later.
demographic filtering – personalization software that augments click-stream data and user-supplied data with demographic information associated.
Digital Encryption Standard (DES) – the standard for commercial private key encryption for nearly 30 years, which employs a 56-bit key.
encryption – the process of converting an electronic message into a form that can be understood only by the intended recipients.
encryption key – a variable value that is applied using an algorithm to encrypt or decrypt text.
GET data – data that is gathered by a Web site that reveals other information requested at affiliated Web sites.
personalization software – software used by online marketers to target ads to a particular user based on information about the user.
phishing – an attempt to steal personal identity data by tricking users into entering the information on a counterfeit Web site.
Platform for Privacy Preferences (P3P) - shields users from sites that don’t provide adequate privacy protection.

POST data – data a user enters into a blank field on a Web site.

private key encryption system – an encryption system that uses one key to encrypt and decrypt messages.

public key encryption system – an encryption system that uses two keys, one to encode and one to decode messages.


rules-based personalization software – personalization software that uses business rules that are tied to customer-provided preferences or online behavior.

spamming – the transmission of the same e-mail message to a large number of people.

spyware – a term for keystroke-logging software that is downloaded to a user’s computer without adequate notice, consent or control for the user.

Triple Data Encryption Standard (Triple DES) – an encryption standard for private key encryption that is stronger than DES.