

Privacy on the Campus: What the Board should know

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1.

Does Privacy Still Exist?

Changing concept by generations
and society

Naysayers linked to commercial opportunities

Younger demographic ready to act on values
and high expectations that they can choose
privacy (House of Commons report 2018)

Privacy / Data Protection



Overlapping concepts

**Privacy contextual and self defined, extends to
bodily integrity**

Privacy / data protection includes security



Why do universities need to think about this

- Repositories of life cycle data
- Major employers
- Linked to commercial and public data uses through research
- Physical and virtual setting for a wide range of activities from financial transactions to medical records to drug testing of athletes

- Need security level used by financial institutions
- Challenge to operate in a high risk environment where concentration of hacking talent coincides with traditional culture of trust and openness.



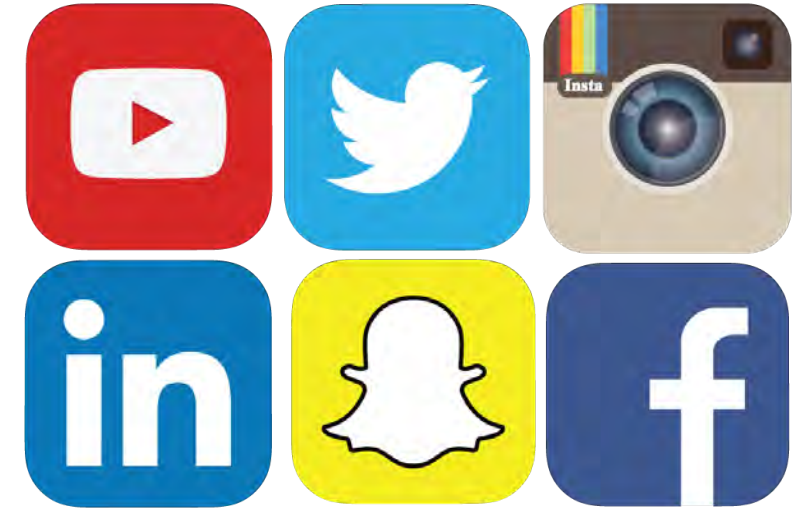
Privacy includes security

- Power still held by older entitled males in a formal structure based on deference
- Student population increasingly female, other, and rooted within more contemporary social and ethnic values
- Many issues now being labelled privacy issues(snooping, harassment, revenge porn, intimidation, bullying , mental health)



Campus clash of cultures

Omnipresent social media



- Vehicle for many realities, often distorted or exaggerated
- Mirror for human nature with little restraining influence of social conventions
- Offers a meeting place for previously inaudible interest groups
- A generation born on line may voice entirely different values

A black and white photograph of a person walking away from the camera down a narrow path. The path is flanked by tall, dark fences or walls. The person is in the center of the path, walking towards a bright light at the end of the path. The overall mood is somber and mysterious.

Heady brew of ingredients for privacy clashes

- Now associated with what was seen as interpersonal behaviour issues such as:
- Stalking, on and off-line
- Unauthorized access to confidential personal information of students, co-workers
- Unauthorized access to financial data and research data
- Policies on substance use

2.

Boards and Privacy

Boards:

advise, suggest and adopt policies, set long-term and strategic directions, support the executive and the permanent staff, sound the alarm when necessary

What do Boards need to know

- Importance of this issue
- Need to deal with this well ahead of time
- There is much expertise available

Board members need to follow social debates

**Be familiar with several sides of questions
such as:**

Open data policies in the traditional
research world where research private
Fluid gender identities as a private
choice demanding public recognition
Freedom of expression debates



Understand how privacy issues engage liability

- From sexting to lawsuits against the university
- Public and private are self-defined and fluid and do not follow precedent
- Private may become public when a major stakeholder involved

Personal opinions may not make wise policy

- Many very volatile privacy breaches in the university setting
- Executive grappling with powerful contextual pressures
- Media attention calls for a dedicated spokesperson



3.

Privacy Policy Building

- Need to have in place now before a crisis
- Must clearly state values and expected behaviour
- Articulate what will happen when a problem occurs
- Need to be granular enough to be applicable

- Gap between written rules and every day reality
- More attention to how values of respect for privacy are internalized
- How to make rules and policy known and applied in a variety of contexts is a didactic challenge

-residences

-classrooms

-faculty behaviour

-student associations



Knowledge and action

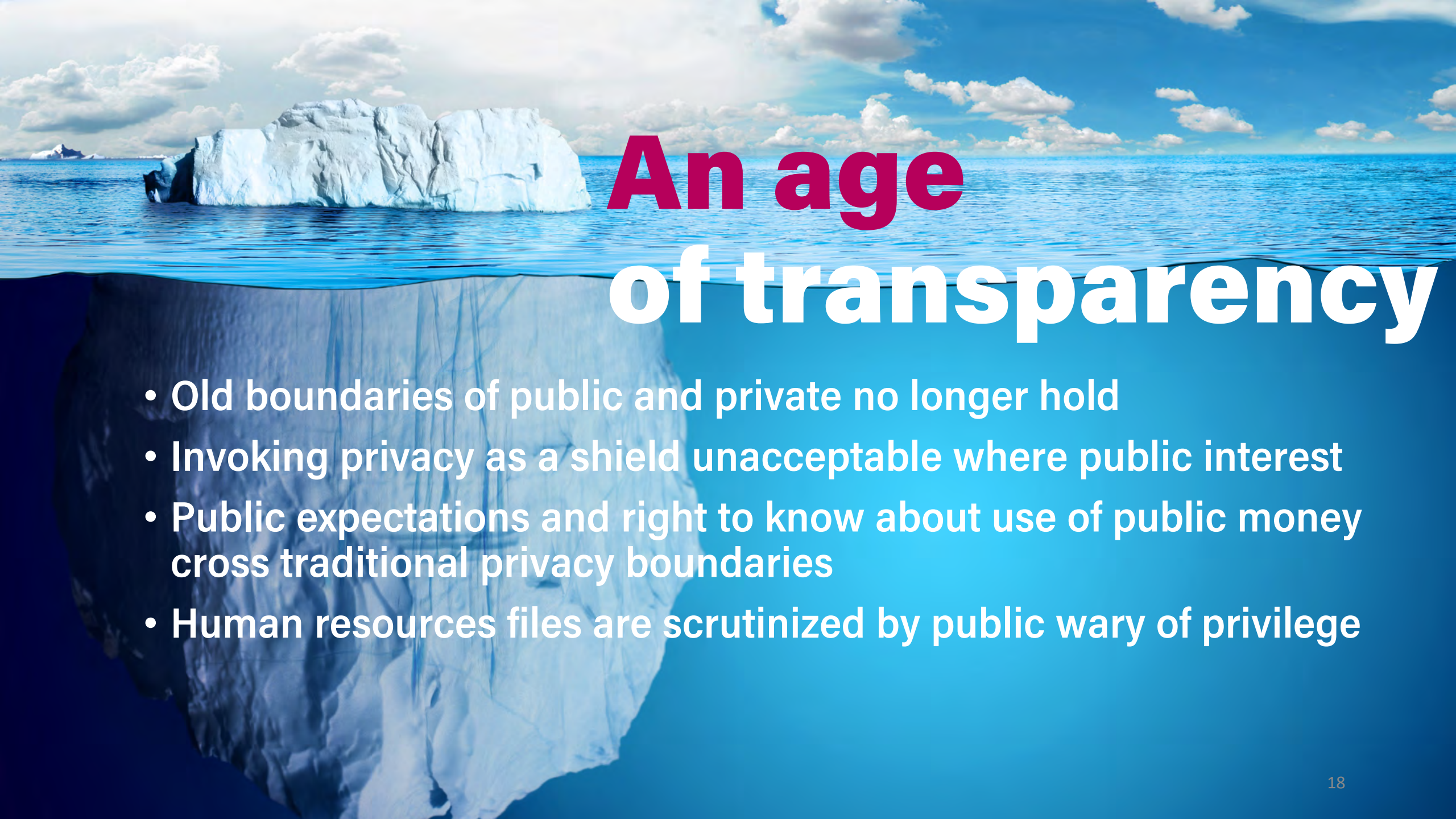
- Historic lag to include universities in data protection and access to information laws
- Not all actors may be familiar with these rules
- The most powerful campus interests may not feel bound by these rules, even if aware of them

Universities **no longer** outside current law



Keep policies current

- **Tweak regularly with new legal developments**
- **Update for technological trends**
- **Security must be monitored constantly**

An iceberg floating in a blue ocean under a blue sky with white clouds. The visible tip of the iceberg is on the left, and the much larger, submerged part is on the right, illustrating the concept of transparency where the visible part is just the tip of the iceberg.

An age **of transparency**

- Old boundaries of public and private no longer hold
- Invoking privacy as a shield unacceptable where public interest
- Public expectations and right to know about use of public money cross traditional privacy boundaries
- Human resources files are scrutinized by public wary of privilege

4.

When there is a Privacy Breach

- Have a crisis response and communications plan
- Make sure media are accurately and sufficiently briefed
- Monitor success of plan for the next breach occurrence
- Review how effective remedial steps have been

5.

An agile board

- has skill sets to deal with campus controversies in a multi-identitied society: how technology can facilitate and modify behaviour, the current ethnic and religious mix on campus,
- Empathizes with the aspirations of university new comers: aboriginal people, visible minorities, foreign students
- Understands how new generations who live on their devices may bring new privacy challenges

- Privacy transgressions can no longer be tolerated for super stars
- Board should have the confidence to support the university in demanding academic excellence and impeccable ethical behaviour
- Board should encourage staff training in privacy and other issues

**Academic
performance
is not an
excuse**

Conclusion :

Policy and reality

- Board can be pro active in periodic review of the enforcement and application of privacy-related policies

- Policy is only effective if actually used