Privacy vs. Convenience in the Internet Age
Do We Still Have A Reasonable Expectation of Privacy

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I’m very proud to present to you: SmartRides, the first product of a long partnership with Uber (who is also an Expensify customer worldwide) to help automate not just your expense report, but your business trip itself.

Expensify already tracks your travel itinerary -- just forward reservations to receipts@expensify.com and we’ll give you live flight updates, put confirmation numbers and key addresses at your fingertips, and even automatically create your whole expense report for you.

But with SmartRides, we’ll put that information to work and begin automating the physical side of your journey, too. When we see a flight is coming up, we’ll have a car pick you up and take you straight to the airport. When your plane arrives, a car will be waiting outside baggage claim to take you straight to your hotel. When your return flight lands, we’ll pick you up and take you home.

We’ll do all this without you ever needing to look up any addresses, describe where you want to go in a city you don’t know, or make any complex decisions after a long and tiring flight. Just say ‘Yes’ when prompted, and we’ll take care of the rest. There’s nothing to enable, and no extra fee -- this is just a new feature built into Expensify that will appear when you need it most.
Time to Reach 50 Million Users:

- Radio: 38 years
- TV: 13 years
- Internet: 4 years
- iPod: 3 years
- Facebook: 9 months
- iPhone Apps: 1 billion in 9 months
Growth of the gadget

Device shipments
Units, m

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<thead>
<tr>
<th>Year</th>
<th>Desktop PCs</th>
<th>Smartphones</th>
<th>Laptop PCs</th>
<th>Tablets</th>
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Devices in use:

- 100m PCs
  - In 1993
- 1bn PCs
  - In 2008
- Mobile connected devices
  - By 2020*
Time to Reach 1 Million Subscribers

- Instagram: 2.5 months
- Office 365: 3.5 months
- Hulu Plus: 5 months
- Spotify: 5 months
- Dropbox: 7 months
- Facebook: 10 months
- Foursquare: 13 months

1 month, 5 months, 10 months, 15 months
Timeline: February 6, 2012 launch to March 21, 2012 $183M sale

MAY 27, 2014 by STEVE POLAND in ANALYSIS

This is what going viral looks like. Never has a game grown so quickly. Draw Something reached #1 on the App Store and Android Market within a month of launch with celebrity endorsements spurring over 50 million downloads.
INTERNET OF THINGS

Home Thermostat reports to Internet

Jet Engine reports to airline
Fitbit - monitors activity and sleep

Google Glass
What’s next?

LG HomeChat: What can I do for you?
LG HomeChat: Any beer in the fridge?
LG HomeChat: Refrigerator: 3 bottles available
LG HomeChat: I’ll be at home 30 min later
What are we giving up?

Do we even know?
CORNISH: So the idea of mandated disclosure people might recognize as the terms and conditions. And you've studied this issue, at one point actually printing out the Apple iTunes contract, right? What did that look like?

SHAHAR: Yes, after I received one of their new versions on my iPhone. When I scrolled down and it said, page 1 of 55, I emailed it to myself, printed it out, and it looked like a 30-feet long monster of eight-point font. So to display its enormity, I hung it from the roof of the building of University of Chicago Library, for all to see, to try to exhibit the length and the pointlessness of trying to read the disclosure that we receive from all sorts of services.
CORNISH: Pointless, even for an expert in contract law?

SHAHAR: It is pointless, probably even for the lawyers that drafted it because when I looked at that particular version, I found many typos. It looked like probably not even the disclosers read their own texts carefully.
Google’s Privacy Policy

Device information

We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). Google may associate your device identifiers or phone number with your Google Account.

Log information

When you use our services or view content provided by Google, we may automatically collect and store certain information in server logs. This may include:

- details of how you used our service, such as your search queries.
- telephony log information like your phone number, calling-party number, forwarding numbers, time and date of calls, duration of calls, SMS routing information and types of calls.
- Internet protocol address.
- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
- cookies that may uniquely identify your browser or your Google Account.
Uber needs access to:

- Identity
- Contacts/Calendar
- Location
- Phone
- Photos/Media/Files
- Camera/Microphone
- Device ID & call information

ACCEPT
Snapchat
needs access to

- Identity
- Contacts/Calendar
- Location
- SMS
- Photos/Media/Files
- Camera/Microphone
- Device ID & call information

ACCEPT
Draw Something 2™ Free needs access to

- In-app purchases
- Identity
- Contacts/Calendar
- Photos/Media/Files
- Wi-Fi connection information
- Device ID & call information

ACCEPT
What have we got to lose?
On her weekly trip to the market, Jane got quite a shock.
Two Kinds of Data Loss

The kind we seem to be giving up willingly

The kind that is being extracted
1.2 Billion Web Credentials Said To Be In Russian Gang's Hands
Breach of Home Depot

If a breach is confirmed, Home Depot will be the latest target in a recent string of hacking attacks against major companies, after Target, Neiman Marcus, Michaels, Sally Beauty, P. F. Chang’s and UPS. Those companies said criminals had installed malicious software on their systems that siphoned customers’ payment information. The hackers who broke into the systems are believed to belong to the same crime ring in Eastern Europe.

The number of customers affected by the breaches amounts to more than one-third of the American population.