

# Achieving Privacy in the Age of Analytics:

## Perspectives from the National Forum on Web Privacy and Web Analytics

**ALA Annual 2019**

Sara Mannheimer, Scott W.H. Young & Jason A. Clark  
Montana State University

---

# Outline

---

1. **Project Background**
2. **Creative Process**
3. **Project Outcomes**
4. **Future Directions**
5. **Discussion and Idea Generation**

# Project Background

---

# ■ **Background** — Project Title

## A National Forum on Web Privacy and Web Analytics

# Background — Funding



# ■ **Background** — Personnel

- **Scott Young**, PD
- **Sara Mannheimer**, co-PD
- **Jason Clark**, co-PD
- **Lisa Janicke Hinchliffe**, Project Analyst
- **Jacqueline Frank**, Forum Facilitator
- **David Swedman**, Grants Coordinator

# MSU Library to host national forum on web privacy

By Anne Cantrell, MSU News Service

AUGUST 22, 2018



Montana State University library faculty, from left, Sara Mannheimer, Jason Clark and Scott Young pose in the MSU Library Friday, June 29, 2018 in Bozeman. MSU photo by Kelly Gorham

BOZEMAN — Libraries have a long history of working to protect the privacy of individuals who use their services, but some third-party online vendors that patrons use in libraries have different policies. That's part of the reason why the [Montana State University Library](#) is hosting a national forum on web privacy and web analytics.

# ■ Background — Goals

- Critically address web analytics practices
- Develop a roadmap towards privacy-aware, values-driven analytics



**[lib.montana.edu/privacy-forum](https://lib.montana.edu/privacy-forum)**

**[osf.io/gnfpv](https://osf.io/gnfpv)**



# Project Process

---

# ■ **Process** — Participants

**Andrew Asher**, Assessment Librarian, Indiana University  
**Tyler Bass**, Computer Science Undergraduate Student, Montana State University  
**Erin Baucom**, Digital Archivist, University of Montana  
**Steve Borrelli**, Head of Library Assessment, Penn State University  
**Deborah Caldwell-Stone**, Deputy Director, ALA OIR  
**Danielle Cooper**, Senior Researcher, Ithaka S+R  
**Edward M. Corrado**, Acting UL, Naval Postgraduate School  
**Tristan Denyer**, UX, UI, and Product Designer  
**Alex Dolan-Mescal**, Design Consultant and UX Designer on DocNow  
**Emily Drabinski**, Coordinator of Library Instruction, LIU Brooklyn  
**Tabatha Farney**, Web Services Librarian, UCCS  
**Susanna Galbraith**, Virtual Services Librarian, Health Sciences Library, McMaster University  
**Anne T. Gilliland**, Scholarly Communications Officer, UNC  
**Chris Gilliard**, Professor of English, Macomb Community College  
**Cody Hanson**, Director of Web Development, University of Minnesota  
**Margaret Heller**, Digital Services Librarian, Loyola University Chicago  
**Lisa Janicke Hinchliffe**, Professor/Coordinator for Information Literacy Services and Instruction, University of Illinois at Urbana-Champaign  
**Magera Holton**, Co-Founder and Designer, Related Works  
**Qiana Johnson**, Collection and Organizational Data Analysis Librarian, Northwestern University  
**Anne Klinefelter**, Director of the Law Library, UNC  
**Manisha Khetarpal**, Librarian, Maskwacis Cultural College  
**Martha Kyrillidou**, Principal, QualityMetrics

**Nettie Lagace**, Associate Director for Programs, NISO  
**Topher Lawton**, Instructional Technology and Assessment Librarian, Georgetown University  
**Monica Maceli**, Assistant Professor, School of Information, Pratt Institute  
**Mark Matienzo**, Collaboration & Interoperability Architect, Stanford University  
**Donovan Pete**, Diné Graphic and Web Designer, Program Supervisor, Torreon Community Library  
**Matthew Regan**, Instructional Services Program Leader, Montana State University  
**Rebecca Ricks**, Ford-Mozilla Open Web Fellow, Human Rights Watch  
**Yasmeen Shorish**, Data Services Coordinator, JMU  
**Maura Smale**, Chief Librarian, New York City College of Technology  
**Santi Thompson**, Head of Digital Research Services, University of Houston  
**Bonnie Tijerina**, Librarian, Entrepreneur and Library Community Convener, and Data & Society Fellow  
**Ken Varnum**, Senior Program Manager, University of Michigan  
**Kelvin Watson**, Director, Broward County Libraries  
**Jaci Wilkinson**, Web Services Librarian, University of Montana  
**Becky Yoose**, Library Applications and Systems Manager, Seattle Public Library  
**Katie Zimmerman**, Scholarly Communications & Licensing Librarian, MIT  
**Angela Zoss**, Assessment and Data Visualization Analyst, Duke

# ■ **Process** — Pre-Forum Survey

# ■ **Process** — Pre-Forum Survey

**[doi.org/10.5281/zenodo.3240729](https://doi.org/10.5281/zenodo.3240729)**

# ■ **Process** — Pre-Forum Survey

## Major Themes

Partnerships and Collaborations

Privacy, Equity, and Justice

Policies and Statements

Practical Guidelines

Outreach and Education Models

Analytics Tools

# ■ **Process** — Forum Event

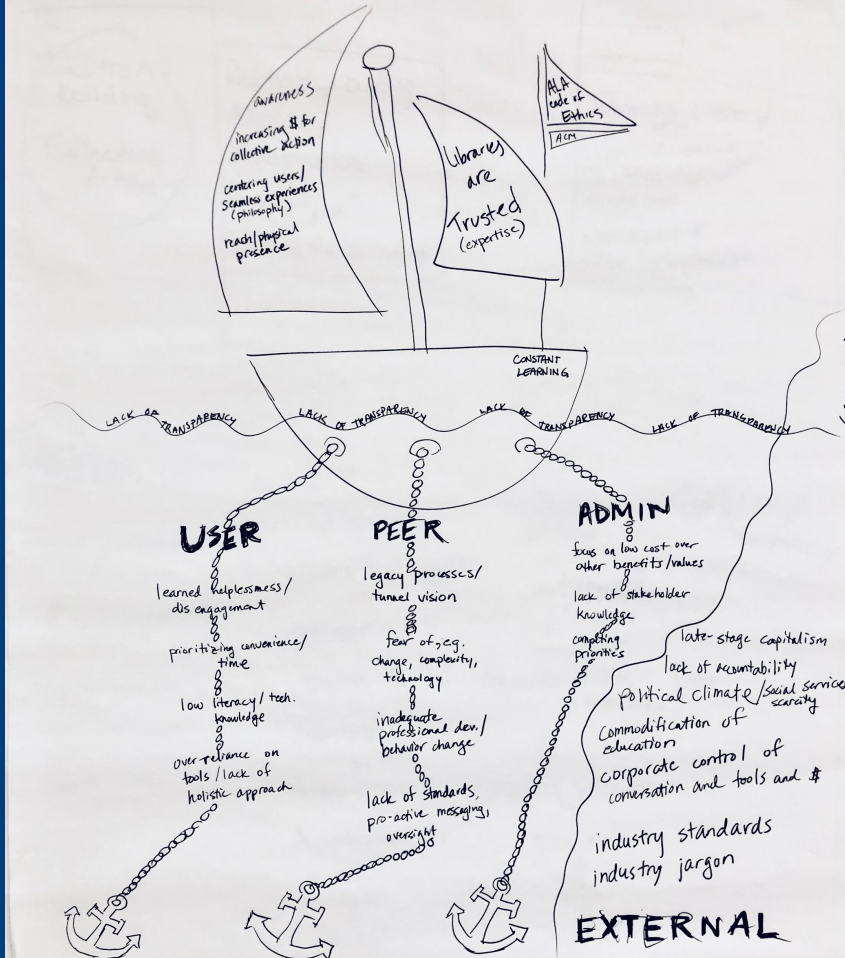


# Process — Forum Event

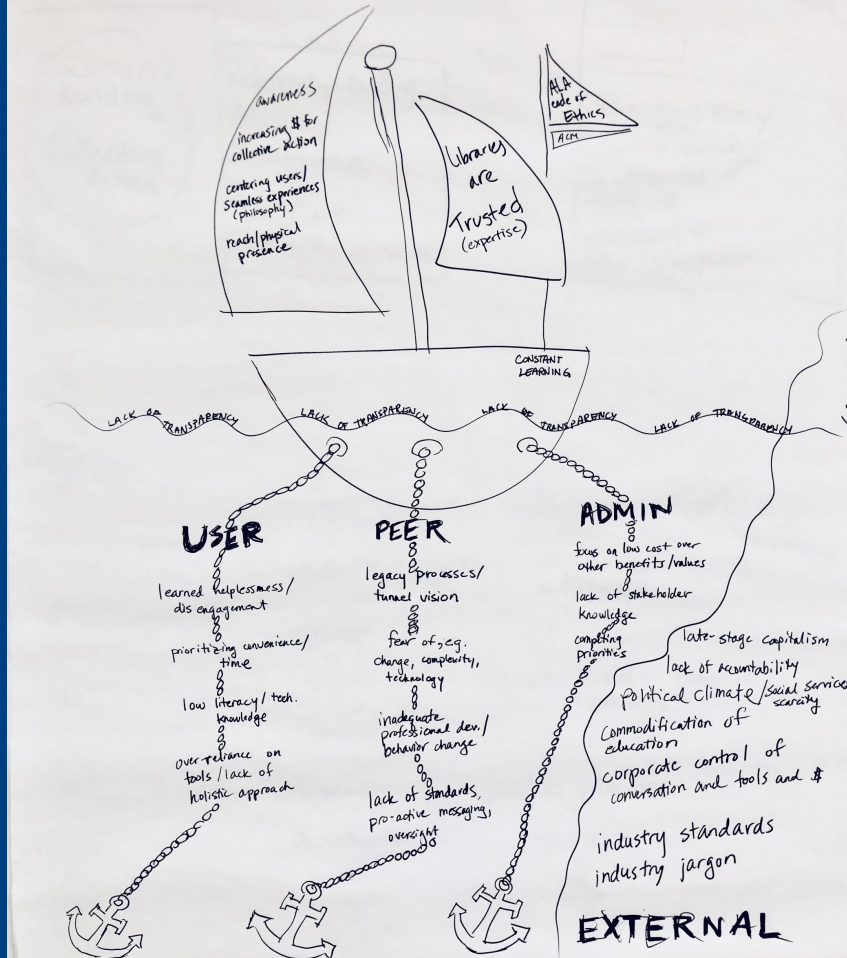


# ■ **Process** — Design Activities

# Education and Engagement

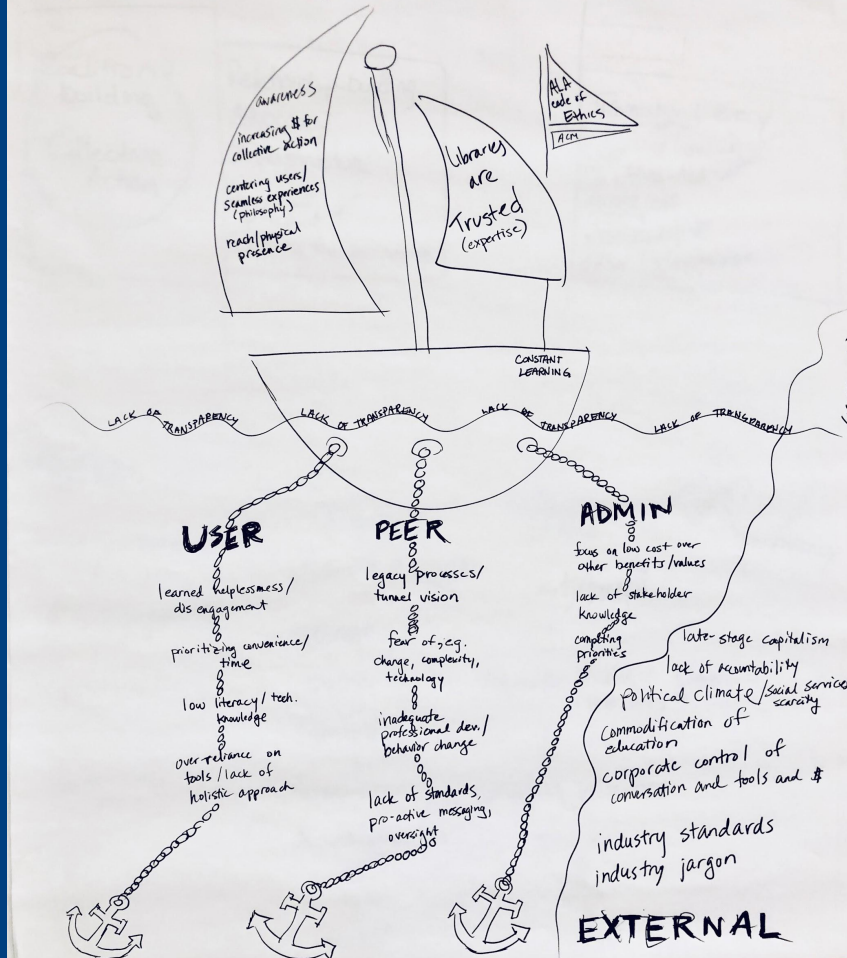


# Education and Engagement



# Float Your Boat

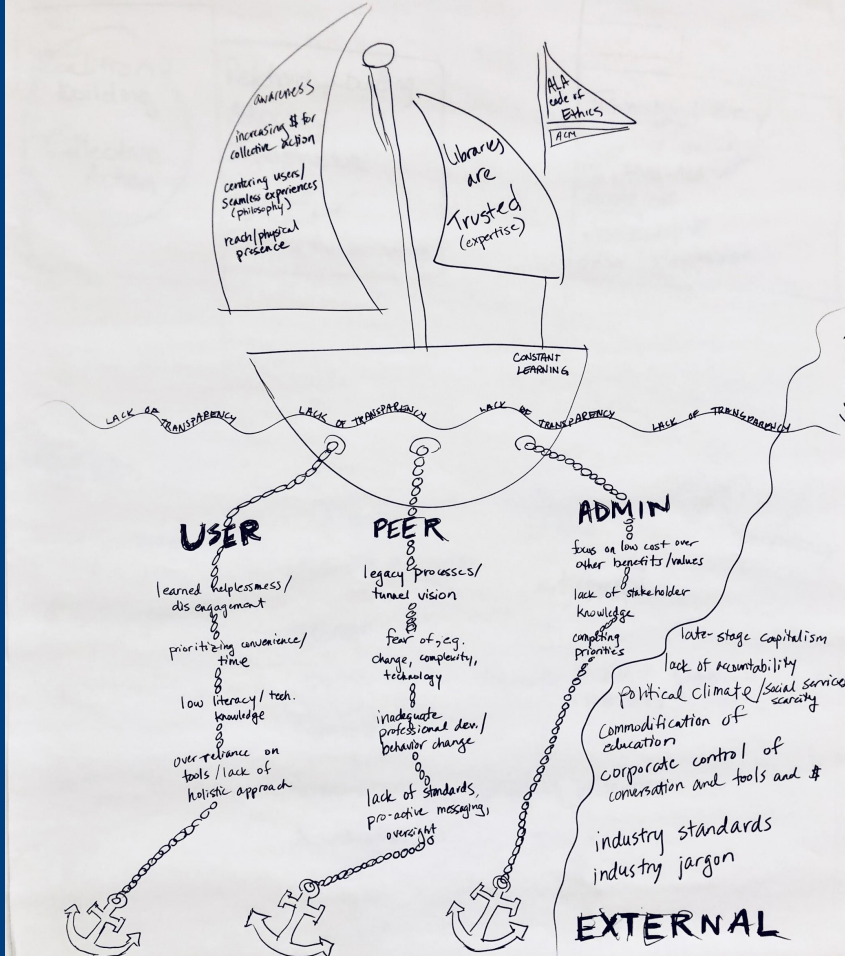
# Education and Engagement



## Float Your Boat

- Draw a boat. The boat represents “privacy education and engagement”

# Education and Engagement



## Float Your Boat

- Draw a boat. The boat represents “privacy education and engagement”
- Attach anchors and sails to the boat.
  - The anchors represent obstacles and challenges.
  - The sails represent strengths and aptitudes.



# USER

learned helplessness/  
disengagement

prioritizing convenience/  
time

low literacy / tech.  
knowledge

over-reliance on  
tools / lack of  
holistic approach

# USER

learned helplessness/  
disengagement

prioritizing convenience/  
time

low literacy / tech.  
knowledge

over-reliance on  
tools / lack of  
holistic approach

# ADMIN

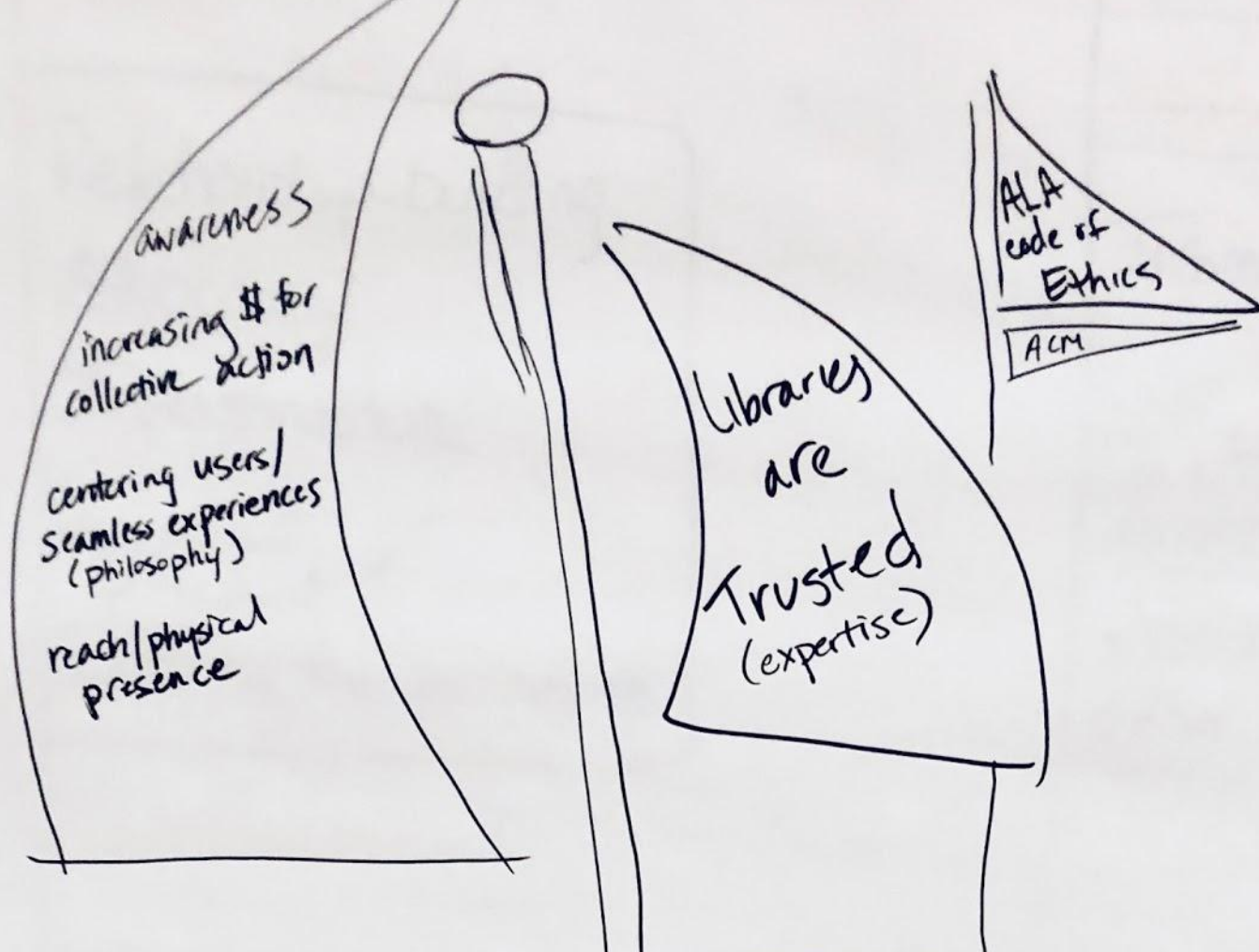
focus on low cost over  
other benefits/values

lack of stakeholder  
knowledge

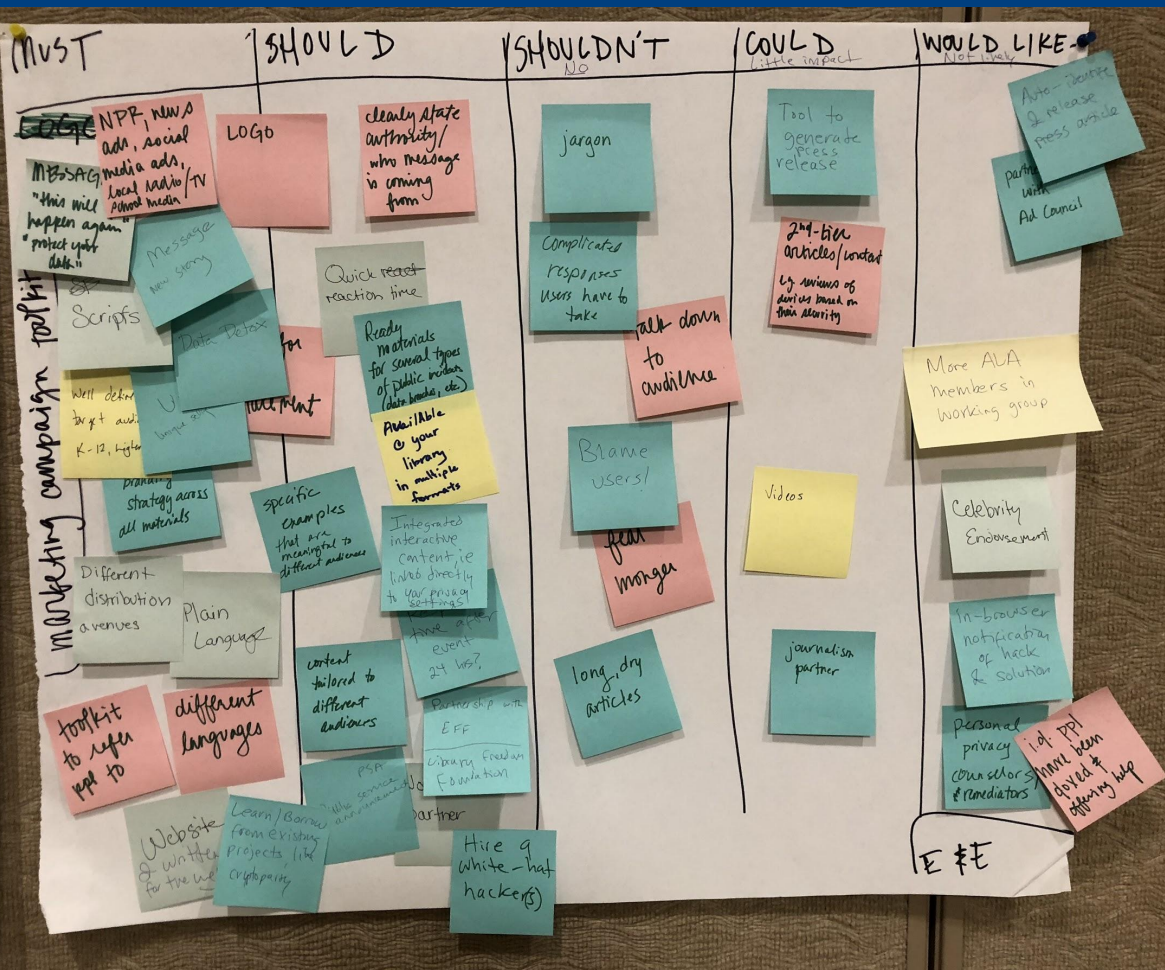
competing  
priorities

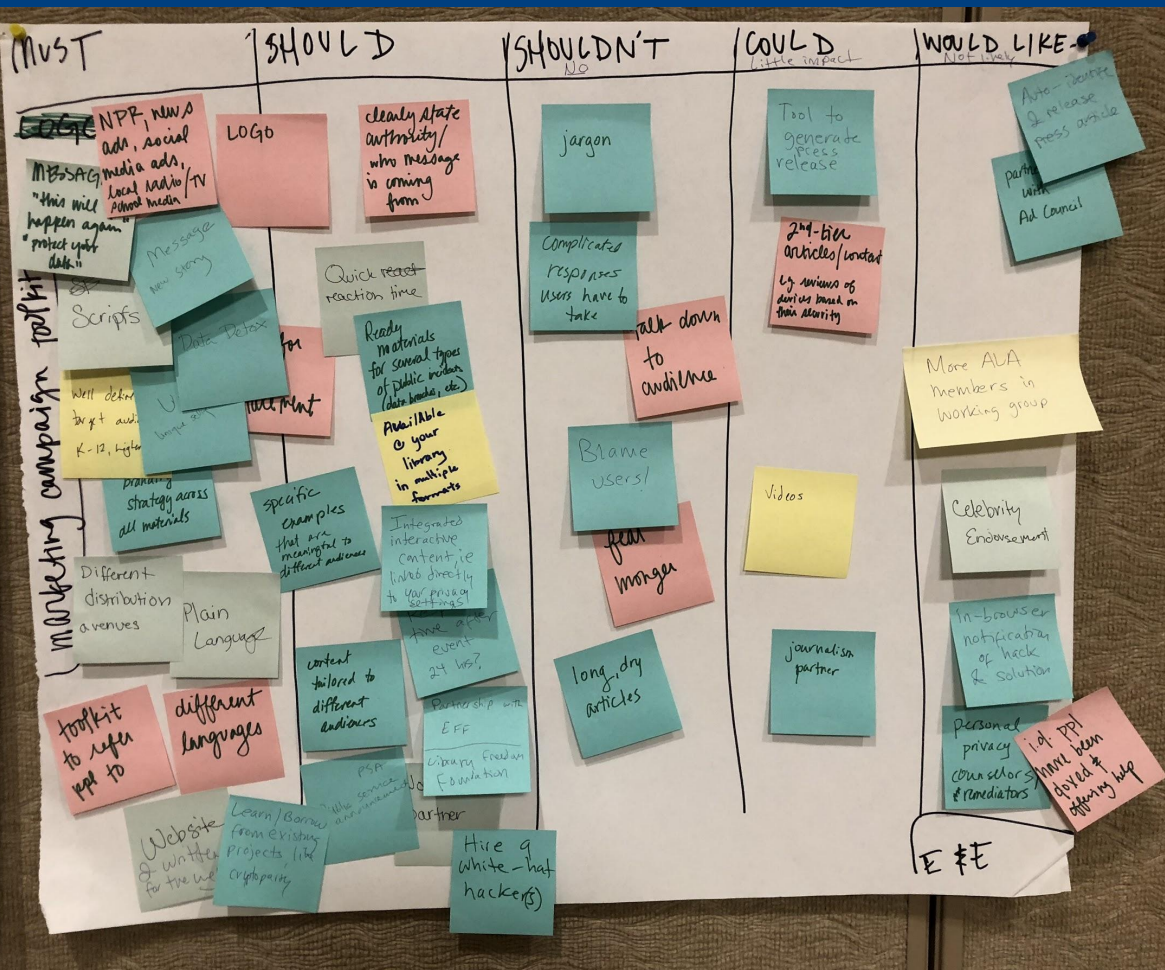
late-  
lack of





# MoSCoW





# MoSCoW

- Must have
- Should have
- Shouldn't have
- Could have
- Would like but won't get

# Project Outcomes

---

# Outcomes

## What we produced

- White Paper
- Action Handbook
- 8 Pathways to Action

**[lib.montana.edu/privacy-forum](https://lib.montana.edu/privacy-forum)**

**[osf.io/gnfpv](https://osf.io/gnfpv)**



# White Paper

- A detailed overview of the Forum and its outcomes



# Action Handbook

- Practical recommendations for implementing privacy-oriented analytics practices



# Action Handbook

- Practical recommendations for implementing privacy-oriented analytics practices
- Technical and Social action items

# Action Handbook

## Google Analytics Implementation

Many libraries have installed Google Analytics with the default configuration. A few easy-to-implement changes can add benefits to the performance and the privacy of your website.

1. forceSSL
2. anonymizeIP

# Action Handbook

## Alternative Analytics

- Matomo
- Countly
- SimpleAnalytics
- Open Web Analytics
- Server Logs

# Action Handbook

## Staff Skills and Competencies

### *Core Privacy Concepts*

- Information security management and governance, including frameworks, controls, cryptography and identity, and access management (IAM).

### *Understanding privacy vulnerabilities*

- Cloud computing and network vulnerabilities, web browser vulnerabilities

### *Auditing data*

- Developing information lifecycle plans, data identification and classification systems, data flow diagrams, data retention and deletion

### *Preparing data*

- Pseudonymizing personally identifiable information

# Action Handbook

## Privacy Indicators

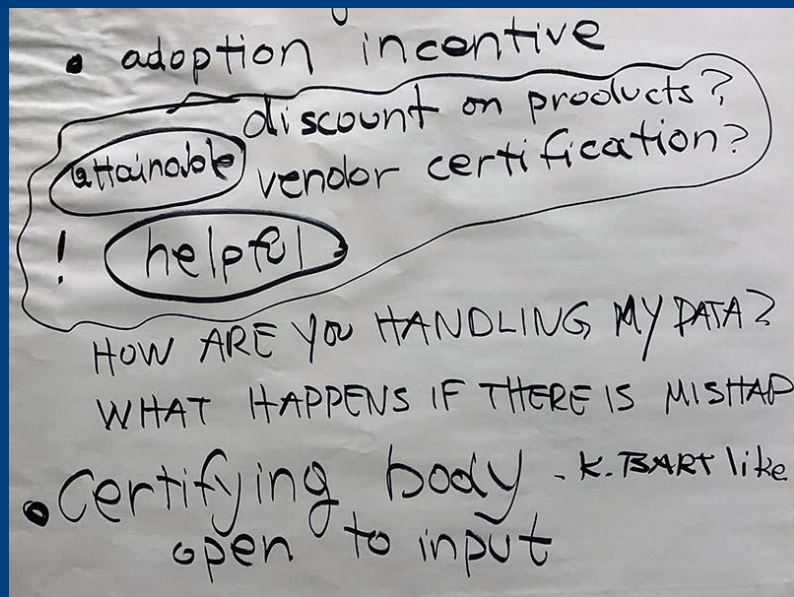
- 1—Collect only the data needed for your use case.
- 2—Support analytics tools that allow retention and downloading of your own data in open formats.
- 3—Support analytics tools that allow the setting of a data retention strategy and enable the complete removal of data.
- 4—Implement analytics tools that allow for pseudonymization and the removal of personally identifiable information.
- 5—Implement analytics tools that have support for emerging international privacy standards (e.g., General Data Protection Regulation).

# ■ Pathways to Action

# ■ Pathways to Action

- Privacy Certification
- Analytics Dashboard
- Leadership Training Module
- Tribal Organizations
- Model License
- Research Institute
- Policy Workshops
- Assessment Toolkit

# Pathway — Privacy Certification



- A Privacy Certification System to establish stratified data privacy standards for libraries and their information vendors.



# Pathway — Privacy Certification



**CERTIFIED**  
40 - 49 POINTS



**SILVER**  
50 - 59 POINTS

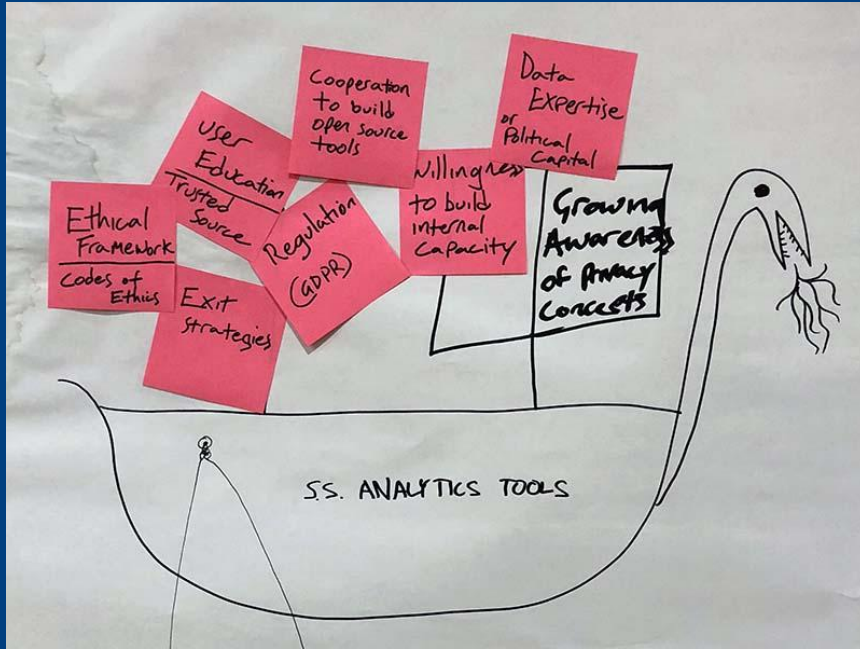


**GOLD**  
60 - 79 POINTS



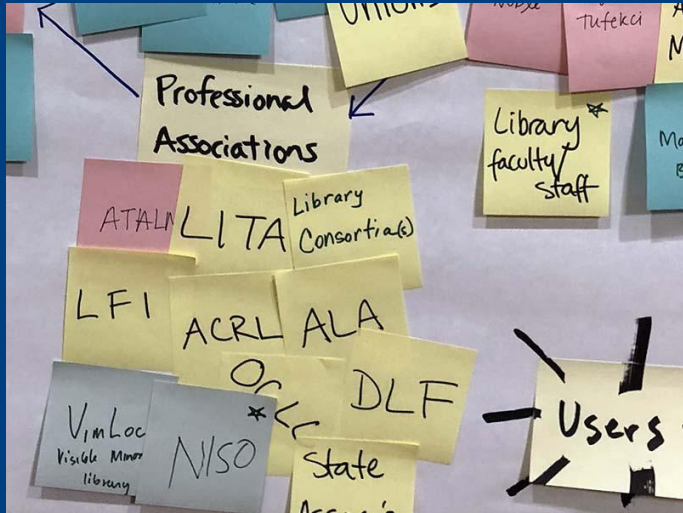
**PLATINUM**  
80+ POINTS

# Pathway — Analytics Dashboard



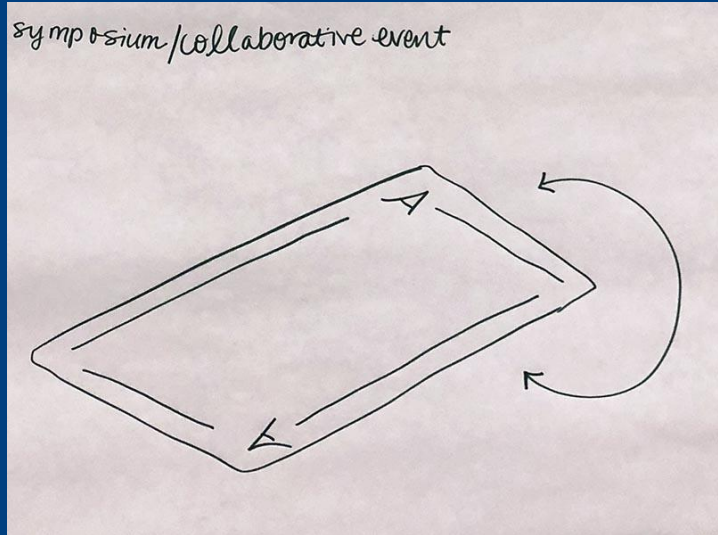
- A simple, lightweight analytics framework and dashboard to show only necessary data points

# Pathway — Leadership Training



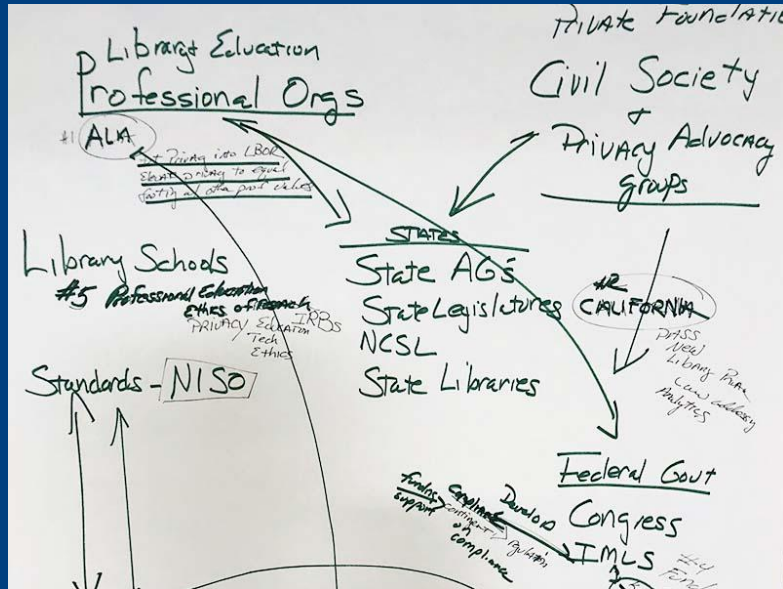
- A privacy-focused ethics and equity module for leadership training organizations

# Pathway — Tribal Colleges and Universities



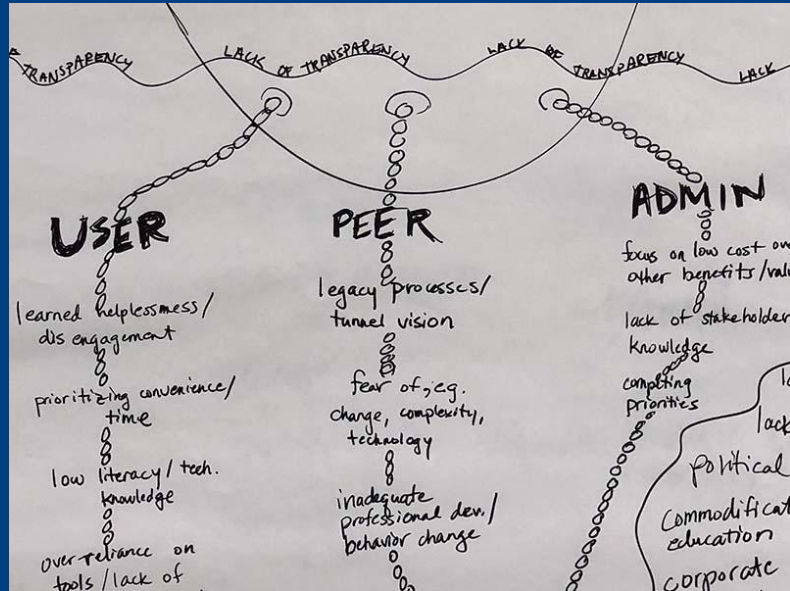
- How does privacy and surveillance affect TCU communities? What is privacy to tribal members?
- How can tribal organizations implement culturally appropriate web analytics and web privacy practices?

# Pathway — Model License



- Equip libraries with model licensing language that can promote patron privacy in third-party systems.

# Pathway — Research Institute



- Support evidence-based privacy advocacy
- “Redefining metrics in a way that redefines success.”



# Pathway — Policy Workshops

Privacy Policy Workshop	
MUST	<ul style="list-style-type: none"><li>- Ability to draft a <del>Deliverable</del> policy for your organizational context</li><li>- Open access [remixable] curriculum (CC-BY!)</li><li>- Dedicated maintainers/updaters</li></ul>
SHOULD HAVE	<ul style="list-style-type: none"><li>- Sponsoring organization for hosting materials</li><li>- Clear sense of audience level.</li><li>- Ability for participants to get institutional buy-in</li><li>- Strategies to encourage/enable use by underfunded institutions</li></ul>
SHOULDN'T HAVE	<ul style="list-style-type: none"><li>- Fee beyond nominal cost</li><li>- Multiple sessions to complete</li><li>- Excessive jargon / length (if possible)</li></ul>
COULD HAVE	<ul style="list-style-type: none"><li>- Vendor sponsorship</li><li>- Sunset date / exit strategy</li><li>- Promotion to library schools</li></ul>

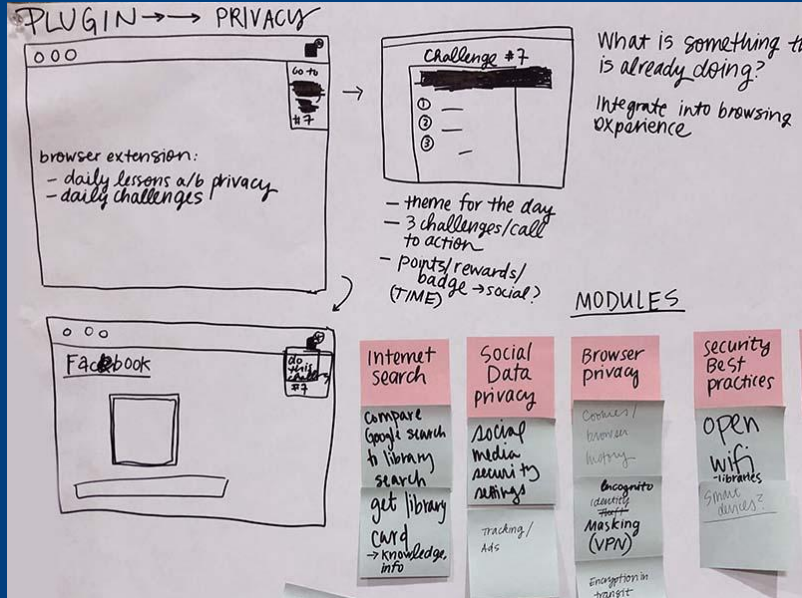
Like  
AdaCamp  
or ThruCamp

Marketing

Leverage State Library Associations

- Professional development workshops for library workers on writing and implementing library privacy policies

# Pathway — Assessment Toolkit



- Tools and best practices for implementing privacy-aware and user-conscious assessment



# Future Directions

---

# ■ Future Directions

- Facilitate the realization of one or more of these *Pathways*

## ■ Future Directions

- Facilitate the realization of one or more of these *Pathways*
- Community effort to achieve community goals

**lib.montana.edu/privacy-forum**

**osf.io/gnfpu**



# National Web Privacy Forum



## Achieving Privacy in the Age of Analytics

*A National Forum on Web Privacy and Web Analytics* was an IMLS-funded, community-fueled project to shape a better analytics practice that protects our users' privacy from unwanted third-party tracking and targeting.

The *Privacy Forum* was held September 2018 in Bozeman, Montana, where 40 librarians, technologists, and privacy researchers collaborated in producing a practical roadmap for enhancing our analytics practice in support of privacy. Read more [about the Forum](#).

The project concluded in April 2019 with the release of a *White Paper*, an *Action Handbook*, and eight *Pathways to Action* for improving privacy and analytics. Please access our resources below.

🦄 This project produced two main outcomes, a *White Paper* and an *Action Handbook*. 🦄



### White Paper

A report that synthesizes forum activities and articulates a roadmap for enhancing our analytics practice in support of privacy.

[Read the White Paper](#)

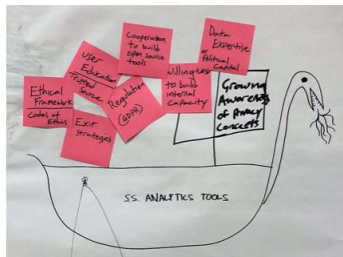


### Action Handbook

Provides resources and good practices to guide libraries in implementing privacy-focused web analytics.

[Read the Action Handbook](#)

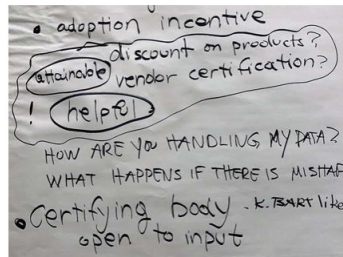
Forum participants co-created eight *Pathways to Action* for enhancing web privacy



### Analytics Dashboard

A simple, lightweight analytics framework and dashboard to show only necessary data points.

[Read more about the Analytics Dashboard](#)



### Privacy Badging

A Privacy Certification System to establish stratified data privacy standards for libraries and their information vendors.

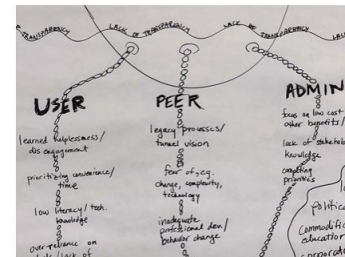
[Read more about Privacy Badging](#)



### Toolkit for Values-Based Assessment

Tools and best practices for implementing ethical and user-conscious assessment

[Read more about the Assessment Toolkit](#)



### Privacy Research Institute

A research institute to create evidence-based privacy advocacy

[Read more about the Privacy Research Institute](#)

# Directions

Visit our project website

**[lib.montana.edu/privacy-forum](https://lib.montana.edu/privacy-forum)**

View our *Pathways* and our *Action Handbook*  
and consider taking action in your context



Visit our project websites

**[lib.montana.edu/privacy-forum](https://lib.montana.edu/privacy-forum)**

**[osf.io/gnfpv](https://osf.io/gnfpv)**

View our *Pathways* and our *Action Handbook*  
and consider taking action in your context

# Worksheet Questions

## [bit.ly/ala2019privacy](https://bit.ly/ala2019privacy)

- Identify one *Pathway* that you find the most promising. Could you see this idea being successfully implemented at a community level—why or why not?
- What are the conditions in your local setting that hinder or constrain privacy action?
- How could you see yourself or your organization getting involved further?

# Small Group Discussions

---

# Thank you

---

