Customer Privacy in a Multi-Vendor World

November 1, 2017
Presenters:

Jeanne Crisp, Sno-Isle Libraries
Cindy Gibbon, Multnomah County Library
Patrick Kennedy, BiblioCommons
Today’s topics

1. How data is used and shared

2. How to work with vendors to maximize privacy

3. What a library privacy policy should include
Content & Logistics
- Overview
- Resources
- How it works
- Vendors
- Social media
- Library privacy policies
- Wrap up
Vendor Contracts

Cindy Gibbon
Resources for Vendor Contracts


- Library Privacy Guidelines for Data Exchange Between Networked Devices and Services
- Library Privacy Guidelines for Library Management Systems
- Library Privacy Guidelines for Library Websites, OPACs, and Discovery Services
- Library Privacy Guidelines for Public Access Computers and Networks


Let’s talk about the Integrated Library System (ILS)

- Hosted/Managed by the Library
- Hosted by the Library, Managed by the Vendor
- Software as a Service (SaaS)—Hosted and managed by the vendor
Understand your internal privacy situation

- IT security standards: network, servers, workstations (staff and public), encryption, passwords
- Library policies and procedures
- Staff training
Vendors:

Questions to Ask

Points to Negotiate
What patron data will the vendor collect?

How will patron data be used?

How will it be secured?

Will it be shared with third parties?
How good are the vendor’s internal privacy practices?

What national/international standards do they meet?

- FedRAMP
- SOC 2
- PCI
- ISO 27001
- U.S. NIST SP 800-53
Will the vendor need access to your servers? Is their process secure?

Will all data transmitted among the vendor, the library and your patrons be encrypted?
Who owns your data?

What about the content your patrons create?

What happens to the data when the contract ends?
How will the vendor handle law enforcement requests?

What happens if there is a data breach?
Trends...
“Our decision also takes into consideration the protection of our patrons’ privacy from third-party data mining. MDPLS Axis 360 service does not require you to create a separate account with a third party...You simply download the app, authenticate your library card number and PIN, and start reading or listening...In contrast, OverDrive requires you to create a separate account directly with them in addition to your library account.”

Miami Dade Public Library System website, quoted in Protecting Patron Privacy: A LITA Guide, pp78-79
Changing State Privacy of Library Records

Statutes

California, 2012; Missouri 2015

All patron use records of any library which is in whole or in part supported by public funds shall remain confidential and shall not be disclosed by a public agency, or private actor that maintains or stores patron use records on behalf of a public agency, to any person, local agency, or state agency.
Social Media

Jeanne Crisp
Cindy Gibbon
In 2006, MCL patrons wanted:

• Ability to save a list of titles, rather than a list of searches
• More reading suggestions, including staff PICs
• A personal connection through technology (libraryelf.com, RLS feeds and go go Google gadget, RSS feeds mentioned)
• Ability to chat with people at their local library online; to make comments, respond to blogs, create reviews and see others’ reviews and suggestions
EDNA
Creole soul, southwestern spirit and …
YOUR PERSONAL EXPERT

My Librarian
Custom reading suggestions
multcolib.org
Privacy & Social Media Concerns

I recommend you warn your testers of the privacy issues. Perhaps they would like to read Data and Goliath before BiblioCommons gets their information. Perhaps they would like to view the movie Snowden, released on DVD this week, before handing over their information... I'd rather deal with Sno-Isle than with some corporation in Toronto.

*****

Our personal information obviously has value if companies like AT&T can sell it, especially to advertisers who seek to understand our behavior and market products to us, with or without our consent. We should at least be allowed to profit from our own information ourselves! It’s also becoming clear such information is being used in attempts to manipulate our opinions when it comes time to vote.

*****

I don't like the idea of this being yet another social media site where I can keep up with what others are reading or recommending. This is where I look items up and reserve them at my library, not where I would come to be social.
Privacy & Social Media Concerns, continued

Our customers value the degree of privacy that is possible when using the SIL website resources. Privacy settings should not be wide open upon entering BiblioCommons, but set at highest level of privacy initially so that the customer can then opt to become more 'visible' when interacting with catalog, etc.

****

I do not like your new software at all. I have no social media outside of the library and I surely don't want any inside the library. Sharing my areas of interest or my profile? Really?... Unless you're doing that on purpose so as to cultivate the FaceBookish new flavor of your software by automatically increasing the level of "sharing" going on between all your users, you should immediately make all defaults in your entire system private. So now it leaves me wondering...what else is not private in your new software that I need to be aware of?
Key Points

Opt-in vs Opt-out

Users should be told, clearly and up front, about privacy settings
Privacy Policies

Jeanne Crisp, Cindy Gibbon
Privacy Policy Resources

- ALA Privacy Toolkit
- Library Technology Reports, May/June 2016 “Issues and Technologies Related to Privacy and Security”
- The Path to a Creating a New Privacy Policy: NYPL’s story
  ALA Intellectual Freedom Blog, May 1, 2017
<table>
<thead>
<tr>
<th>Library Name</th>
<th>Website Link</th>
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<tr>
<td>King County Library System</td>
<td><a href="https://kcls.org/news/patron-confidentiality-and-privacy-policy/">https://kcls.org/news/patron-confidentiality-and-privacy-policy/</a></td>
</tr>
<tr>
<td>Multnomah County Library</td>
<td><a href="https://multcolib.org/privacy-and-confidentiality-library-records">https://multcolib.org/privacy-and-confidentiality-library-records</a></td>
</tr>
<tr>
<td>Puyallup Public Library</td>
<td><a href="http://www.puyalluplibrary.org/DocumentCenter/View/2897">http://www.puyalluplibrary.org/DocumentCenter/View/2897</a></td>
</tr>
<tr>
<td>Seattle Public Library</td>
<td><a href="https://www.spl.org/about-the-library/library-use-policies/confidentiality-of-patron-information">https://www.spl.org/about-the-library/library-use-policies/confidentiality-of-patron-information</a></td>
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<tr>
<td>Sno-Isle Libraries</td>
<td><a href="https://www.sno-isle.org/privacy">https://www.sno-isle.org/privacy</a></td>
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<tr>
<td>Timberland Regional Library</td>
<td><a href="http://www.trl.org/About/BoardPolicies/Confidentiality%20of%20Library%20Records%20Policy.pdf">http://www.trl.org/About/BoardPolicies/Confidentiality%20of%20Library%20Records%20Policy.pdf</a></td>
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Five Privacy Principles

- Notice / Awareness
- Choice / Consent
- Access / Participation
- Integrity / Security
- Enforcement / Redress
The Privacy Audit

• What records do we have?
• Where do we keep them?
• How do we use them?
• How often do we delete them?
• Who is responsible?
• How secure are they?
• Same questions for vendors
• Your state law
• Assistance from legal counsel
• Law enforcement and public records requests
• Rule violations and criminal acts
• Opting In versus Opting Out
• Cookies
• Server logs
• IP addresses
• Oh my
Third Party Vendors

• Your expectations
• Their privacy policies
New marketing tools

• Does your library use new tools like Savannah to understand patron behavior?
• Do you market library services to patrons based on aggregated data?
• Does your privacy policy address these uses of patron data?
Readability is an issue

<table>
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<tr>
<th>Organization</th>
<th>Flesch Reading Ease</th>
<th>Flesch-Kincaid Grade Level</th>
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<tr>
<td>BiblioCommons</td>
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<td>Hoopla</td>
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<td>13.2</td>
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<td>King County Library System</td>
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<td>13.6</td>
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Flesch Reading Ease: The higher the score on the Reading Ease test, the easier the document is thought to be to read. If your document is at least 60, it should be relatively easy to read, although you can aim for higher scores if increased readability is important to you.

Flesch-Kincaid Grade Level: The grade level is equivalent to the reading level of students. An 8, for example, would mean that the material is appropriate for an 8th grader. If you hit somewhere between 7 and 8, it should be very readable for the majority of people.
Activity

Find a partner and evaluate a privacy policy of your choice based on the Five Privacy Principles.
Thank You!

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patrick@bibliocommons.com
cindyg@multcolib.org
Data Flows
Themes

- Historical and community context for data transfers
- The library context: library values
- Privacy Principles for a connected Library
- Exploring data flow
- Privacy FAQs
- Privacy standards for library services?
Contexts
Library services have always been powered by data
Increasingly, Americans are choosing to share data online.
Increasingly, Americans are choosing to share data online. Especially the young.
Increasingly, Americans are choosing to share data online. Especially the young and the poor.
We know our patrons use these services
How should libraries respond?
Libraries have strong foundations
“Privacy is essential to the exercise of free speech, free thought, and free association.”
The risk of a narrow interpretation

“Confidentiality exists when a library is in possession of personally identifiable information ... and keeps that information private on their behalf.”

- from An Interpretation of the Library Bill of Rights
One goal

- The right to choose what we share
One goal among many

- The right to choose what we share
- Free expression
- Motivating readers
- Meaning making
- Inclusion
- Community
- Digital literacy & privacy literacy
The library context

Delivering against library values
The right to choose
Heavy readers are social readers

Source: Pew Research Center
The right to choose

Change in Library Website Use, 2012-2015

Check or Pay Fines
Borrow or Download an E-Book
Read Reviews or Get Recommendations
Use Database
Conduct Research or Get Homework Help
Renew Item
Place Holds
Search Catalogue

Source: Pew Research Center
The right to choose
“Letting” me share

As a voracious and well-educated reader just entering the twilight of my life, the opportunity to share hard won wisdom obtained through books and hard experience with younger adults and teens, makes life richer for me, and hopefully for others through me. Thank you for yet one more opportunity to communicate.

I love this new site. LOVE the community feature. So happy I’m actually tweeting you. But booklovers love to share and I’ve always wished I could leave comments for my fellow patrons. So very excited.

It’s not about showing how smart or how witty you are. It’s that if enough people say a book is good, maybe people will read it,’ he explains. ‘It really feels like holy work, talking about good books.

I would say this website is the best. It lets me share my ideas. Thanks for making this possible.
Motivating readers
Peer affirmation is key

The perception of peer support is positively related with school outcomes and adjustment (Buhs & Ladd, 2001)


and prosocial behaviours (Wentzel, 2004)

Young people who are encouraged to read by their friends a lot are nearly twice as likely to enjoy reading and are nearly three times more likely to say that they think reading is ‘cool’.
Forming identity
The unbearable whiteness of librarianship

Yep, I'm still harping on that theme of the stark lack of diversity in librarianship. For a profession that claims Diversity as a core value and declares that "We value our nation's diversity and strive to reflect that diversity by providing a full spectrum of resources and services to the communities we serve" to be so lacking in diversity is
Inclusion

Gender, Race, and Age of Librarians and Users Have an Impact on the Perceived Approachability of Librarians

Dominique Daniel

Abstract

Objective – To assess how the age, gender, and race characteristics of library users affect their perceptions of the approachability of reference librarians with similar or different demographic characteristics.

Design – Image rating survey.

Setting – Large, three-campus university system in the United States.

Subjects – There were 449 students, staff, and faculty of different ages, gender, and race.

Methods – In an online survey respondents were presented with images of hypothetical librarians and asked to evaluate their approachability, using a scale from 1 to 10. The images showed librarians with neutral emotional expressions against a standardized, neutral background. The librarians’ age, gender, and race were systematically varied. Only White, African American, and Asian American librarians were shown. Afterwards respondents were asked to identify their own age, gender, race, and status.

Main Results – Respondents perceived female librarians as more approachable than male librarians, maybe due to expectations caused by the female librarian stereotype. They found librarians of their own age group more approachable. African American respondents scored African American librarians as more approachable, whereas Whites expressed no significant variation when rating the approachability of librarians of different races. Thus, African Americans demonstrated strong in-group bias but Whites manifested colour blindness – possibly a strategy to avoid the appearance of racial bias. Asian Americans rated African American librarians lower than White librarians.

Conclusion – This study demonstrates that visible demographic characteristics matter in people’s first impressions of librarians. Findings confirm that diversity initiatives are needed in academic libraries to ensure that all users feel welcome and are encouraged to approach librarians. Regarding gender, programs that deflate the female librarian stereotype may help improve the approachability image of male librarians. Academic libraries should staff the reference desk with individuals representing a wide range of ages, including retirees, and those whose traditional age students find most approachable.
Wow! The movie was very powerful. Can't wait to read the book and watch the extras.

Magnificently disturbing! Powerful and maybe a bit predictable but the ability to laugh with the cast at times but shook my head at the unsettling dilemma this child had to endure. "Precious" is an overweight 16-year-old illiterate black girl that lives in Harlem with her welfare-dependent, abusive mother. She has one autistic daughter (who lives with her grandmother) and is pregnant with another child, both from her mother's boyfriend, who is also her father.

Stunning performances - great film.
Whatever the political agendas of Oprah Winfrey and Tyler Perry are for this movie, I don't like it and don't respect it. This movie is probably Oprah's justification for why she is the sellout she is today period. Yes it is well acted (especially by Monique) but I feel like it really throws poor black people in real life that's been in poverty all of their lives under the bus. This really makes poor black people in real life look worse than they already are period. It's time for poor black people in real life to catch a break so to speak, not more insults to their injuries. What this film should have accomplished but clearly didn't is the encouragement and eventual reality of black people of all backgrounds coming together and loving one another worldwide period, but I digress!!!!!!!!!!!!!!!!!!!!!!!!!!!
As an aging member, who is not a big fan of change, I complained when you redesigned your website. I am now applauding the change and am thoroughly embarrassed over my selfishness. I use the new site to its max, creating lists and following members lists for future viewing. In your earlier response to my original complaint, you said give it time, you'll get used to it. Truer words have been spoken, so thank you for that and I apologise for my ranting in the past.
User data can help libraries improve service design
Library goals

- The right to choose what we share
- Free expression
- Motivating readers
- Meaning making
- Inclusion
- Community
- Digital literacy & privacy literacy
- Service analytics
We need principles that allow us to
1. Serve our patrons, and
2. Uphold library values
Privacy Principles for a Connected Library
Privacy Principles

1. **Purpose** -- articulate the purposes for which user data may be collected.
2. **Consent** -- gain user consent for the collection, use, or disclosure of user data.
3. **Choice** -- allow users to choose services they enable with their data.
4. **Control** -- give users the ability to view, correct and modify their personal data.
5. **Transparency** -- make specific information about the collection and handling of personal information and user-created content easy to access.
6. **Limiting Collection** -- the collection of personal information is limited to that which is necessary for the purposes identified.
7. **Limiting Disclosure** -- personal information is not used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law.
8. **Security** -- security safeguards appropriate to the sensitivity of the information are utilized.
9. **Responsiveness** -- users can expect a response from the designated Privacy Officer to questions regarding compliance with the above principles.
10. **Chain of Accountability** -- organizations must accept responsibility for personal information under their control, and require the same accountability from their service providers.
5 Foundational Principles

1. **Purpose** -- articulate the purposes for which user data may be collected.
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5 Operational Principles

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10. **Chain of Accountability** -- organizations must accept responsibility for personal information under their control, and require the same accountability from their service providers.
Patron data is for patron services:

- Direct services -- patron-requested services
- Indirect services -- service design and measurement
Consent

1. Purpose -- articulate the purpose.
2. Consent -- user consent is important.
3. Choice -- allow users to make choices.
4. Control -- users must be in control.
5. Transparency -- specific information and user-created data.
6. Limiting Collection -- the necessary for the purposes identified.
7. Limiting Disclosure -- personal data to those for which it was collected.
9. Responsiveness -- users of data.
10. Chain of Accountability -- under their control, and required.
Control

What and why

- No data required to enter and read
- Some data is needed to process basic transactions in the ILS
- More data allows patrons to keep personal records and share reviews
Control
A spectrum of engagement is offered to the user

Little mediating technology

More mediating technology
Control

What and why

- No data required to enter and read
- Some data is needed to process basic transactions in the ILS
- More data allows patrons to keep personal records and share reviews
Transparency

1. Purpose -- articulate the purpose
2. Consent -- user consent is necessary for the purposes identified
3. Choice -- allow users to make informed choices
4. Control -- users must be able to control their data
5. Transparency -- specification information and user-created data
6. Limiting Collection -- the types of data are necessary for the purposes identified
7. Limiting Disclosure -- personal information is disclosed only to those for which it was collected
8. Security -- security safeguards
9. Responsiveness -- users are able to ask questions regarding compliance
10. Chain of Accountability -- information is under their control, and requires consent
Collection

Tailored to
- Purpose
- Consent
Disclosure

Tailored to

- Purpose
- Consent
4.4 Marketing.

Where it is in accordance with your marketing preferences, we may use your Personal Data to contact you in the future for our marketing and advertising purposes, including without limitation, to inform you about services or events we believe might be of interest to you, to develop promotional or marketing materials and provide those materials to you, and to display content and advertising on or off the Services that we believe might be of interest to you. In particular, Organizers should note that we may use information we receive or collect regarding Attendees (including without limitation via an Organizer’s event registration page) in accordance with the terms of this Privacy Policy, including in the manner set forth above.

OverDrive also uses Google AdWords for remarketing. For more information on Google AdWords, please visit https://www.google.com/adwords/.
Data flows
What Data Affects Patron Privacy?

Personally-identifying information
What Data Affects Patron Privacy?

Personally-identifying information

+ 

Related activity
Data elements used by BiblioCommons

ILS data
name
library barcode
patron ID
PIN
email address
day, month and year of birth
mailing address
phone number
lending transactions
recently returned titles
Search queries
Search results
IP address
Data elements used by BiblioCommons

**ILS data**
- name
- library barcode
- patron ID
- PIN
- email address
- day, month and year of birth
- mailing address
- phone number
- lending transactions
- recently returned titles
- search queries
- search results
- IP address

**Additional data created by BiblioCommons**
- library affiliation
- BCID
- user name
- user content that is shared
- user content that is marked private
http://sno-isle.org
https://sno-isle.bibliocommons.com/
The web of data
https://sno-isle.bibliocommons.com

Anonymous data

Only activated by patron

Syndetics

Google Analytics

Crazy Egg

Amazon Web Services

Facebook Connect

Facebook Impressions

cor-liv-cdn-static.bibliocommons.com

cor-cdn-static.bibliocommons.com

fonts.estatic.com
Privacy FAQs
Privacy FAQs

1) If I want to buy a new car and I search my library’s online catalog for a book or article on the safest minivans, will I then get ads for cars when I’m on Facebook, doing my online Sudoku, etc.?

2) If the library collects IP data, doesn’t that mean it can trace actions back to me, personally, based on the personal device I was using? What about if I was on a computer at the library, could someone figure out using that IP data, combined with the computer booking system data, what I was researching?

3) If there’s a “like” or “share” link embedded on my library’s website pages, and I share information to my Facebook account about an upcoming library program on knitting, does Facebook now know that I am interested in knitting so that I’ll start seeing targeted ads?

4) How much of my personal information can content vendors "see." How can I be sure that one of these content vendors won't sell my personal information or use it for a purpose other than providing me library services?
Questions for Vendors

1. **Purpose** -- what personal data is collected and what is it used for?
2. **Consent** -- how is consent obtained?
3. **Choice** -- can users make choices about the services that are enabled with their data?
4. **Control** -- can users view, correct and modify their personal data?
5. **Transparency** -- how will users find information about the collection and handling of personal information?
6. **Limiting Collection** -- is the collection of personal information limited to that which is necessary for the purposes identified?
7. **Limiting Disclosure** -- is personal information used or disclosed for purposes other than those for which it was collected?
8. **Security** -- are security safeguards appropriate to the sensitivity of the information utilized?
9. **Responsiveness** -- can users expect a response from the designated Privacy Officer to questions regarding compliance with the above principles?
10. **Chain of Accountability** -- does the vendor accept responsibility for personal information under their control, and require the same accountability from their service providers?