Towards a Shared vision of Privacy Protections in Public Libraries

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This half-day hybrid workshop dedicated to patron-privacy protections in public libraries welcomes all participants who are public librarians, information technology experts, or academic researchers interested in data privacy. The workshop will be led by Prof. Masooda Bashir who was recently awarded an Institute of Museum and Library Services (IMLS) /National Leadership Grant (NLG) to study this topic. Workshop participants will learn about new research in this field, hear from experts on their approaches to patron privacy, and have an opportunity to discuss possible steps forward for public libraries in the United States. We are excited to feature the following library privacy experts: **Alison Macrina**, Director of the Library Freedom Project, **Bill Marden**, Director of Privacy and Compliance from the New York Public Library, **Celeste Choate**, Executive Director at the Urbana Free Library, and **Marshall Breeding**, Independent Consultant and Founder of Library Technology Guides, to share how different libraries, with varying clienteles, deal with patron privacy concerns. Workshop discussions will culminate in a draft for an open-access guide that identifies the specific challenges public libraries face in protecting patron privacy, lists best practices, and establishes a network of collaborators who will develop a shared vision to tackle this problem. In short, this workshop aims to support public libraries' ongoing efforts to promote equitable access to information and safeguard users' privacy, particularly for low-income populations and minority communities, who are often both frequent users of public-library digital resources and at risk for violations of their personal privacy. The workshop will be available to attend virtually or in-person. Additional registration fee applies.

<u>**Workshop Agenda**</u>

1:00 – 2:00 p.m.: Introduction

Dr. Masooda Bashir will present an overview of the workshop and research findings from her IMLS/NLG project focused on public-library patron-privacy protections.

2:00 – 3:30 p.m.: Presentations and Panel Discussion

Invited speakers with diverse expertise will present on their patron-privacy-related experience and the challenges they have faced in this arena. Following the presentations, the panel will discuss and answer attendee questions.

<u>Alison Macrina, Director of Library Freedom Project</u>

- **Presentation title**: Creating Privacy Culture: Library Freedom Project's Approach
- **Abstract**: Library Freedom Project is a community of practice for library workers working towards creating privacy culture in our libraries. Director Alison Macrina will discuss LFP's approach and the work of our members in expanding privacy for library communities across the country.

<u>Bill Marden, Director of Data Privacy and Compliance at the New York Public Library</u>

- **Presentation title**: Changing the Tires on a Moving Car: The Making of NYPL's New Privacy Policy
- **Abstract**: Amidst the enormous changes in the world of privacy over the last five years— from the Cambridge Analytica scandal, to new privacy laws in the U.S. and Europe, to changing consumer expectations—this talk will focus on NYPL's recent, year-long effort to revise its 2016 privacy policy.

Bill Marden has been the Director of Data Privacy and Compliance at The New York Public Library since 2015. He came to the position with almost 20 years of policy, regulatory, and compliance experience at some of the world's leading financial institutions including Citigroup, JPMorgan Chase, and UBS.

Prior to his time in the financial world, Bill was a librarian in both the public and private sectors, including six years as books and manuscripts curator for the Frederick R. Koch Foundation, now

housed at Yale's Beinecke Library. He also interned at the Pierpont Morgan Library while studying for his MLS, which he received from Columbia University.

As a former chairman of the ALA's Privacy Subcommittee, Bill holds a Certified Information Privacy Professional (CIPP) certificate from the International Association of Privacy Professionals and is currently completing his J.D. degree at the City University of New York School of Law.

Celeste B. Choate, Executive Director of the Urbana Free Library in Urbana, Illinois

- **Presentation title**: Privacy Practices and Challenges in Public Libraries
- **Abstract**: The Urbana Free Library serves a community of over 40,000 people in a university town. Library staff balance striving towards privacy ideals and the practicalities of implementation. We will discuss real life privacy practices and challenges faced while serving this community, as well as resources available and areas for growth.

Celeste Choate received a MILS from the University of Michigan and has worked in public libraries of different sizes for 28 years in two states. She has spoken on public library issues national and internationally, and has contributed to three books.

Marshall Breeding, Independent Consultant and Founder of Library Technology Guides

- **Presentation title**: Online Privacy: Assessing Library Performance via their Public Websites
- **Abstract**: Indicators of the protections that a library takes to protect the privacy individuals as they use its virtual services can be seen in how they deploy their public websites. Not employing HTTPS communications enables sensitive data to be intercepted, including texts used in search queries, results retrieved, and even items viewed or downloaded. Other indicators include placement of analytics and advertising trackers which transmit session data to external servers. This portion of the workshop examines these issues and presents data gathered through scanning public library websites. The methodology of the data gathering includes a comprehensive list of public library website URLs and a Perl script which fetches and parses each library's home page to collect relevant privacy and security elements.

3:30 – 4:15 p.m.: Small Group Discussions

Small group discussions will focus on the following topics:

- Training library staff in patron privacy protections.

- What securing patron privacy means for IT workers in public libraries.

- Suggested directions for future work regarding patron privacy protections in public libraries.

4:15 – 5:00 p.m.: Conclusion

The workshop will conclude with soliciting feedback from the larger group to develop a preliminary list of suggested steps for public libraries and forming collaborative teams that can further pursue these ideas.