

Data, Privacy, and Identity Card Game

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Audience

This card game was created for students in either computer science courses or liberal arts courses to help them think about the relationship between data, privacy, and identity.

Learning Goals

- Gain awareness of the different types of data collected and stored during online and assumed-to-be offline activities
- Reflect on the ways different types of data, and combinations of data, can reveal more about our identity than we might be aware or be comfortable with revealing
- Consider how the perception of harmless data collection changes when viewed through the lens of different identities
- Talk about the types of data users have no control over and are “essential” to the functioning of the tools
- For CS students: discuss the protection of identities and privacy when determining “essential” data for software and services

Identities and Topics

The identities you discuss with students will drastically change the focus of the conversation. We used the game to discuss data collection as a form of systemic racism ([details here](#)). The identities can be used to discuss privacy in general, intersectionality, international human rights, journalism, dissent, etc. depending upon your course focus.

Gameplay

- Ask students to note privately on a piece of paper their response 1 prompt appropriate for their prior knowledge and particular focus of your activity:
 - Is privacy important? Why or why not?
 - Is there a relationship between data collection and systemic racism?
 - Who gets to view my messages?
 - How do I know if my communication is private?
 - What type of activity need to be private?
- Round 1, in pairs/small groups, ask students to sort data cards into different privacy levels:
 - Not collected/stored
 - Collected/stored but I can't control sharing preferences
 - Collected/stored but remains private to me and the company/organization
 - Collected/stored and I choose who sees this information
 - Collected/stored and totally public
- Debrief with group
 - Were there any data cards that surprised you?
 - Were there any disagreements in your group about where to put the different data cards? If you are comfortable, please share why you had different privacy preferences.
 - How do you feel about data being collected about you, but not under your control?
 - Would you change your answers if it impacted your ability to use some of the tools? (For example, Amazon giving you recommendations, Netflix sharing new content, Twitter listing posts/people you might like, etc.)

- Are you comfortable with some of the data being collected by a company more than the government? Why or why not? This is a chance to talk about data sharing between government and corporations.
- Round 2, in pairs or small groups, give each group an identity card found on page 2 of this doc or use an identity suggested by your students. Replay Round 1, but through the lens of the assigned identity. Round 2 can be played several times and revisited frequently as it relates to current events.
- Debrief with group
 - Did any of your privacy selections for the data change significantly from Round 1 to Round 2?
 - How does identity impact your decision to share or not share data?
 - Would you consider privacy a right or a privilege?
 - For those willing to share, has your view on privacy changed from what you wrote on your paper?
 - We discussed the connection between privilege and comfort with data collection. If some of us are privileged by systematic data collection (in the form of better recommendations and more efficient tools) while some of us are harmed by data collection (in the form of profiling and exclusion from opportunities or inclusion on watch lists) how do we understand data collection and use to be unequally experienced?
 - How is data collection a form of power? This opens the discussion to our ability to collect data about the government vs their ability to collect data about us. This provided an opportunity to talk about the Third Party Doctrine and how corporations act as a proxy for the government.

For a more visually appealing/organized/easier-to-print version, [please visit this edit created by Michael Darfler](#). Thank you!

Not collected or stored	Collected/stored but I can't control sharing preferences
Collected/stored but remains private to me and the company/organization	Collected/stored and I choose who sees this information

Collected/stored and Totally Public	Identity: White teenager in the US
Identity: Black Lives Matter supporter	Identity: Immigrant with pending citizenship application
Identity: Queer student who is not out to their parents	Identity: Family member of someone on a no-fly list
Identity: Friend of someone selected for California's gang database	Identity: State attorney general
Identity: Tech company executive	Identity: Counter intelligence agent

Netflix watch history	Amazon purchase history	Locations you've been to based on phone's GPS
Computer IP address	Personally identifying information (name, address, phone, etc.)	Gender
Sexual orientation	School records (grades, academic sanctions, teacher's reports, etc.)	Insurance claims
Prescription drug history	IMs to/from best friend	Twitter DMs
Lurking on crush's Instagram page, even if you didn't like/click anything	Photos and videos in iCloud	Content of your emails
Your snaps	Any purchase made with your debit/credit card	Metrocard swipe history
Tolls visited and paid by EZ Pass or cashless toll by license plate	Youtube watch history	Google search over the last 6 months (even in Incognito mode)
Websites visited over last 6 months	Call log history from phone in the US	Public and private posts in Instagram
Facebook Ad profile based upon your online behaviors	IMs to/from significant other	Tinder/Grinder swipes
Sex assigned at birth	Legal name	Transcript of game chats

A list of your online pseudonyms	Religion	National origin
Political affiliation	Location you've been to based upon your car's built in nav system	eBooks in your reader
Pornography viewing history	Conversations had in front of your smart device (TV, coffee pot, etc.)	Your fingerprint
Library books checked out	Drug store purchases	Tax and donation records
Credit report	Uber/Lyft/Via Rides	Keystrokes and other actions performed on a work-owned or school-owned computer
Google Drive content	Location and movement patterns	Books & articles you've read (Amazon, nytimes, etc.)
Type of device you use to access websites	Ads you've clicked on	Family members nationally and internationally
Unsent draft emails	Credit Score	International call log from your phone
Political donations to candidates	Political donations to super pacs	Comments on websites like YouTube
Sites you have accounts with	Your gait (how you walk) pattern	Reddit threads read/commented on

Webcam footage from your laptop	List of public wifi hotspot connections	WebMD search/clicks
Personal calendar	Articles in your RSS feed	Facebook “ethnic affinity” ad profile
Bank account statements	Charitable donations	Childhood photos
Default language settings	Professional associations/memberships	Facial recognition data