What is the Role for Publishers in Protecting Privacy?
The NISO Framework for Patron Privacy

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About NISO

- Non-profit industry trade association accredited by the American National Standards Institute
- Mission of developing and maintaining technical standards related to information, documentation, discovery and distribution of published materials and media
- Volunteer driven organization: 200+ members and 400+ contributors spread out across the world
- Responsible for standards like ISSN, DOI, Dublin Core metadata, DAISY digital talking books, OpenURL, MARC records, and ISBN
Protecting privacy is deeply embedded in librarianship and library services
“III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.”

Code of Ethics of the American Library Association
But how many of you are librarians?
That worked well in a world where the library looked like this

Leeds Library by Michael D Beckwith on Flickr
But Libraries more often look like this

Servers, switches, Chris, and such on Flickr
Most Library/Information Services Take Place in the Cloud

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Why might a publisher want to protect patron’s privacy?
You may feel it’s the right thing to do

AND...

It sets you apart from the competition

You may be legally obliged to do so

Customers may include it in the licenses

You may want to avoid legal liability
Privacy is a very nuanced concept
Not all privacy issues are hacks
Not all breaches are malicious
Not all data sharing is inappropriate
Can we build a framework to protect patron privacy that is based on consensus that simultaneously recognizes the nuances with this issue?
NISO Initiative on Privacy of Patron Data in Information Systems
NISO initiative generously funded by:

[Image of the Andrew W. Mellon Foundation logo]
Goal: Establish a consensus framework of principles that proscribe how information systems should respect the privacy of patron data.
Virtual Discussions

- Patron privacy in library systems
- Patron privacy in vendor systems
- Patron privacy in publisher systems
- Legal frameworks for patron privacy
San Francisco, June 29-30, 2015
Preamble
1. Shared Privacy Responsibilities
2. Transparency and Facilitating Privacy Awareness
3. Security
4. Data Collection and Use
5. Anonymization
6. Options and Informed Consent
7. Sharing Data with Others
9. Supporting Anonymous Use
10. Access to One’s Own User Data
11. Continuous Improvement
12. Accountability (Between Library and Vendors)
Glossary
What are the next steps?
More information:

www.niso.org/topics/tl/patron_privacy/
Thank you!

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