Library Values & Privacy in our National Digital Strategies:
Field guides, Convenings, and Conversations

The UW-Milwaukee Center for Information Policy Research, Data & Society, ALA's Office of Intellectual Freedom, and New York Public Library are partnering to seek a National Forum Grant to create ways for the library community of practitioners, advocates, and scholars to learn, gather, and discuss what the library value of privacy means in the digital world, and to create a roadmap for building national digital strategies that are responsive to patron needs and privacy preferences. Our aim is to bring together various disparate groups of library practitioners, administrators, and advocates, along with technology, policy, and privacy experts, to discuss library values in the digital space, and derive strategies for what libraries can be doing in the data privacy space to both support their community as well as protect the library value of privacy.

Our Current Environment

Citizens have become more concerned with their online rights, despite what some tech leaders would say. The desire for more privacy security played out recently with Apple's decision to protect consumer's privacy. Due to consumer demand and international pressure, more technology companies and digital services are talking about privacy and claiming to design for it. As libraries continue to build their national digital platform and critically engage with digital tools, how are we considering our users' concerns and library values like privacy into our in-house tools, open source products, and licensed resources? How are we using patron engagement with our digital presence as moments to showcase digital services and tools that consider users' rights and needs in a more nuanced way?

Now, more than ever, privacy-related projects in librarianship are funded, conferences include privacy topics in their themes, and many parts of the library community are talking about privacy. Funded projects like the Library Freedom Project and the Digital Privacy Project focus on staff training and technical support for libraries. The NISO Consensus Framework for Patron Privacy brought together librarians, publishers, and library service providers to begin discussions around patron privacy in licensed products. ALA and its members celebrate Choose Privacy Week each year, engaging in policy and practical questions, bringing in speakers and creating guidelines for digital content and initiatives. Researchers have studied licensing language for third party use of patron data and the potential behavior change of patrons and library staff after online privacy and security training.

At the same time, we have teams of people in libraries and in partnership with libraries who are part of building the national digital platform or who are licensing e-content and tools on behalf of libraries. As libraries build more in house tools, utilize open source software, and license tools and services as part of their digital presence, the profession needs to be having these conversations across technical, social, legal, and ethical topics. Within these digital areas, we have the capability to consider our changing society and patrons' choices around their online privacy.

We see a gap in the conversations we are having about privacy and our digital presence - a knowledge gap, a lack of shared vocabulary, disparate skillsets and varied understanding. This gap prevents inclusion across the profession and lacks clarity for those responsible for building tools and licensing products. Further, it prevents a complete conversation about how current society's technological and social changes impact our values, our work, our national projects like a national digital platform and presence and therefore many of our interactions with those outside of libraries. We need a place and shared readings to help up scope the conversations.

Project Activities & Outputs

The goal of this project is to create ways for the library profession broadly to discuss what the value of privacy means in the digital world and to create a roadmap for how to build our national digital platform, keeping in mind consumer and patron needs and privacy preferences. This project has two parts and several outputs.

Part one involves developing a series of field guides that clearly lay out important privacy and security issues relevant for libraries developing digital strategies. These guides will provide an overview of the digital

tools/environments, outline key implications for the library value of privacy, and provide an environmental scan of what is currently happening across various communities to address these concerns. Possible field guide topics include: internal library information systems, third-party library software systems,, cloud-based library systems, public internet and wifi services, licensing of digital content, data security, government information requests, and social media strategies.

Following the release and discussion of the field guides, part two of the project will be convening the Library Values & Privacy in our National Digital Strategies Summit. This gathering would bring experts from inside and outside of the library community to talk about data privacy and security. With field guides in mind, the goal becomes creating a roadmap for librarians, library associations, and funders.

During this gathering we hope to spend time asking what is the role of privacy in the library value system today with these new and emerging issues? What can be done on the ground as we build out our digital platform to ensure library values are included in the tools we build and the material we license. And, how do we use our digital platform to inform our communities about their online privacy. If awarded this grant, we expect our timeline would look like this:

- June, 2017 - Grant begins and meeting at ALA to brainstorm topics for field guides
- July, 2017 - March, 2018 - Field guides released
- January, 2018 - Discussions/presentations at ALA Midwinter
- March, 2018 - Libraries & Privacy Summit Gathering
- May 31, 2018 - Final report due

Impact

If the goals of this project are met, there is great potential to create a new shared vision of library values in the digital space. This could impact how we build digital services, how we license materials from third parties, and how the library profession influences their partners in other fields.

Project Team
- **Bonnie Tijerina** is a researcher at Data & Society, a research institute in NYC. There, she works on projects related to online privacy and ethics in data research. Prior to that, Bonnie worked in libraries for over a decade.
- **Michael Zimmer** is an Associate Professor in the School of Information Studies at the University of Wisconsin-Milwaukee, where he also serves as Director of the Center for Information Policy Research. His research focuses on online privacy, the ethical & policy dimensions of social media & internet technologies, libraries & privacy, and internet research ethics
- **Deborah Caldwell-Stone** is the Deputy Director for the American Library Association's Office for Intellectual Freedom, where she does research, education and professional development projects for ALA's intellectual freedom programs.
- **Bill Marden** is New York Public Library's first Director of Data Privacy and Compliance. He comes to NYPL with more than 15 years of policy, regulatory, and compliance experience at some of the world's leading financial institutions.

Budget

In order to convene and prepare field guides, we estimate a need of $96,463. An allocation of around $6,500 will be used to extra hotel nights and catering for the ALA Annual project launch meeting of approximately 20 participants, and $18,000 for travel, food and logistics for 30 participants to attend the Library Summit hosted by Data & Society. $46,578 will be used toward salaries to organize the Summit as well as smaller discussions at ALA Annual, conduct background research, and co-author the field guides. $6,000 will go towards organizers' travel to ALA Annual and the Library Summit. Indirect costs calculated at 32% of MTDC, reflecting UW-Milwaukee's DHHS federally negotiated rate, are $19,385.