

**What was the  
number one song the  
day and year you  
were born?**

**Drop you answers in  
the chat!**



# Media Literacy Education for Adult Audiences: Navigating Data Privacy and Security

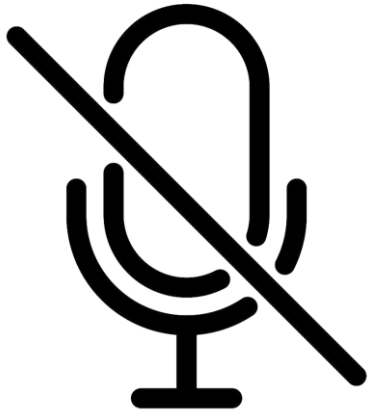
Nathan Wittmaier, Library Systems Manager  
Erin Kennedy, Digital Innovation Manager

# Announcements

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- Today's webinar is a presentation of ALA's Public Programs Office and is the second session of five in our *Media Literacy Education for Adult Audiences: Architecture of the Internet* webinar series.
- This project was made possible by the Institute of Museum and Library Services grant number LG-13-19-0089-19.
- Please visit [ProgrammingLibrarian.org](http://ProgrammingLibrarian.org) for program ideas and more free webinars.





Only the presenter has **microphone** access. Enable captions by clicking on “Show captions”.



Use the **Q&A** to ask questions of the presenter or ALA staff. (This includes technical questions.)



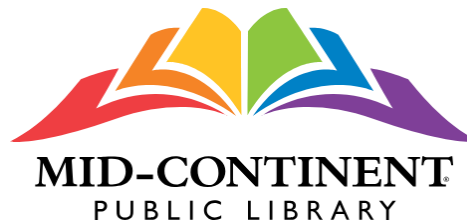
Use the **CHAT** to talk with your peers.

# Today's Presenters:

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**Erin Kennedy**  
Digital Innovation Manager



**Nathan Wittmaier**  
Library Systems Manager

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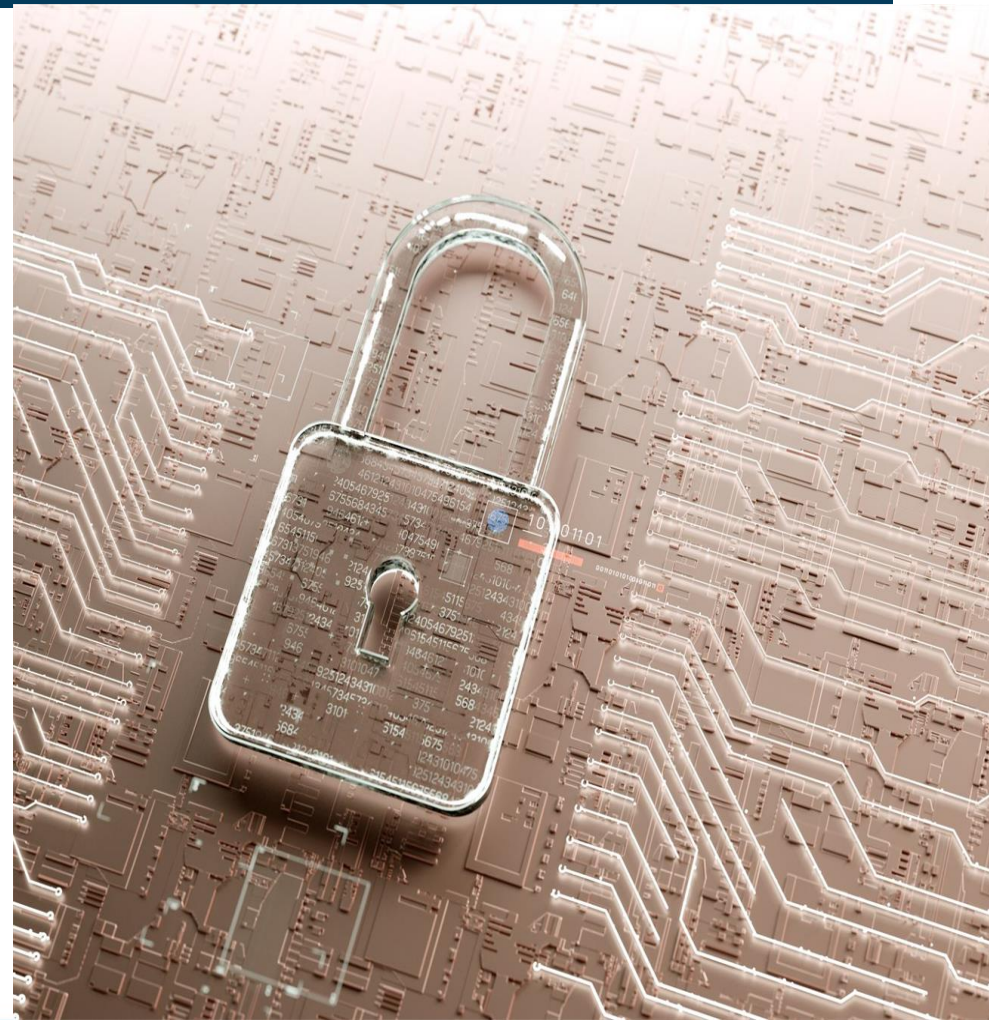
# Agenda:

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- Understanding Data Security and Privacy in Libraries
  - Laws, Regulations, & Secure Systems
  - Secure Behaviors: Staff
  - Secure Behaviors: Patrons
- Role of Media Literacy in Data Security and Privacy
- Strategies for Library Staff & Patrons

# Understanding Data Security & Privacy in Libraries

- Data security is essential to intellectual freedom
- Privacy, data security, and intellectual freedom are interconnected
- Understanding secure systems + secure behavior = data security







# Privacy Laws and Regulations

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# Privacy Laws & Regulations

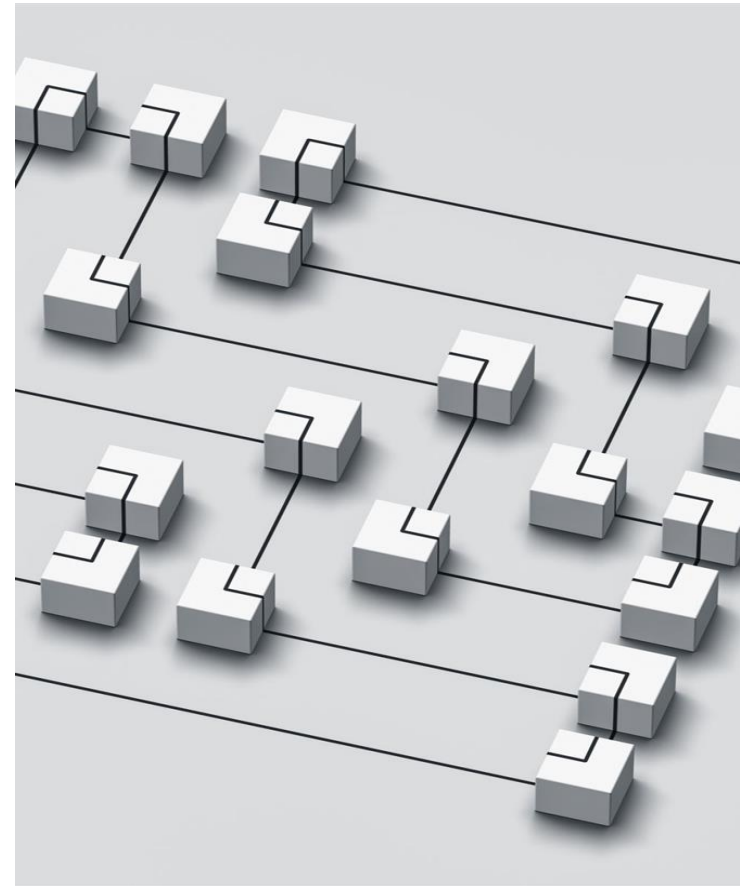
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- Speed of government vs tech companies
  - Govt data literacy vs tech company data literacy
- EU's General Data Protection Regulation
- California Customer Privacy Act

# Secure Data Systems

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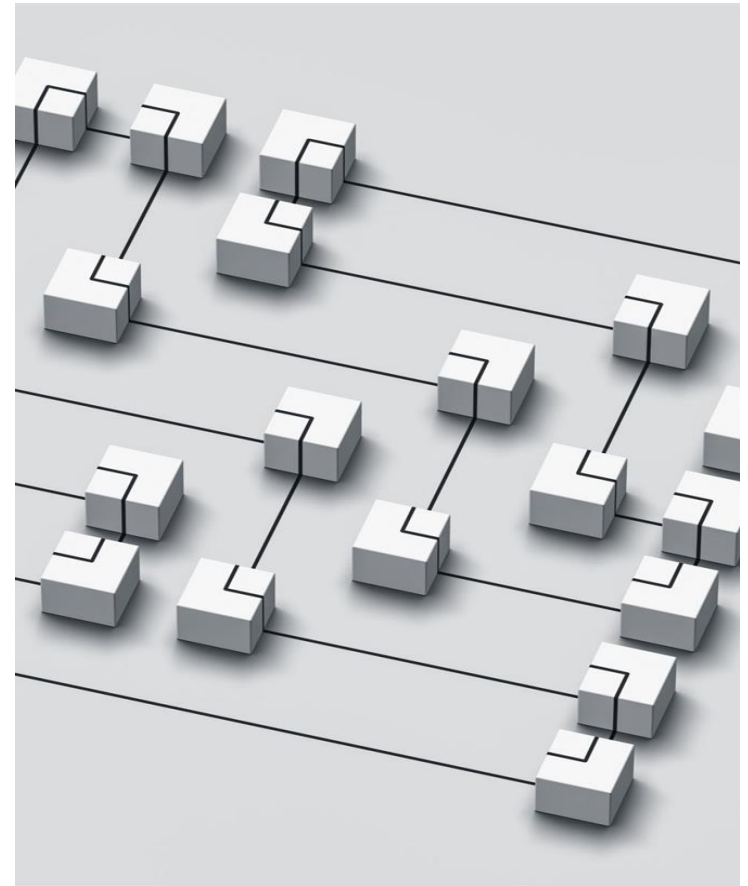
- ITIL Framework
- Single Sign On with email or document storage provider
- Two-Factor Authentication
- Permissions-based access
- Limit need to download files with private information



# Secure Data Systems

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- Can't lose what you don't have!
  - OBI example – response to MO changing legal landscape
  - Privatize reports in Symphony



# Secure Behaviors: Staff

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- Privacy policies
- Passphrases
- Password expirations
- Staff understanding of discoverable data and how to manage securely
- Risk assessment

# Secure Behaviors: Patrons

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- Privacy policies
- Data and public devices and wi-fi





# Patron Privacy

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# Convenience & Privacy: A Balancing Act

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# Role of Media Literacy in Data Security Awareness





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- Understanding how data is collected, stored and used is critical to information literacy
- You are the product in the attention economy!
- Cookies and trackers
- Identifying Traps and scams
- Personal data management and protection
- All depends on behavior

# Strategies for Staff

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- Staff is your frontline response! Both for protecting the organization and patrons
- Staff discussions and in-services – embed an all tech education
- Test social engineering attacks and phishing emails
- Results from MCPL’s phishing test in 2023 (N=784)

 Deleted the message (Solid number, good Job!)	58%
 Used the “ <a href="#">Report Message</a> ” feature in Outlook to reported the message as “Phishing”.  (Great job rockstars!)	14%
 Clicked the link in the message	28%
 Supplied credentials (compromised account)	20%

# Strategies for Patrons

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- Partnerships
  - Outside expertise
  - Example – FBI
  - Local resources – tailor to your community (local govt resources, schools/universities, tech groups etc)
- Classes and programs – embed into all
  - Data privacy and security education should not be a one time event
  - Multigenerational patron engagement
- Educational materials
  - Bookmarks, pamphlets etc.

The background of the slide is a teal color with a repeating pattern of colorful speech bubbles. Each bubble is a different color (red, yellow, purple, grey) and contains a white question mark. The bubbles are scattered across the entire page.

# Q&A/Discussion

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# Please join us for the rest of the series!

## Media Literacy Education for Adult Audiences: Free Webinar Series

*ALA Public Programs Office*

Sep 16, 2024

What determines the information that shows up in online search results? Why do results vary from person to person when the same search terms are used? Why do vacation ads appear across different websites after searching for a travel agent? The answers to these questions point to a set of structures that affect the information we all see and find online.

Join us for the Media Literacy Education for Adult Audiences: Architecture of the Internet webinar series, a five-part series that will focus on shedding light on the often-overlooked aspects of the internet that

<https://bit.ly/media-lit-series>

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