

TITLE: Globalization of Personal Data
GROUP: G2, Budapest, Hungary – Consumers & Citizens
DATE: December 14, 2004

PARTICIPANTS:

- Katalin
- Györgyi
- Márton
- Kornél
- Attila
- György
- Dóra
- Alinka
- Árpád
- Éva

R: My name is Dora, I'm 21 years old. I go to university and I study foreign affairs at university.

M: Which year?

R: Well, it's complicated because I am in the first year now, but at the same time second year as well. So this really fills all my time.

M: Thank you very much. Is that all? Okay, thank you, Dora.

R: My name is Gyorgy and I retired three years ago and originally I used to deal with the environmental issues. And as we all know, if you want to do environmental things, you cannot live, but if you talk about it that might be better. Because I have

a lot of free time, in principle this means that I actually don't have time for anything. My grandchildren fill my time. The smaller one is in second grade. So they are quite small and I have a lot.

M: So you have a great deal. You have your family.

R: Yes, I go shopping with my daughter and when I have some time I go fishing, with more or less success.

M: Thank you. Alinka?

R: Yes, my name is Alinka and presently I am a PhD student at university. I major in history of literature. So it's a PhD course and so I work full time and I major in Hungarian and Latin and I have a three year old little son, so all my time left is spent with him.

M: So you are quite busy then.

R: Yes.

R: My name is Arpad, I'm 46 years old. I have a 20 year old daughter and a 22 year old son. And I work for the company of one of my friends and I spend my free time with hiking and travelling if I can, just briefly.

R: My name is Eva and I'm 56 and I have house problems, but I work as a manager for an insurance company. My husband is an office leader for an insurance company. Also we have two children. They both go to school.

R: My name is Katalin. I'm 36 years old. I have two little children, three and four years old.

M: Boys or girls?

R: One boy, one girl. So I spend all my time at home. And my son has some problems so we always have to go to therapy with him. That's all.

R: My name is Gyorgyi. I have a five and a half year old daughter, so since she was born I have been at home. And I am also living together with my mother. So my passion, my hobby and all my life and time is my family. We do and spend all our time together.

R: Marton, I am 23. I am a student, environmental and water management technician. I am going to become one at the end of the year. And I like playing football, doing sports, and I agree with the environmental aspects that he mentioned.

R: My name is Kornel. I am 30 years old. I work for an information technology company. My hobby is the guitar, but that's just to entertain myself.

M: What kind of music?

R: Rock music, various kinds.

R: My name is Attila, 29, almost 30 years old. And now that we have heard so much about children, I am going to have one in March. I deal with process analysis. I work for a big company.

M: Do you know whether it's going to be a boy or a girl?

R: A boy. At least as far as we know.

M: It depends on you.

R: You mean it did depend on me, because it's already decided,.

M: Thank you very much. And I suggest we start right away. But before actually starting with my questions I would like to ask you something. If you take the little boards that I gave you, I would like to ask you to fill the first page. I would like to know your Christian name and your age and when this is done, please turn the page and my first question of mine would be, is to put down what you think of when you first hear the word 'privacy'.

R: Should it be words or...

M: Yes, it can be words or shorter sentences or the way you would like to put it. It doesn't have to be a definition. Really just whatever comes to your mind first. It can be emotions, ideas, words. Privacy.

R: It's interesting that what comes to mind...

M: We are going to talk about it later on, okay? Sorry to say that, it's just that now we should work silently if possible.

(Respondents fill out questionnaire)

M: Ready? Okay. So now I would like to know what you wrote for the first one.
Marton, what did you write?

R: I only put down words. Citizen's rights. And it also came to my mind to put down being unprotected.

M: Okay, Alinka, what did you write?

R: To privacy I put down, protection, or assurance that my data will only be used for one specific purpose and no other purpose whatsoever. So that your data should not be used for anything else. Personality rights. I think our rights should be protected. Here I think of various, like phone calls late in the evening or advertising companies, when they call you and leaflets and advertisement material.

M: What about the late evening phone calls?

R: Some kind of people, they only call you late in the evening, like insurance things and stuff like that.

R: What comes to my mind, I don't know, my attitude is that my data are not secret. My birth date or my address, I don't mind if other people know that. For example, even if there is advertisement sent to me, because it might help me to find something. Or, for example, when Nestle sends me little presents. And of course they advertise their new products, but I don't have any problems with that.

M: So you are quite calm about that, you don't bother?

R: No, no problems at all. I give me, whatever kind of offices, if they ask for my personal information, I give it away no problem.

M: Arpad, what did you write?

R: I'm not specifically against giving away my personal information. It's rather the consequences, like little things that were already mentioned here. When they tell me, write to me saying that I should sent them (inaudible) this or that, and when they send me, to my name, letters like I have won travel and send us back the key and blah, blah, blah. And I never had serious problems, it's just that I'm quite nervous about it. It annoys me.

R: Abuse, secrecy and being unprotected. Being susceptible to kinds of abuse.

R: Somebody mentioned giving away the address, let's say if public transportation can send me the...so they send me a check. What I mean here is it's not me who is caught on public transportation but somebody else who knows my name and my data and so they tell it to the company. But I don't find it important because I never had any problems with that. I'm sure it's possible to have problems, but maybe I just think different.

R: Imagine that your salary is not sent to your account but to somebody else's.

M: Attila?

R: First, ombudsman. I really agree that this institution exists. I don't fully understand why. I didn't write much.

R: Important institution, stealing data goes back to the 18th century. Okay, I think my imagination goes quite far but I think with a personality you can do a lot of things, especially in 20 years time. Let's say if a personality ceases to exist, you make it cease to exist and then you use it for some other purposes.

M: If you had to resume in a few words...

R: I just put down, I couldn't really express it. I don't do unfair things or (inaudible) things. Probably if I was doing crimes then I would probably be more bothered, but because I live my simple life quite modestly, fortunately I have never been bothered by the whole issue.

M: Okay, let's see the next one. Eva, what did you write to security?

R: I haven't told you about privacy. So what hasn't been mentioned, I would like to say that my data, which can be in the directory, I think that's fine. Everybody can know that. You know, I'm an insurance company person, so that's public, that's okay. But certain data, personal information which I put down when I fill in a contract, like when I was born and various other things, now these data, when I ask somebody to give it away I also always sign that I am not going to do anything with it, as an insurance official. So if the contract, for example, could reveal various other pieces of information you have to hide that, you cannot give that away.

R: Security itself, I feel that when I'm within my family.

M: Okay, thank you. Gyorgy.

R: Security of the person in the street, in vehicles, etc. The security of my goods, my house, my car, etc. Then security of relatives, my wife, my children, my brother-in-law, etc. And last, but not least, security of the country. I start to fear because terrorism is more and more violent and widespread and the incredible wave of crime that has started in Hungary. Like for 20 foreign people killed in the underground. I don't know if you have heard, I think it was this very morning that, I couldn't hear the name of the city but one of the regional towns, a brown-skinned 30 year old lady - you have heard as well - killed with a knife. And a 70 year old lady saved the person. So when these things happen you really start thinking about security issues.

M: Okay, so this is what occurred to you. Let's move on. Marton, what did you write?

R: I put down beautiful.

M: Excuse me?

R: I put down nice, beautiful, because I couldn't think of anything else. I couldn't really explain what I understood by security. Now that you have mentioned the security of the country, well that also.

M: You are not so much touched by that?

R: Well, I mean it can affect the whole country, but not that much.

R: Personal and public goods, capital. Personal, so these are financial goods. Personal security and the security of my family. And in connection...the kind of security that we do not have on the Net, like on my computer anybody can access all my personal information on my own computer.

R: Home, family, financial, and spiritual security, insurance companies. Surveillance. I don't know why I thought of that. And dogs.

M: What do you mean by spiritual?

R: Emotional and psychological stability. Here I also mean home and family. I couldn't really explain it to you very specifically. But psychological stability.

R: I also put down calm life and personal security and data protection.

M: What do you mean by that?

R: As Arpad already said, I'm also quite worried about a few things like all our data, information, is on the computer and we can be accessed anywhere, especially if we use the machines. So the less you use the credit card and computer, the less you can be accessed. But if you do, if you use, then every step you make can be tracked down. We had a case like that. There is nothing really negative, but it was quite horrible. We bought some kind of cupboards in (inaudible) and it was

\$33,000 and the cashier person made a mistake and she only put \$3,000-something. We didn't quite realize. You know, we just thought, oh, that was not very expensive. But then a few days later they simply took the money off the credit card of my husband. I mean of course it's right, because that was the real price of the furniture, but they didn't let us know. They just simply took the money off the account, which is unfair.

M: Statistically the most frequent answer to the question, what do you want in life. Calm. Protection of our health. Security. Free associations. Password. You know what I mean by password. Internet services for whatever internet service you have to give a password. Does that help to feel secure?

R: Yes, absolutely.

R: It's not a real security in fact, but it makes us feel like as if it was.

M: People sometimes think or talk about protection of personal data as value. Now, do you think of it in such terms? Can you tell me any other values, ideas that are related with values? You, for example?

R: Well, as I told you, I'm quiet. I didn't really have property like gold and cash and things like that, that people like stealing. But my personal information, I'm concerned about it in relation to the computer because I put all my pictures on the picture and I realize suddenly that any of the pictures can be forwarded to the Net. And that just occurred to me, because it's quite worrying. I don't know if I could do anything about it.

M: Any other value related to privacy?

R: (Inaudible).

- R: As an insurance person, if somebody buys an insurance at the contract we always sign that whoever might ask questions from us, but it's out of the question that we would give any of his personal information away. We sign that, so...
- M: If you think of freedom, do you relate it to privacy or the use of personal information? How could you relate it to freedom or liberty?
- R: I would try introducing, especially based on the American sample.
- R: Well the terrorist attacks, like the 11th of September, that's not every day, but in order for it not to happen again, for insurance they introduced this fingerprint visa issuing. And they take it very deadly seriously, but only at the airports. If there is some problem or if they suspect something with the person, then they are going to torture him with questions for one and a half hour. But after that no further control.
- R: But what we have in the European union, we will have, I mean the fingerprint and the iris of the eye are the two most important things for identification. For these two pieces of identification if a person with a bad will can access these two data, because they, you know, stole these data on some kind of a server or computer, now they can really abuse if they have these two pieces of information. So, you know, if they use this data, then the appropriator of the data can be put in prison for a lifetime even though innocent.
- M: So you are talking that it's a good thing on the one hand but there are a lot of dangers with it.
- R: There are very serious worries just about these two personal pieces of information.
- M: Okay, I would like to know that if you compare present day situation with the situation five years ago, do you think your personal information is more protected or not, than five years ago?

R: Well, officially it's more protected because a lot of changes have been made. Our data is more protected, but the last year or so brought about, the tendency of the past few years brought about other things.

R: Well, the fact that there is an ombudsman. A few years ago it existed but these things develop from year to year. Like, if I go to buy a phone, then they will ask me whether they can make a copy of my ID. So these are things we did not have before. Even though I'm not very much afraid. I mean, they can photocopy it, I don't even think of what they could use it for.

R: Exactly what Gyorgy has mentioned, I've heard about an existing fingerprint, the police used an existing fingerprint on some evidence, they put it on the evidence later than the evidence had been found. I don't know if you have heard about it. So it can be used this way.

M: So you mentioned tendencies. What tendencies make you feel that your personal information is less protected? Could you mention some?

R: Financial field. I always read foreign news and the problem is that in the world of computers now, if somebody really gets deep into the use of computers and acquires deep knowledge, than this person does not have any code which he could not break. I mean he could enter the Pentagon, the national banks, anything.

M: But these are certain areas where your person data are under threat?

R: No, not really.

R: Not really.

M: Attila?

R: I would like to answer the previous question. Five years ago what we have signed right here, I think five years ago we shouldn't have had to sign that, if you think about it. We are going to have the same fight as we used to have with the manufacturer's of the log box and the instrument to break it up. So they were in competition and the manufacturer's were only one day ahead of the gangsters. And now our personal data are multiplying, the number of our personal data. So me, personally, for example, I can't remember all the passwords that I have at various places. And this for me is just getting worse and worse. I have to put them down after a while and, you know, then everybody else can find it.

R: I wanted to add something but I can't remember.

M: We can move on. What fields are there? You have mentioned computers, the Internets, credit cards.

R: Everything that's electronic. I think everything related to the computer. From the PIN code, everything.

M: How affected are you by the protection of your personal information? Katalin and Gyorgy said that they don't really bother. They didn't have any bad experiences. Dora, how concerned are you about your personal information?

R: Well, I don't yet have a job, so I don't earn my own living, therefore it doesn't really concern me. But...well, only like message on the Net, like where I should travel and what I should buy and things, you know, letters with a virus in it. So these worry me and these annoy me, but that's not anything serious.

M: So what steps do you make to protect your personal information? Do you have any strategies?

R: I think banks, broker companies, insurance companies, where they have your name and password...

R: What I do is each and every time I give a different password. And if I receive a PIN code from a bank, then I will use a different one as well.

R: Me too. I use them differently with various institutions.

M: Okay, different passwords and PIN codes.

R: If you realize that they have accessed one of your pieces of information, like you lose your, I don't know, driving license, then right away you have to let them know.

R: What I did was, I lost all my papers, so what I do is I have the photocopies, because I kept them at home. And I went to the municipality and told them that I had lost my papers. They said, don't worry, it's okay, come back in I don't know how much time. It's like they didn't really care about it. I expected them to delete my ID number everywhere or to act or make some steps.

R: For my new ID, as well, I was waiting quite long and they just told me, okay, let's talk about it in one month's time again.

M: Now that this happened to you, do you think that you will do something to protect?

R: Well, the only thing is I'm only going to take photocopies from now on.

R: But they don't accept that.

R: Yes, they did. They have accepted all of them, for the children various papers...they accept that. If I don't have a tax card or any other papers I'm

missing, I will just tell you or ask you to come, because they don't accept when it's me.

M: Where do you get information about privacy issues?

R: On the Internet.

M: Anywhere else?

R: Channels, communiqués, television.

R: Everything is on the Net. You don't even have to make a phone call. Everything can be found on the Internet.

R: I don't know, I never really make inquiries. But on the television, things like that.

M: To what extent do you talk about these issues to your friends or relatives?
Gyorgyi?

R: I don't really care, but my husband is...one day he wanted to become a policeman, so he is really concerned. He always tries to track down everything and he considers it to be very important. Really, if there is a problem, then I go to the offices, to the authorities and let them know that I lost something. But just for my security, but really I must say that this is rather...I think it's rather interesting for the imagination of gangsters, because I don't even think of things. I'm not very creative.

R: I think that you only deal with such issues if there is a specific case. Like when in the hospital two people are exchanged.

R: I don't think we could do much about that.

M: What do you think, if you think back and compare with the situation five years ago? To what extent do you think differently about such privacy issues? Are there any changes? You told me that there was greater protection, it was more institutionalized, and certain institutions and people appeared to protect these data. But the way you think, how different is it?

R: I just wanted to add that it's much more of a priority than five years ago, not only privacy issues but we have much more data than we used to have. We use more information. We have more possibilities, that's why. So now it's much more emphasized, be it positive or negative, it doesn't matter. But maybe this is why we are more concerned, because we hear about a lot of extreme cases and things that happened, like when Gyorgy said that they want to introduce the fingerprint thing. And this is something which is not registered so far. From now anybody will be accessed. It will be easier to access somebody.

R: It's also true that if somebody commits a crime, they will be able to track him down too.

R: But they can abuse.

R: It's much more safe than let's say a hair found somewhere.

R: But that doesn't put you into the databank. But with your fingerprint you are entered into a databank. Let's say that somebody is killed and the DNA analysis...

R: That's what I'm saying, that's quite right. The DNA is the safest...

M: Okay, let's not enter into the issue of DNA.

R: Five years ago we didn't have a mobile, we didn't have Internet, we didn't have a credit card. I know that five years ago we didn't because I have a five and a half year old daughter. So that's when we bought these things and we didn't have, we had a computer at home but we didn't have Internet. Now we do.

M: So you think that makes a big difference?

R: Yes. Yes, definitely.

M: Gyorgy, you mentioned at the beginning the events of September 11th. To what extent did things change since September 11th concerning privacy issues?

R: I think it didn't really change our lives but it change the lives of Americans, because anything that invades privacy they are really crazy about it and citizens there are even volunteering to do things, to take measures against that.

M: But what do you feel?

R: I don't feel my life has changed, no.

R: Me neither. (x2)

R: This specific event, no.

R: No.

M: You say that this specific event did not change your attitude, were there any other events that did change your attitude to privacy issues?

R: Yes. And I will answer a previous question as well. We often talk about it and I think the discussions changed things. My friends, and it's quite a big circle of

friends, we didn't yet decide whether we are citizens or whether we are a democratic circle or...because, you know, we are all colours and all kinds of political attitudes within the group. So this is one of the topics we talk about. And I think this changed the attitudes of many of us, the fact that we talk about these things.

M: Have you had any negative experience?

R: Well, the shares, because foreign shares dropped. Well, I was quite affected, badly affected, by that.

M: Okay, could you give me specific examples like when you felt that somebody made use of your personal information or that your privacy was invaded.

R: Yes, before the elections we received SMS's to our name. I had a phone call as well. The phone calls and SMS messages before the elections.

R: Yes, on the Internet too.

M: Okay, so in political matters. What else? Credit card, you mentioned that too.

R: Yeah, they send you these messages like answer this question, answer these two questions, and it's very annoying.

M: Do you have any specific...?

R: Yes, from the social security company, I receive a letter and I have no idea how they got my data because my address was not correct. And it was about money. It was about...

(End of Side A, Tape 1 of 2)

R: ...when I got divorced 10 years ago I switched back to my name as a girl and so I went to the offices and tried to deal with all these changes. They just told me it doesn't matter. So on some official papers my name was not changed, so it still had my husband's name. And I just thought, okay it doesn't matter, right after the event. I thought, I didn't really care. But then it kept coming and my old name kept appearing on some documents and this really started to annoy me.

M: Okay, give me some more examples. Did you ever experience things like they stole your ID and then they abused it?

R: Yes. They bought a car to our name and the person did not pay the money and we got a letter and the company asked me to talk, I'm not a car person but that was a little silver painted small car, and when we went there they could see that it was not the same person, my husband. So we were not the same people who bought the car. So the circle was, you know, closed and they did not bother us anymore. But it was quite unpleasant.

R: I have a story. It's quite long.

M: Please make it brief.

R: They tried to convince me to steal data, to get a hold of certain data. So they tried to, you know, bribe me in some way.

M: Okay, thank you. Now surveillance cameras, do you have any opinion?

R: Yes, it's very good that they exist.

R: In the eight district, you know, it had a very bad reputation. And I think that since they have put the surveillance cameras it got much, much better.

M: Did you want to add something?

R: I always have an opinion, but you can tell me to shut up. So, my opinion is that it's very difficult to draw the line. It's good that the space is surveilled, but then, you know, if your hallway is surveilled, then you know they could almost surveill the whole of your flat as well. So that's quite scary.

M: Do you think there are groups in society that are more susceptible to invasions of privacy than others?

R: Well, yes, it was on television that, I don't know whether you mean that. Homeless people, for example, they had this centre and the television showed where they were and it turned out that huge companies were under their name, so what happened was other people found companies under the name of homeless people. There are 72 companies, you know, under the name of people at the homeless centre.

M: so you think that homeless people are susceptible to...

R: Yes, it's like the television said, the homeless person gave his ID for three glasses of wine.

M: Do you think there are other groups?

R: I don't like to use the word 'Roma', gypsies I prefer. Among gypsies, you know some gypsies are entitled to an aid. And there is a company who got hold of a big sum of money from the government which should have been given to the gypsy youth, student. What happened was the child got only a little part of the money and the person who, let's say, helped him get the money, took the greater part of the

money into his pocket. And they do this with adult people as well. Certain ethnic groups who are really, you know, in need.

M: What do you mean?

R: You can segment the society in various ways and any segment can be...

R: There is another case, if you talk about insurance issues, I went into the insurance company and they were talking about, I could overhear that they knew somebody in the hospital at the new-born section and, you know, it was about making insurances on the new-born babies. And so the insurance company, because they knew a nurse in the hospital, for some money the nurse gave away the data of the new-born children. So, you know, it's like a nurse can make a living by giving away the data of the children who are born in her hospital.

M: All right.

R: It's not only in the hospital. You think that a professor could do the same thing in a school?

R: Yes.

R: When my daughter was born somebody gave her data, because a photographer came to my place to make a photo of her. So I guess they are related to some institution.

M: So you think there are interconnected services. All right. Now I would like to know how likely you think that in the upcoming five years your privacy would be invaded or threatened? Do you actually expect any such invasions?

R: In what way? Officially or...

M: Anything. Like, can you think of any such invasions?

R: Yes, yes. As Gyorgy started to say, with the development of technology, after a while you can't really follow. Like, in the school, you know, they study computer science but they just learn how to use but they don't really go deep into it. And the rhythm with which it's developing I'm sure I cannot follow. You know? So I'm sure that through my credit card, they can access my personal information.

R: I think that we cannot foresee because five years ago we didn't know that they would be able to access our data on the Internet.

R: I think it's not in five years time, I think it's in eight or ten years time when it's going to be a problem in general. Not just one or two extreme cases, but I think in 10 years I think it will be a very frequent problem.

M: Can you think of anything else, how could your privacy be invaded in the future?

R: I would like to join Marton's view. We cannot foresee, we don't know. There are alarming signs, but we don't live such extreme lives that it would be worth for people to track down. I think that it's not a big danger.

R: But at the same time people who are the most graceful to say... it can be the personality of such people is the easiest to steal. What I mean here is like gene technology and cloning, it's like imagine that a person looks exactly like you. I mean that's science fiction but it's a possibility. Some years ago a plane was science fiction too.

R: Yes, we can hope it will not go as far as that.

M: What do you think if you had to decide, what do you think, in the upcoming five or ten years, do you think your privacy will be invaded more or less often?

R: More often. (x2)

R: More often, that's quite clear. Like in the past five years it changed a lot.

R: The protection develops but it will be invaded more often as well.

M: So are you saying that the development of technologies are improving, therefore the invasions will improve as well?

R: Yes.

M: So on the average you are saying that it will happen more frequently?

R: Yes. (x2)

R: Yes. And especially through electronic systems.

M: What are the things that will become less personal?

R: What areas do you mean?

M: Yes, what are the things that will be less private?

R: Even now there are very few things that are very private. My name, my ID number, what else? And my credit card. These are the only three things which are private. All the rest...well, the series number of my credit card is still private, but the PIN codes they can access that. Many, many people steal your PIN codes. If you go to an office, any kind, and they ask you such a huge number of data, even if you want

a little red ting to put on your finger, I feel like I would like to tell them, excuse me, you don't have anything to do with all these data of mine. But then they say, okay, but then we don't give you the service. And for the same reason the ombudsman has this much reports on such matters.

M: What is going to be less private, that was the question.

R: I don't have a television because media, what media does to you is that it prepares you to have nothing private. Look at the reality shows, the most intimate things become public. And for many, many people this is a sample, this is a model. I know many people for whom it is not, my friends, but...

M: You think there are tendencies like that? Okay, I see.

R: I would like to add something in connection with this. If somebody has read, he knows what I mean. If somebody hasn't, then he should. 1984 by Orwell. Now, if you read that book this whole conversation is going to become clear.

R: This was written in '84?

R: No, no, no, in 1948. The title is 1984 and it was written in '48. Now the CIA nowadays is going in the same direction and it's getting quite close to Orwell's ideas.

M: If I mention just one thing, what is going to be the greatest threat to your privacy issues, your personal information? If you had to name one thing?

R: Credit card. (x2)

R: Computer.

R: But, you know, the bank is on the computer as well.

M: So the computer is most dangerous?

R: Everybody has got a computer. In five years time maybe every second person can steal from somebody else's bank card. This is quite possible. Today for \$100,000 you can buy a card on which you can stock gigabytes of information.

R: Computer, credit cards, mobile phones. Everything related to these things.

R: Yes.

R: Social development within that, I'm afraid that we are not going to fight and make measures in order to protect our privacy. That's my fear.

M: Okay, we have mentioned and told a lot about computers and technologies. What kind of computer based technology do you use in your daily life? Just list a few. What is it that you use?

R: What do you mean?

R: Operational systems, XP.

R: Windows.

M: Apart from Windows, what kind of programs?

R: On the computer, you mean?

R: Media player.

R: File helping programs.

R: Games.

M: What about file assistant programs?

R: Well, I never exchange files, so I don't know.

R: I've heard about it, but it's forbidden, we don't do that. I don't use that.

M: Why don't you use it?

R: Because they are under copyright law, so you cannot, you should not do that.

R: The protection of your privacy, is this not the reason? Because they can know who uses it.

M: Do you think they can know who uses your computer?

R: Absolutely. But if you have a computer (inaudible).

M: What kind of measures do you take and use when you write letters on the Internet?

R: Only virus protection. Anti-virus programs only.

R: Well, you know, when I download programs I never fill my personal data. I never fill that out. I lie. I put in different things.

R: I lie.

R: Everybody does that. Everybody.

M: so you think that's a good protection strategy?

R: Yes. (x2)

M: Could you tell me some other...excuse me, please don't talk. Could I ask you a question? Could you tell me specific examples, like how the Internet could invade your privacy?

R: I'm sure because they send us all these letters. I mean I receive 350 letters per week and 20 of these come to my very name. And once it happened to me that they threw the letters so quickly at me that I couldn't delete quickly enough and so my computer froze and I had to reinstall the whole of it, all my computers.

R: Emails with a virus. There are viruses.

R: You don't even realize what people see and when you put your PIN code this is what they get.

M: Has it ever happened to you?

R: No. At least we don't know.

M: Can you protect against this? Can you do anything about it?

R: (Inaudible – all talking at once.)

M: According to you, you've said there are protection systems that you use, programs. What do you think, do the companies that you mentioned, those companies that send you these letters, do you think they respect your...

R: No, not at all.

R: For example, I signed off news group and the following day they continued sending me the letters. Even on an email address where I actually gave false data. So these unwanted letters, they sent it to me on a certain, you know, I didn't even sign up for that news group with that email address and they sent them anyway.

M: Could I ask you something? Please don't have little conversations among you because we cannot go on with the conversation like that. Which are the dangers, the threats to your privacy? What do you think, do they become more frequent or in what direction do these things change?

R: I have experience with two. There are free pages where you can send letters and the other one is what Dora mentioned. If you don't have, they filter my letters. So wherever, the company that I subscribe to a service, I'm sure that they have data because they filter it.

M: Okay, let's move on from the computer. To what extent do you know laws that are related to privacy issues? Are you aware of any such laws?

R: Well, I guess the regulation that I am not obliged to show my ID on public transportation to the controller.

M: Okay, so this is a rule.

R: But I'm not very informed.

M: Do you think these laws exist?

R: Of course.

R: Yes.

R: Certainly.

R: Well, we don't know them specifically, but...

R: I think there are very few people who will call the free email provider when he or she gets unwanted letters. There are very few people who will actually call.

M: Okay, now I would like to know, are you aware that there are Federal privacy laws that place restrictions on departments and companies to use personal information?

R: Yes.

R: Yes, they must exist.

M: So you think it's likely that they exist. Okay, now do you believe that these laws are effective at protecting your privacy?

R: Certainly.

R: I'm sure.

R: They deal with that so secretly. I mean, none of us I think would go to the national security ministry or whatever. Like, for example, when you do your tax report, they make a copy of that. I mean, I've heard a story like that, I heard about it, I don't know how it ended. I'm sure it was on a local government level, but this really is a crime against privacy. So if this happens at a national level, I mean on a local government level, then me as a private person cannot really do anything about it. Because if I do some official business with an authority, then I would like to trust it. But if they abuse at a governmental level, then we cannot do anything about it.

M: But do you think it is...

R: There are restrictions somehow the companies can use the information.

R: Well, only the very company can use, so they have to sign that they can only use those data for a very specific purpose and they cannot give it to other companies.

M: So they sign these declarations?

R: Yes, I've just heard that hotels, for example, in principle the data of the guests, if the guest of the hotel approves of it then it can be used for, you know, market research purposes and things like that. So they can only give away data of people who approved of it.

M: To what extent do you believe that these regulations are effective and they protect you personal or information?

R: More or less. (x2)

R: Nobody had any experience like that, nobody that I know of. So it must be working to some extent.

R: The fact that we are sitting here, within this circle...

R: I can never know that the company that I was running, which I stopped, I don't even really keep the papers. Now I start throwing away the papers, but I can never know the tax number the other, you know, numbers and information about this company, if somebody gets hold of it or accesses it, maybe he will do something with those numbers and the name of the company and then some people...you know, authorities might come to me and make me pay for that. But these are very extreme individual cases. I think that, you know, a legal company, I think really

will abide by these laws. I'm sure. And people as well, but today in Hungary companies, market research companies, who do that legally, I think they abide by these laws, otherwise they could really have problems.

M: We have already mentioned the United States, that the privacy issues, you know the protection of personal information, works in a way that it becomes less secret for national security. So if we put these things...these are the two sides of the balance. Like, general security and protection of your personal information. So which is more important to you? How far would you go?

R: I can't see the correlation.

R: Well, you know, if I don't give my personal information then maybe I'm not going to be protected.

R: Yes, but protection of my personal information is part of security, at the same time.

M: But, you know, I mean that when they do these databases, you know, it will be able to catch the people who commit crimes. So this is to increase security. But on the other hand, then this means that you also should give your fingerprint and so on. So how would you decide?

R: I would believe that I would try to trust them that they will not, you know, abuse. But last year, for example, I went to London at the end of the year and at the airport, as I stepped out, everybody, various companies, telecommunication companies were welcoming me. I was being naïve. It's just one thing that they tell me – happy name day and it's my name day. But I don't know how these things happen. You know, I can only trust them, but they even know where I go with my phone. So I really don't know.

R: I also agree that we should give our fingerprint, like the event in the States with the bombs in the planes. I think security is more important, so I would be ready to give my fingerprint.

R: To some extent only. I couldn't tell you exactly where the borderline should be drawn, but I hope they are more clever than I in that.

R: Well, let me just tell you one opinion about the fingerprints.

M: We shouldn't talk only about the fingerprints.

R: If they put you in a database based on your fingerprints, this is part of security, on the one hand. But on the second hand, if everybody gives their fingerprint, they also take the fingerprint of somebody with a bad will. So for that person it's a withdrawing force. I mean it will keep him back.

R: They found that 100 years ago, the fingerprint.

R: Yes, but there is always a fingerprint somewhere, if the guy is a suspect and they also find one of his fingerprints, then it's the end of him. So, you know, then when he doesn't have the time to put some gloves on, then he might not steal that thing or might not commit that crime, because he is afraid of his fingerprints...

R: For security I would give it.

M: So you don't mind if your personal data is invaded, but you prefer security.

R: Yes, we need to trust them.

R: You mentioned security and personal information, I would put them on the same side and I would put liberty and freedom on the other side, because you are going to be in security. What I mean is you give your personal information, consequently you are going to be in security. Or your security can be less, decreased, this does not depend on you, but your freedom does.

M: What is more likely, what do you think, which is going to be more emphasized in the future, security or personal information?

R: Security.

R: In America, for example, to foreigners, if they don't send us back from the border.

M: Okay, it is going to be a little strange maybe, but I would like to ask you, I would only like to talk with you. You, the others, you can even go out if you like. So please only if you have something very, very important to add. Only talk in that case. We have mentioned the surveillance cameras and I would like to know whether surveillance cameras are used in your neighbourhood.

R: Yes. I live in the eighth district. We have the surveillance cameras and it's a very, very good thing, because now the eighth district has become the fourth most secure area of Budapest, thanks to the surveillance cameras. And there is another case, a friend of mine told me that their car was broken into in front of their house by certain...it was right underneath the window, so the police was quite close and the surveillance camera was so good, because this way the police could follow exactly and otherwise maybe they would have caught them before or after, but this way they could catch them on the spot and that's the best for legal reason, it's when you catch them while they are committing the crime.

M: Dora, what do you think about these surveillance cameras?

R: They are very useful protection from robberies. I think it doesn't really concern me in my home, but in big supermarkets and shops I think it's important. I live near Bogalusa and I always go to the market. And the specific one at Draguti (sounds like) Square and they have put some surveillance cameras in the past two or three years. Only two or three times they tried to rob me, but before it was several times during a visit to the market. So I think it's good.

R: And also prostitution. Prostitution is reduced.

R: And it increases security.

R: I live near Santistran Blvd. (sounds like). There are a lot of banks, so I presume there are surveillance cameras. Because it happened to me while my flat was robbed meanwhile I was sleeping and I have heard that there are cameras which can be put on and which shows who makes the robbery and I have heard about people who have already fixed cameras like that. We have that in the house. And outside the house, well probably two banks, the cameras of two banks surveill these.

M: Who puts on these surveillance cameras?

R: You know, the police. They have them on the police.

R: Companies can put them on.

R: Well, surveillance cameras can only be put on by the police, otherwise you can only monitor the space that you own.

M: Is there regulation to that, do you think? Why?

R: Well, there is a point to this, for the police, because they can actually act.

- R: And they cannot store it. I think there is a law, they cannot store it. It's not permitted like for a week, they can only store it for a day and when they see something happening they must act.
- M: Which are the pros? You have mentioned already less crime, less prostitution. What are other pros?
- R: It's withdrawing.
- R: Yes, is a force that prevents crime, gangsters from committing crimes.
- R: Prostitution as well, which is not crime but, you know, it's on the borderline.
- M: What else is in favour of surveillance cameras? Nothing else? Okay, what's against it?
- R: You know, people sometimes mention that people can actually be caught when they go out with another woman or man, you know, marriage issues. And there was a case, he was seen with a woman by the police. It was recorded. But that's not very...
- M: So you don't think there is controversial aspects of these cameras?
- R: No, not really.
- R: No.
- M: So you think it's perfectly okay to have surveillance cameras. All right. Do you think there are other functions that these cameras might fulfil and that they are not used for at present?

R: Well, they could count the traffic.

R: They are using these for public transportation, counting traffic.

M: Anything else? What do you think, if it was not only some areas of Budapest but every single street of Budapest would be surveilled like that.

R: Yes, good. Let them start doing it.

R: Very good.

M: So you don't have any worries with that?

R: Only the people who do bad things will have problems with that.

R: Well, we had a case, there was a case in the place of republic there was a demonstration and so they took away cars. They didn't even put a note on the cars like they are going to do that. We were parked legally, I mean perfectly at the place where we had the right to park. They took the car away and, you know, it was, we checked and the surveillance camera actually recorded that the car was parked in the right way. However, we couldn't do anything, the car was taken away anyway and we had to pay. So regardless of the fact they did it.

M: What does it feel like to you that...you told me that you often go in streets where there are surveillance cameras. Does it feel different?

R: No. I don't even think of it.

R: All the big shopping centres are full of cameras. And you know that when you enter, because there is a sign informing you. You know, when you go into a shopping centre, you know that.

M: Doesn't it feel different when you are monitored this way?

R: No.

R: Well, a park is more difficult to, you know, monitor than a shopping centre.

M: So it doesn't change your behaviour or your habits?

R: Well, let's say if I was, you know, if I was being very much in love with somebody on the Island of Margaret and they were recording us, with my lover, that might be embarrassing, but...

R: Well, they should put them where it's needed. Of course it's not needed in a forest.

R: There is one more negative aspect. It's not a real crime, but if I stop for five minutes somewhere, where I should not, and the controller does not come there but the camera can see...

(End of Side B, Tape 1 of 2)

R: ...and later on I have a problem.

R: Okay, I can give you another example. It's like it's forbidden to drink in public places and let's say we feel really good with my friends and at two in the morning we feel like drinking in the street and it's monitored...

R: Who can prove...you can say there was no alcohol in it, but who can prove it was alcohol free.

R: Yes, but you know, many, many people park in no parking places, however they don't get the fee. It depends how they use the tapes.

R: Yes.

R: Some two years ago, when two cars, there was a discussion, there was a big issue it became...because of the surveillance camera it became a big issue. So there was even a report on television and they followed the case for two years.

M: Now, another question, have you ever participated in a customer loyalty program.

R: Yes, after my child was born, we could collect points and then we could get something for it. And since then I have been a member.

R: Samsung had a card and when we bought a Samsung product they gave us, and sometimes we have a pass, like per year, and we can use the points. So these kinds.

R: Well, like small cards, you have to collect some hundreds of thousands of points, so I'm not going to...Plus, the supermarket Plus, I'm not going to go to Plus just to collect points. So I don't care.

R: No.

R: No, never.

R: Never.

R: Never.

M: What's the purpose of these loyalty programs?

R: I would definitely buy those products. So I use it because I would buy it anyway for my children. And so if I collect these points and the children get some presents, why not?

R: We like McDonalds, we would go there anyway. So I don't buy big things from the points, but we just, you know, we can eat with the points, buy food. So it doesn't really cost anything.

M: What kind of personal information do they ask for at the loyalty program? Did they ask you?

R: Yes, we had to fill in a form. Nothing special. At the end it's written, do you approve of using the information like for sending me leaflets and I said, yes.

M: So you approved of it.

R: Yes. (x2)

R: Well, with my program it's really for the children, so they have my address so that they can send these leaflets for the children. So, of course, they can send them. That's not a problem for me.

M: What do you think? The personal information they collect this way, what do they do with it?

R: Database, they put them in a database.

M: Do they store that only or do they process it?

R: I think they process it. Nestle products, for example, they will use them constantly.

R: Of course they use them.

M: I would like to know, Marton and Attila, you said you don't use these.

R: Shall I collect them or 20 cards like that, no way. I like doing my things in a simple way. I really enjoy the fact of not having my television. I mean I like living in this spirit. The branding and things like that, I just don't care.

M: So you prefer to distance yourself from it. Okay. Are you aware that when you use cards when shopping, the companies are able to track down the purchases you make? Were you aware of this?

R: Well, I have a card like that and I can't imagine that anybody would be interested in the way I buy things. It's no way to be interesting for somebody.

R: Yes, they can.

R: Yes, they are.

M: So does it disturb you?

R: No, no. Not at all.

M: That somebody might see where you buy things and how much you buy and how frequently?

R: I buy as much as I want, so...

M: Would that be a problem to you, that they can see?

R: Well, the card I don't care, but the way I eat, I mean my habits with my meals, that would really disturb me.

R: But it only takes off the points from the card, so...

M: Do you think it's credible to you that they track down your purchase habits?

R: I don't feel like I have to make a secret of any of these things. Like, for example, what I bought in Plus, it's not a problem.

M: Do you think that those companies that make these loyalty programs, do you think that they can give away your personal information to other companies?

R: I'm sure they don't.

M: Excuse me, just one at a time, please.

R: They promise me not to give away and not to abuse, so it's beyond my imagination how they could use that against me. So I don't mind. I have no aversions about this matter.

R: I have no problems either if they know what I buy. It's not a secret.

M: And what if they give it to other companies?

R: Even that is not a problem for me. That's their job. Maybe it's important for them when they bring in some new products on the market or something.

M: Have you ever made a purchase over the Internet?

R: Yes. (x2)

M: What kinds of things?

R: Pizza.

R: Yeah, pizza.

R: Yes. I ordered pizza.

R: Presents from the (inaudible) shop.

R: DVDs.

R: Yes. Books, for example, and computer programs.

M: Do you have to provide personal information for these purchases?

R: No. I only purchase over the Internet if I don't have to give personal information.

R: I don't want to give these data either.

R: Some of the purchase we have to give them and some of them we don't have to.
For example, pizza, just phone number. But you have to give that anyway.

M: Now I ask the three of you.

R: I don't think that for a pizza I should give my tax number. I wouldn't give that.

R: I wouldn't give any of it. I don't know, because I don't trust them.

R: My phone number, I'm ready to give it, but nothing else.

R: Yes, I mean the number, like if they need to find your address, that's okay. They can call you to ask you where you are or whatever.

R: I don't use a card for purchases, some people do that and the way they protect themselves is they only put as much money as they are going to buy and they don't use it.

R: So you can only use just one credit card and only put as much money on it as you are going to use.

M: What else? What other measures can you take? Does it occur to you?

R: I don't really fear anything like that when I go shopping, but that there is a database, I have never had any problems, so... I never had a bad experience.

M: What made you decide to buy over the Internet?

R: Laziness. It's comfortable.

R: It requires little time.

R: It's cheap. There are specific costs where you can save money.

M: Are you aware of any directives concerning the commercial web pages? Are you aware of any such directives?

R: I don't know, but I presume they exist.

R: They always tell us that they try to make it more secure, but I've never heard them say now it's secure.

M: What about business services?

R: If you buy a service, like if you buy software, there is a very long data protection section.

M: Do you read that?

R: Very rarely.

R: If I'm interested, because it's a lot of money, then I read it from the first to the last letter. But if it's a 27-page data protection section in English, then of course I don't.

M: Do you read it?

R: No. (x2)

M: Are you not afraid to put an X in the little column, are you not afraid that something might happen?

R: If it's not a copied program, I mean if it's not illegal, then I can't see why it should be... but let's say it's illegal. If it's an illegal program, I don't read it anyway.

R: They know that you don't read it, that's why it's so long.

R: It's for the sake of their own protection, for their own. They protect themselves this way.

M: Okay, now I've run out of questions. But in the last round I would like to ask you, now if you look at those little leaflets or sheets of paper that you received, please

have a look at the page where you have the list of these four areas. You should rank these, and you can only put one number; one, two, three or four. Please differentiate and don't put the number to two different areas, if you see what I mean. So the one that is the most important to you is number one, and four is least important. Bodily privacy, in fact, refers to being watched or monitored without your knowledge or permission. Communication privacy, by that we understand that someone is listening to your conversations or reading your emails without your knowledge or permission. Informational privacy is controlling what information is collected about you. Territorial privacy is not being disturbed at home, being able to have times when you are completely alone away from anyone else. Okay? So you should rank these four areas in an order of importance.

(Respondents rank items.)

M: Okay, are you ready? Very good. Okay, please look at the fourth page here. You also have to rank them, but now you should rank the same four types in terms of the degree to which these areas are under threat for you personally. So please rank the four types listed with a one to four, where one is most under threat today and four is least under threat today.

(Respondents rank items.)

M: Okay, so if you are ready, I would like to have these back please. And as a last question, would you like to add something? Is there anything that you could not express or say? Is there anything related to the topic, which you would like to say?

R: For the last question, like information technology, anybody, any time, can be overheard. On the mobile phone, any how. In the States I could see a world-wide centre where they could listen to any conversation, any phone conversation of the world, my mobile. So it's amazing. It's amazing.

R: Well, it costs billions of dollars, but they can do that. CIA and FBI can do anything.

R: I would like to ask you how are you going to give that to, you know, to your clients? Do you have an interpreter or...?

M: Yes, we have an interpreter to do that. Please stay another minute because a colleague of mine is going to come in and give you some presents. And now, if you trust me enough then could you please sign the last page and my colleague can collect these. Thank you very much for having come. Bye-bye.