

August 12, 2004

Session 2

My name is Luana, I work for a company that makes research marketing and we also do studies trying to get different opinions from different people. And today we are asking you questions. I want to tell you that this session is audiotaped because I can't record all that you are saying, and also in that way I know that I can get all the information I can need. There are a person or two that are assisting me also in this investigation, so in this way we don't miss out in any of the points we will be commenting and expressing your opinions, but to start out I would like you to put your names on this squares, so that I know your names and I can relate to you more easily. This way everybody can see your name. And let's introduce ourselves, what you do, your hobbies, what you'd like to do. Who wants to start?

- My name is Maribel, I have two girls, I'm a housewife, I like to read and in the morning I like to do some exercise.

How old are your children?

- 11 and 16.
- My name is Yolanda, I am a senior citizen, I am an accountant; I do not have a job right now. I am a housewife and once in a while people come to visit me.
- My name is Beatriz; I have 3 girls, 19, 25 and 26; right now I'm doing business. I like to cook, to do exercise, to read.
- My name is María Elena, I am married with two children, and I'm a housewife and I like to go for walks.
- My name is Guadalupe, I work for a company, I'm divorced, I do not have children. And my hobby is to be in the nature as much as I can, especially where there is water.
- My name is Rafael, I have 4 daughters, I'm a dentist, in the morning I do exercise.
- My name is Alejandro. I have 3 kids, I already have grandchildren and I do a lot of exercise, I am already retired. I also like to be around nature. I rest a lot and my kids and grandchildren; I spend time with them sometimes.
- My name is Gustavo, I'm single, I'm a student, I'm studying a course in textiles and I'm selling clothes now, and I also like to design. My family does other things. I like to do sports.

- My name is Francisco, I finished my degree in industrial engineering and I am starting my practice with that.

All right, we broke the ice here. The only rule I have is you talk one at a time. We are doing a study on different focus groups and we are going to do an exercise right now. We are going to have two words that we are going to be dealing with, and the only rule is to note down the first thing that comes to mind when you read the word "privacy". It doesn't matter what it is. All the words you can think of, it may be something that you think is dumb, but whatever you could just write it down, there are no right or wrong answers. So, when you use the word travel, you travel because you want to rest. And in the next sheet you are going to have the word "security". It's connected privacy with security. Tell me the words you associated with security.

- Intimacy, tranquility, loneliness, keep secrets, discretion, independence, calmness, personal, silence, have your own room, walking, privacy in a plane, gambling maybe, harmony, your private goals, when you are accomplice with somebody, maybe you have a complicity with somebody, trust, car, internal peace, prosperity, secrets, responsibility, secret because you have security, credit, happiness, projection to the future, family, economy, home, in the street, in decisions, not having confrontations, if you have a lot of confrontations you risk security, comfort, not wear any jewels, for instance there was somebody that was robbed in Reforma and he was a politician, and he was killed and they never took the watch they wanted to take originally.
- For instance, there were some regular young guys and they were picking up cans, and they were making a living with that.

You thought of a lot of words!

- Privacy is a value like your privacy; everybody has a right to have privacy. It would be a value and a right.

Why would it be a right and why would it be a value?

- An ex president of Mexico says that we should respect others, and then you'll have peace, and I think that is very important.
- I think when you have privacy it lessens the amount of stress that you could have. It is a necessity that we all need to have.

Do you think privacy is something you would like to have?

- I think it is the natural state of the human being, when you have your own privacy; you are just the way you are, when you are with your own self.

Did the notions of privacy have changed with time? Comparing it with 5 years ago, do you think we have more privacy or less?

- I think we have less privacy, because of science and technology. We are demanded more through technology. They want to control you more now, they want you to have an ID card that everybody has, the CURP. As time goes by, we have less time for ourselves.
- At a personal level, I think I've become more aware of my privacy, because I've grown to discover it and value it.
- There is a privacy that has to do with our inner being, and privacy that has to do with external things.

Let's talk about privacy having to do with the external world. We could say that we have less privacy nowadays. In what other ways, have we lost our privacy?

- The government is controlling more now. The banks also. Internet.
- Technology that is being used by the government. The communication centers. In technology, there is communication. So we get information quicker nowadays, that's advanced quite a bit.
- I think we have less privacy with the family because we are more communicative than the past. There is more conversation with the kids.

Would that be in a positive way?

- Yes, you would have less privacy but it's better, it has improved communication between family members.
- All the values are being deteriorated, so you have less privacy, because you don't have respect either.

You were saying all the means of communication like satellites and cell phones; you find everything you need through cell phones. What other means in technology?

- Food, now we are all processed foods, not natural foods.
- You are watching TV all the time.
- Talking about the Internet, it is keeping you away from having more personal contact with people.

Also, how about the camera surveillance?

- We lose privacy with that. They are checking on us all the time. In banks, they have cameras all over. They take a lot of information from you; they have to know so much about you. They talk about it very openly, but the banks ask for a lot of information, so that takes away your privacy.

- With the cell phone, for instance, they say things like push 1, push 6, and they have all these different things they can do.

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In general terms, in what ways have you lost more privacy?

- Through the Internet, or in the bank someone steals your credit card number.
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- They want all this information from you. So you don't have any more privacy with all these questions they ask.

From 0 to 10, you have lost your privacy how much?

- 10; we are worried, because everybody knows what you are doing.
- For instance, if you see a car parked in front of your house more than 10 minutes, you are worried that something is wrong.
- There are hackers in the computer that can transfer bank accounts.
- You can go to a bar and sign for your credit card bill, and maybe they charge you more.
- With credit cards, they do like a duplicate bill.
- In these ATM machines, they duplicate your cards when you use them.
- There is a lot of theft going on with these ATM machines nowadays.
- Sometimes you get forfeited bills from those machines.

So, what are the things that you are doing to protect your privacy? You try to keep very close control of your credit card?

- You have to be very alert nowadays with all these things. You have to be watching everything that you do. You want to put your money under the mattress instead.
- I just cancelled my credit cards, because they are too expensive and I have to deal with them.
- They ask you for all these different papers to prove your identity. They say it is confidential, but it really isn't sometimes.

What other things are you doing to protect your privacy?

- Not to carry a lot of money with you. You can have like \$200 in your pocket, but not \$5,000

Where are you getting this information of things that happen?

- In our neighborhood everybody tells you, "I got robbed" having to do with all these delinquent cases.
- I think one of the first subjects that comes up when you gather with people, friends, family, whatever, is that it is getting more difficult to have security nowadays.
- Everybody talks about insecurity.

So, we are talking of more insecurity or of loss of privacy?

- I think we are losing privacy because of insecurity. Before, everybody would give their information about their things freely, but nowadays you want to be more careful with that.

So you have talked to your family members about that?

- Yes, be careful with the keys.
- It is not as noticeable when you get home and you want to put your car in the garage. I turn the lights off so nobody can see me.

Do you think privacy has changed within the last 5 years?

- There is much more insecurity now. Everybody is more worried, you are even afraid of your own shadow, whether you are going on the bus or on the subway, in the car, you have to be looking around all over the place, being careful about who is going to approach you.
- I heard a few days ago that they were assaulting people in Cuernavaca, and that they were on horses, and then they would take the money and go away.

Why has it changed this loss of privacy?

- I think the more information they ask of you that is exposed to other people is a way that you are losing your privacy, because more people know about you, and people use your information to make money also.

Thinking about privacy and security, do you think that the event that happened on September 11th changed things? Did it change your perception of privacy and security?

- It changed all of us economically. A country like the US, which is the most important country in the world, is being attacked, so you thought if it has happened to them, how would it affect us?

How did it change your perception after September 11th?

- If they had that type of problem, what could we expect in our country? I think it affected the economy most of all; the oil is at \$45 dollars per barrel. There is a lot of fear because of the lack of oil.
- You have to be more careful when you go out on the street.
- When that happened, we were fearful that Mexico was going to go to war, that made us very worried. That we would be invaded by terrorists.
- For somebody like me, who has a business, you have to have wiring outside of your business to be sure that you protect your privacy.
- We thought that the terrorists would be coming through Mexico.

Because of what happened on September 11th, do you think we have less privacy here in Mexico?

- Yes, especially when you go to the airport, it takes a long time when you go on a flight; they have to check everything. They don't let you take any shaving, blades and stuff, making sure that they are checking everything that you have in your luggage.

Have you lived that, do you think that this is a loss of privacy, when you get on the plane, and they check you so much?

- Yes, we think so.
- They make you take everything out of your pockets when you go through the machines; they check and recheck you.
- Sometimes you are thankful for that, because you never know if there is going to be some bad people getting on.

So, to increase security sometimes we have to give away privacy. Do you agree with that?

- It's better to lose 2 or 3 hours but be safer.
- You go to the check-in and 40 minutes before you catch the plane.

So, are you willing to lose more security in favor of your privacy?

- There are lots of advances in technology, they have more control, but I think they are using the latest technology to make it quicker and easier.
- I think there is a positive and a negative side to this. The negative part is that they are taking measures that affect us, but also that helps us too to become more aware to take the very indispensable things you need for your travel. There are people, for instance, that carry drugs in their shoes

or whatever. I think that we were really affected by the September 11th event in our economy. We have lowered our economy, and when we have a crisis like that it makes us push to improve in many other ways too, make a living, so it has its positive sides too.

OK, going back to the subject, have you ever had an invasion of your privacy in a serious manner?

- Well, for me to be stuck in traffic for an hour and a half is terrible.
- Once I was stopped by the police and I did not cooperate with them, and things got worse, they put me in jail, they called my family and they wanted money and my family did not want to pay it, so they treated me worse, and that was really bad. And then sometimes what they do is they push drugs in your car and then they say you had a batch, but they put it themselves.
- One day, some guy came around 10 in the morning, I was just opening the business and he came in and I saw that he was in pain, I am a dentist, I checked him and I felt funny, I said: Open your mouth, and he had an abscess. So he got up, I sat on my desk, when I was going to prescribe him some medicine, he took a gun, and said: Give me all the money you have. I had some silver in some drawers, I had a laser in another bag, and I was trying to gather things for him so he could take. I put everything in a bag for him, I had \$80 cash; he had tattoos all over his body. When I realized that he was on drugs.

Somebody else had an experience like that?

- About 5 years ago, I got mugged.

Have we thought about how the government is invading our privacy? How about at the workplace?

- We are working for a company; sometimes they have total access to your privacy. I don't think about that being a problem, because they have a right to do that.
- I am a teacher, before they used to give you more freedom to do your work when you are teaching, but nowadays, what they do is that they are supervising your work. Nowadays, if you do four functions on the job, now they have one employee to fulfill that job.

What other ways are they controlling employees in the companies?

- They do a lot of medical tests for AIDS and stuff like that.
- Another guy who also saw when that thief went out, and the thief knew him and recognized him, so the thief decided to bring all the things back to my office because he got really fearful of being taken to court.

- There are different gangs that steal cars and that steal motorcycles. And there is organized crime with that, where they all know all the different things that they steal.
- In Cuba, they would get information from the government agency about you, and they would register you in a crooked manner, but then you could get legal papers and legal documents pretending that you are from that country.

So, that is what they call loss of identity...

- There are also people selling false birth certificates. You know that nowadays you can get a senior citizen card, so you could get discounts with different means of transportation.
- I heard also what they do is take ads out of the yellow pages, people's names and get their phones, and they kidnap those people.
- There are families that are important people, and they don't like people to take pictures or write articles about them, because they might become too visible and people might want to kidnap them.

Do you think that there are politicians and people that are famous or artists, that are more at risk to get robbed? If we project ourselves into the future, how is that going to change from now?

- I think that we are going to lose more privacy, because information is going to be faster and more accessible. For instance, 5 years from now, when you go into the street, they are going to know everything about you, what you do, where you go, etc.
- They recently kidnapped a lady, she did not have a chip in her car, if you have a chip on you, you are going to die. And then they let her go.

What is the worst threat to our privacy?

- Well, that we lose our lives, that they kill us.
- The Internet is going to degenerate the human race, 5 or 10 years in the future we are going to have less privacy and we are going to be more controlled.

In what area are we going to have less privacy? You tell me.

- We think that invasion of privacy by the government, as they have all your information.
- When the September 11th incident, with all that problem with the mail, that was very scary for everybody.

- I think that all we should do is become more united, so that our privacy does not get more invaded than what has been already.
- There is only a small portion that really rebel, there should be more people rebelling.

So, we think technology is the one that is threatening us more to lose our privacy.

- Yes.
- And you become intimidated by it.
- There will be a time in the future when they don't have to ask you how much money you have, they just look up your name and they know exactly who you are and how much money you have.
- People with this technology will know more about what problems you have, what illness you'll be having; all your personal problems. Like a client coming to a restaurant, they'll say, "This guy can pay, this guy cannot pay", because they know all your information, your salary...

How is technology going to change your privacy?

- Also when you go shopping.
- Maybe there is going to be a huge bank that is going to have all the information about us. It is going to be like a World Bank.
- There is going to be a possibility for the bank to know everything about us. We will be like objects or numbers only, and everything will be very cold, just a number existing.
- When you are born, they have a number that they'll have for the rest of their lives. That is like a chip already.

Are you all familiarized with the computer?

- Yes.
- I use it, when I have nothing to do.

So most of you work with a computer.

- Yes, I do use the Internet.

All of you who use the Internet, what measures do you take to protect yourselves regarding your privacy?

- I don't do any shopping on the Internet, and in that way I protect myself.
- Each computer has something like a program called IP, and it's a blocker that exists to help you from other people invading your privacy.

Other people know about this?

- I have something to protect against virus, make sure that you don't get a virus with your e-mail.

Does it cost?

- No, I think it is free. They call it private e-mail service.
- I think it is \$90 dollars a year, and it is completely private. Nobody can invade your privacy. But I think that there will be different programs that eventually will come up to protect you.

How aware are we currently about the different technologies that exist?

- It's amazing how much information you can gather from your computer.
- My daughters can get now all the information out of the computer. I remember in the old days we used to go and consult encyclopedias to get information and nowadays it can be done in a quick few minutes.

So we are not aware of different technologies that exist to protect our privacy, right?

- I think maybe the moment hasn't come yet where we feel we need to be really protected nowadays.

Have any of you participated in a frequent-flyer program?

- Yes, I have.
- I was in a program where I had extra 900 miles, so I think I got that through American Express; if you have so many points, you pay less when you fly.
- I have Lufthansa mileage accumulation.

So, do you think that that is an advantage because you can fly cheaper?

- You buy something and they give you some points, all they ask you is, "Do you want to join this program?" And you do.

Have you taken the initiative to go into these programs?

- No.

- They offer you gifts, we are going to give you 5000 points if you join the program, or if you help somebody else to join, then you get more points.
- There is a car agency for instance that gives certain discounts if you join as a member.
- With Mexicana, they ask you if you want to be part of the frequent flyer program.
- Yes, they will ask you for your name and address and all this information.

Do you remember what information you gave for this program?

- Yes, a lot of information.

Why do you think they ask for so much personal information?

- I think it gives them security.
- - I think it is a protection for the company.
- My daughter recently got a job with an insurance company, which investigated her so deeply that they even came to the house to see how she lived and everything, I asked them why, and they said, "For security reasons".
- The reason they do that, they were very strict, they hired some people that actually stole cars and stuff from the company and they fled and they could not find them. Nowadays, there is much more insecurity, there are more frauds.

So, do you think that it is good that a company does something like that?

- I think that is good for them, because they feel much more secure.
- If you hire someone to wash your clothes or clean your house, you want to make sure that it is being recommended by a friend.
- I think that there is no guarantees nowadays, with anything you do. Even the security guard might not be somebody you can trust.

Do you think that these companies can sell the information they get from you?

- Yes, they do sell it.
- They have to make adjustments with the laws too, protect. I think they have to be stricter with legislation, and be more careful with that.

- Sometimes it could be to your advantage; if they know that you are a good paying customer because of the credit bureau report, they could give you more credit, so that could be an advantage. If it is used for a good purpose, to benefit you, I think it's good.
- For instance, right now all the information that you give now you have distrust as how people are going to use it, maybe against you.

Who has bought through the Internet?

- I started buying clothes through the Internet, and it was from Tijuana, it was just a little bit of clothes, and in December we bought a lot because they were very cheap. Then, after that, once we started buying all those toys, we started getting advertising for toys. Even though December is still far away.

What made you buy the first time through the Internet?

- The price, it was very cheap.

Did you worry about your own security?

- Well, I have limited economy, so I went on with the bargain than anything else.

Anybody else has bought through the Internet?

- I have bought special bargains. You get references, who you are, going to do with this specific items, and you know that they are straight, so you can go ahead and buy those items there.
- My sister bought airline tickets.
- I bought something through the Internet, bottle openers, and it wasn't that much so it was OK to do it through the computer.

While you were in the Internet, did you read about the confidentiality policies that they have?

- For certain programs they have, they talk about contracts. But you have to read them carefully.

Do you think that there are specific measures to protect you in the Internet?

- I don't know.

Is there something Internet is doing where you can feel more protected while being in the site? For instance, in the Messenger?

- They say don't give personal information; they give you that information.

- Well, you know, what he was saying about getting an e-mail that is totally private. A server that guarantees total privacy.
- Buying programs where people are not able to do any hijacking with your computer.

Are there any laws that protect our privacy?

I think they are coming up with them. I think they may be happening in December.

- I don't even know if that is a delinquent act or if it stipulated as a delinquent act.

What other means are there to protect our privacy with legislation? Is there something in the Constitution?

- The Constitution was made to be violated, I think.
- For instance, in our Congress, there are all kinds of conflicts between them.
- There are laws to protect human rights. The laws of communications.

What other laws do you think exist to protect our privacy?

- Maybe protection for your own property. There are all these things that have to do with corruption, when something happens, you can't really depend on these laws because there is too much corruption and the laws are not respected when they do exist.
- The laws can be written, but if they are not followed and executed, it doesn't serve the purpose.

Do you know there are federal laws that stipulate restrictions for the government not to misuse your personal information?

- For instance, government institution IFE gave away information that was not supposed to be given out and nothing was done and also at a bank that happened too.

The thing that there are laws that have restriction on companies so that they don't misuse your information?

- Well, if there are no laws, they can do anything they want.

OK, let's talk about the surveillance cameras now, like which ones, what have you about these cameras?

- In the neighborhood where I live there are cameras because there is a lot of theft, but I think it has its good points and bad points. And I feel secure when I leave my home because I know that there are cameras watching my home. But if I look at the other way, maybe they are watching out to steal something from my house and that's different, right?
- Nowadays, they have the mode in the streets not to control the traffic.
- To protect the destruction of walls and streets depending on the area, also for instance they use the surveillance cameras in the banks to make sure who goes in, who goes out and transactions.
- I used to work in a department store where I realized that there were cameras all over, but specially where the clothing sections were, not where the fruits section was, so you could take an apple or a pear and eat it and they wouldn't find out about it.
- Also on the freeways. The government operates this. They have those cameras everywhere, where there is traffic going through. Where there are a lot of people, they have a lot of cameras.

Do you realize that a lot of you are in all those videos?

- It's not a problem that they have them and they put them all over, as long as they put them to good use. If they do it to benefit us and the community, I think it's good.
- In this way, it would help them to maybe lower the level of crime; then it is fine.
- For instance, that may prevent the thieves to do what they want to do because they know that there are cameras.
- There have been cases where in certain neighborhoods they do not have cameras and there is where the thieves concentrate, and when they put cameras, the thieves choose other blocks.
- But also the thieves change color shirts so that people will not catch them.

Do you think that helps, that it lowers the crime?

- I think so. We think so, yes.
- Once we were in the downtown area, we got stopped by a policeman and my friend did not have a driver's license, so he was telling us that we should give him a bribe and put it in the glove, and so we gave him something.

Do you think that these cameras are good to combat crime?

- I think so. In the 1940's, in Germany, you gave away information about another person, if he was involved in some crime. When they were fining the Jews.
- Also, before they used to give you like a price of money if you would give information about somebody that was involved in crimes, I think that was a good idea.

How about another thing?

- I think the law should be well executed and that also if somebody commits a crime they should serve their time and not take bribes, and they should be punished so that way they don't do it again.

Now, to finish off, I hope you are not bored.

- No, it was very interesting.

I am going to ask you now to answer this questionnaire, please. The four types of privacy. What I would like you to do is rank them now 1 to 4, 1 is the most important thing in privacy and number 4 would be the least important. And then in the next segment it would be the same you are going to rank them according to risk, one has the most risk, and number 4 would be the least risk.

Are you done? Thank you very much for coming and accepting our invitation. Just put your names on it and you leave them for me. And thank you for your patience, thank you for your opinions, thank you for your participation.

Yes, it was very interesting to talk here.