

# Is the Reader the Product?

## Open Access, Usage Analytics, and Privacy

Lisa Janicke Hinchliffe

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Free People  
Read Freely

# Library Bill of Rights (ALA)

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

- I.** Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.
- II.** Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.
- III.** Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.
- IV.** Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.
- V.** A person's right to use a library should not be denied or abridged because of origin, age, background, or views.
- VI.** Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.
- VII.** All people, regardless of origin, age, background, or views, possess a right to privacy and confidentiality in their library use. Libraries should advocate for, educate about, and protect people's privacy, safeguarding all library use data, including personally identifiable information.

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**“When users recognize or fear that their privacy or confidentiality is compromised, true freedom of inquiry no longer exists.**

**Privacy is essential to the exercise of free speech, free thought, and free association.”**

# ALA Code of Ethics

- 1. We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.**
2. We uphold the principles of intellectual freedom and resist all efforts to censor library resources.
- 3. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.**
4. We respect intellectual property rights and advocate balance between the interests of information users and rights holders.
5. We treat co-workers and other colleagues with respect, fairness, and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.
6. We do not advance private interests at the expense of library users, colleagues, or our employing institutions.
7. We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.
8. We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.

# Privacy and Confidentiality

“In a library, **user privacy is the right to open inquiry without having the subject of one’s interest examined or scrutinized by others.** Confidentiality exists when a library is in possession of personally identifiable information ... about users and keeps that information private on their behalf. Confidentiality is a library’s responsibility. This responsibility is assumed when library procedures create records including, but not limited to closed-stack call slips, computer sign-up sheets, registration for equipment or facilities, circulation records, what websites were visited, reserve notices, or research notes.

Libraries should limit the degree to which personally identifiable information is collected, monitored, disclosed, retained, and transmitted while fulfilling their duty to comply with their state’s library confidentiality statute. Libraries involved in training volunteers, new employees, student assistants, or trustees should inform them of the requirements that they not abuse confidentiality and that they protect library users’ rights of privacy.”

## Must Maintain Confidentiality

**“Regardless of the technology used, everyone who collects or accesses personally identifiable information in any format has a legal and ethical obligation to protect confidentiality.”**

# Library Privacy Guidelines for Vendors

“In their provision of services to library users, librarians have an ethical obligation, expressed in the *Code of Ethics of the American Library Association* and the *Library Bill of Rights*, to preserve users' right to privacy and to prevent any unauthorized use of user data. Librarians and libraries may also have a legal obligation to protect library users' data from unauthorized disclosure.

Libraries enter into licenses or agreements with third-party vendors in order to provide library service to users and to meet library operational needs. Third-party vendors include digital content providers, program facilitators, and even other libraries, such as a consortium. In the course of providing software, hardware, or services, most third-party vendors collect and use library user data for a variety of reasons, including consumer analytics and segmentation, personalization, digital rights management, and digital collection development.

**Libraries and vendors must work together to ensure that the contracts and licenses governing the collection, processing, disclosure, and retention of library user data reflect library ethics, policies, and legal obligations concerning user privacy and confidentiality.”**

# Implications for Open Access Usage Analytics?

“Data is the New Oil”

“If You Aren’t the Customer, You’re the Product”

Who is the Customer in Open Access?

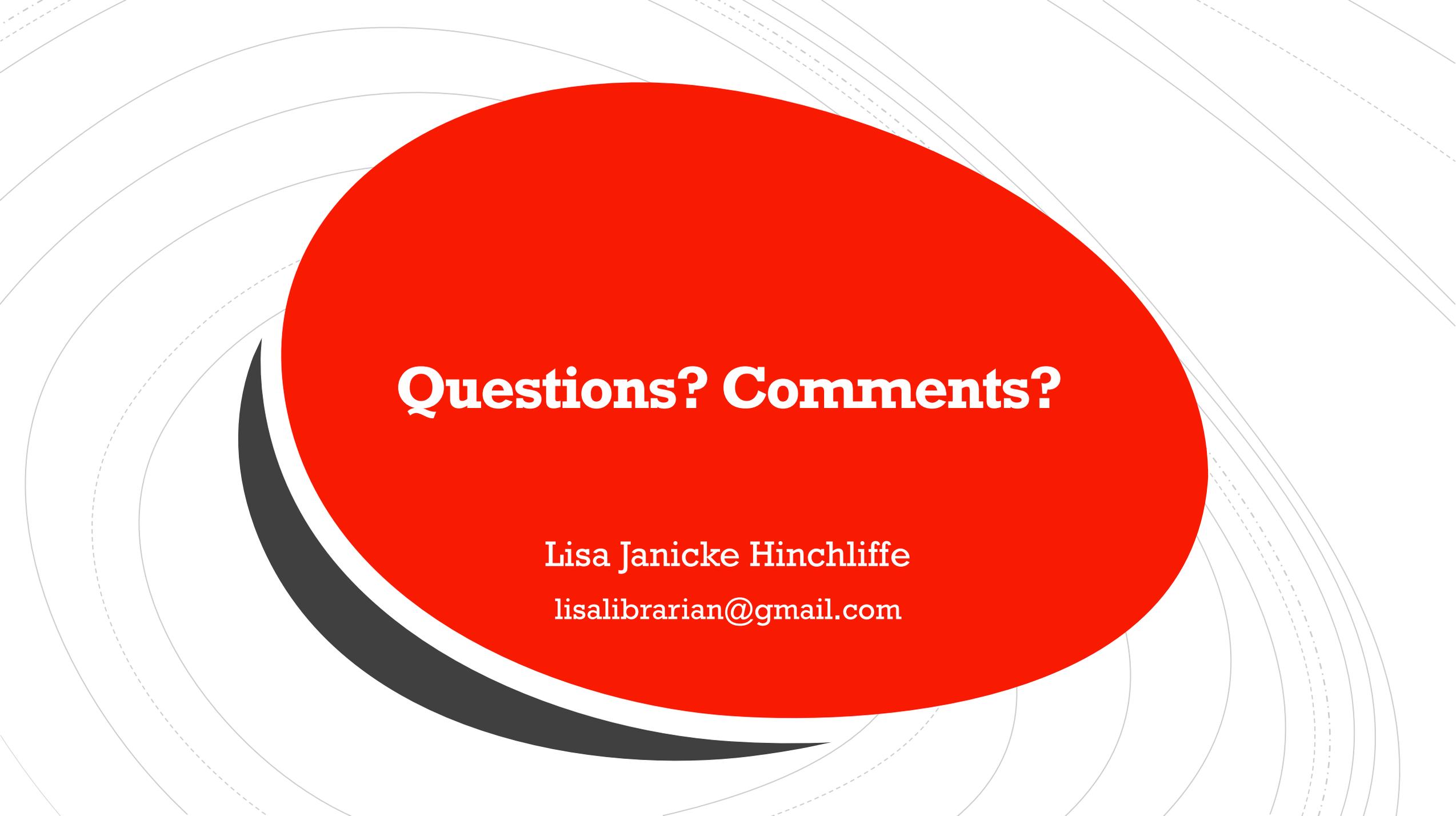
Free Reading  $\neq$  Free Services

Episodic vs Ongoing Revenue

Monetizing “Data Exhaust”

# What Future Do We Want?

Are We Satisfied with the Direction of Travel?



**Questions? Comments?**

Lisa Janicke Hinchliffe

[lisalibrarian@gmail.com](mailto:lisalibrarian@gmail.com)